



Partners in feeding hungry kids

PFC POWER PACKS PROGRAM NUTRITION ANALYSIS AND WHITE PAPER —FEEDING LOCAL CHILDREN TO END HUNGER IN SOUTH FLORIDA.

Weekend Meal “Backpack” Program Nutrition for Food Insecure Children in South Florida funded by the Pan-Florida Challenge Riders Fund 2015, the Walmart Foundation, and Unity Church

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TABLE OF CONTENTS

I. INTRODUCTION	Page 3
II. HUNGER IN CHILDREN IN SOUTH FLORIDA	Page 3
III. WHAT IS A PFC POWER PACK	Page 4
IV. HOW THE PFC POWER PACK MENU WAS DEVELOPED & WHY	Page 5
V. MEALS CLAIMS & JUSTIFICATION	Page 5
VI. WHERE ARE PFC POWER PACKS DISTRIBUTED	Page 6
VII. HOW ARE CHILDREN QUALIFIED AS HUNGRY	Page 6
VIII. WHAT GOES INTO A POWER PACK	Page 7
IX. CURRENT MENUS	Page 8
X. FUTURE ITERATIONS – TESTING & EXPLORATION	Page 11
XI. APPENDIX	Page 12

I. INTRODUCTION

We are people concerned about our kids going hungry in South Florida, partnering together to end Childhood Hunger one meal at a time.

We created a weekend backpack program to feed our “empty refrigerator” kids – those who go home from school on Friday afternoon and endure 68 hours without sufficient nutritious, accessible food to eat at home until returning to school Monday morning.. When kids don’t eat, they cannot focus on their studies which results in the “lost Monday”. The minds of these children fail to absorb and learn on Monday until nutrition from breakfast kicks in and their bodies adjust.

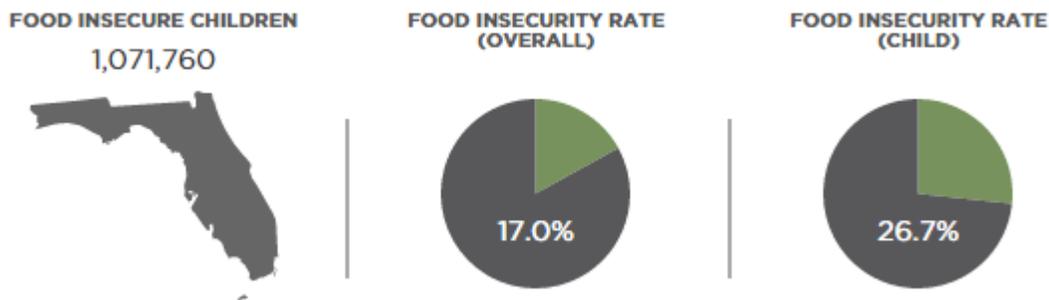
To prevent our local children from going hungry over weekends, we assembled a team of local partners – schools, funding partners and food distributors – all unified behind our common cause:

No Local Kid Hungry. Not One.

Partners: Pan-Florida Challenge, Meals of Hope, the Walmart Foundation, Collier County Schools, Hendry County Schools, CCSWFL, RCMA, Boys & Girls Clubs of Lee County, the United Way of Lee, Hendry, Glades and Okeechobee Counties, Christ Fellowship Church, and Unity Church.

II. HUNGER IN CHILDREN IN SOUTH FLORIDA

The Need:



To end childhood food insecurity in Florida, one meal at a time, for the 1,000,000* children affected today, through a vast network of food distribution partners, schools, child care providers, experts, activists, and sponsors across South Florida. Food insecurity in children generally means a child does not know where their next meal is coming from at some point in time this year. As defined by the U.S. Department of Agriculture (USDA), food security refers to the household-level economic and social condition of reliable access to an adequate amount of food for an active, healthy life for all household members. A household is food insecure if, in the previous year, they experienced limited or uncertain availability of nutritionally adequate foods. (Taken from the Hunger in America Summary 2014, Feeding America)

Pan-Florida Cyclists pass through 5 counties which are home to an estimated 114,000 food insecure kids while crossing the state of Florida. Nearly 31,000 of these hungry kids have no access to SNAP or federally funded programs and must rely on charity, the kindness of strangers and emergency support alone. 28% of all kids in these 5 counties are food insecure –1:4 do not know where their next meal is coming from at some point over the year, 2016.

2013 Numbers / County	Palm Beach	Lee	Collier	Hendry	Glades	PFC Path Total
Food Insecure Kids	63,660	31,670	15,340	3,240	790	114,700
% all kids	24%	26%	26%	30%	33%	
Likely ineligible for federal nutrition programs	31%	23%	22%	9%	33%	
Food Insecure Kids without help	19,735	7,284	3,375	292	261	30,946
% Food Insecure Kids without help	31%	23%	22%	9%	33%	27%

See Appendix for detailed statistics by county.

*Source: [Feeding America, 2013 Map the Meal Gap study](#)

III. WHAT IS A PFC POWER PACK

We intend to fill the 68 hour gap over school weekends from Friday afternoon lunchtime at school until Monday morning breakfast at school with our PFC Weekend Meal Power-Packs. PFC Power Packs consist of 13 meal offerings ready to be dropped into students’ backpacks on Friday afternoon at school or aftercare. PFC Power Packs are distributed to hungry students qualified by our great partners and their school staff every Friday afternoon in Title I schools, VPKs, and after-school programs in high poverty areas, and food insecure populations.



PFC Power Packs are filled with nutritious food in 7 child-ready meal offerings stuffed into oversized zip lock bag and one 6-serving family meal bag from Meals of Hope. Both are packed, shipped and labeled with love to feed hungry students every weekend of the school year 2015-2016.

IV. HOW THE PFC POWER PACK MENU WAS DEVELOPED & WHY

We developed the weekend meals “PFC Power Pack” to enable children in South Florida to experience weekends without hunger by providing child-friendly nutrition directly to eligible students in schools, VPKs, and after school programs

Our goal is to replace the calories the student is missing by not being in school for breakfast and lunch, and the menus were designed to approximate a 75-80 out of 100 score in the HEI Healthy Eating Index 2015.



<http://www.cnpp.usda.gov/healthyeatingindex>

Additionally, the Meals of Hope meal bags add a family meal component to for a dinner or breakfast meal offering for siblings not part of the PFC Power Pack Program or for parents stretching every dollar to feed a hungry family.

School breakfast and lunch together are approximately 900 calories per day, minimum*. This is why we target 1,800 calories in our PFC Power Packs bags - to comprehensively replace the nutrition and calories missed when students aren't eating at school over the weekends.

*<http://www.fns.usda.gov/sites/default/files/dietaryspecs.pdf>

Children's Daily Nutritional Needs

Per the USDA daily needs of children include*

<i>Children Age 4-8 yrs avg</i>	<i>Children Age 9-13 yrs avg</i>
Carbs 130g	Carbs 130g
Protein 19g	Protein 34g
Calories 1,200-2,000	Calories 1,400-2,600

Children's Daily Caloric Needs

Per the USDA daily needs of children include*

Boys	not active	somewhat active	very active
4-8 years	1,200-1,400 calories	1,400-1,600 calories	1,600-2,000 calories
9-13 years	1,600-2,000 calories	1,800-2,200 calories	2,000-2,600 calories
Girls	not active	somewhat active	very active
4-8 years	1,200-1,400 calories	1,400-1,600 calories	1,400-1,800 calories
9-13 years calories	1,400-1,600	1,600-2,000 calories	1,800-2,200 calories

*http://www.cnpp.usda.gov/sites/default/files/usda_food_patterns/EstimatedCalorieNeedsPerDayTable.pdf

V. MEALS CLAIMS & JUSTIFICATION

Weekend backpack programs tend to conform to two models: the supplemental snack model or the comprehensive meal model. The PFC Power Pack was conceived as a comprehensive replacement of missed school meal calories. The PFC Power Pack was carefully constructed to offer nutritional meal offerings to feed children over the weekend assuming there is little to no accessible, nutritious food in the home available to these food insecure children. In each PFC Power Pack, we include 11 meal offerings for children to take home over the weekend for breakfast, lunch, and dinner. Each item is child accessible and shelf stable, not needing any refrigeration.

Additionally, a Meals of Hope family meal accompanies each PFC Power Pack. This is a bag of 6-8 servings of a nutritious meal fortified with protein and vitamins. Meals of Hope meals come in 4 flavors. These bags require some cooking – either boiling in water or in a microwave – that may exceed an elementary school students capabilities. As such, we offer these as “family meals” to extend and supplement the food adults in the home are cooking or to support older siblings in the home without access to PFC Power Packs. Research shows that families that share a meal together are better able to cope with the stressors of poverty.

In our fundraising claims with the Pan-Florida Challenge, each serving represents a “meal”. The Pan-Florida Challenge for Hungry kids is a “meals” challenge to raise money and awareness to feed hungry children through a bicycle ride across Florida. We fund PFC Power Packs to feed 1,187 local children going hungry in 18 schools across the 5 counties we ride our bikes through: Collier, Lee, Hendry, Glades, and Palm Beach. Because children, left to their own choices, tend to eat in the natural serving by serving pattern recommended by many health and nutrition experts, the challenge “meals” are calculated by the serving.

The Pan-Florida Challenge for Hungry Kids 2015 event raised \$140,000. With 100% of this funding we purchased food and then leveraged additional donations and grants to fund the equivalent of over 700,000 servings or “meals” being fed to hungry children in Florida and in Haiti.

VI. WHERE ARE PFC POWER PACKS DISTRIBUTED

The PFC Power Pack program partners with schools, VPK/Headstart, and after school programs who serve students living with chronic hunger or food insecurity. (See Appendix for current list of schools and distribution programs) Any child who exhibits behaviors indicating chronic hunger or food insecurity is eligible, subject to a parent or school faculty approval and at the school Principal’s discretion. We ask School Partners provide 1 PFC Power Pack and 1 Meals of Hope bag per child, referring all siblings in the family to the program.

VII. HOW ARE CHILDREN QUALIFIED AS HUNGRY

A child is eligible when school staff or teachers believe they are exhibiting behaviors which may indicate chronic hunger or food insecurity (see list in the Appendix). We offer a list of indicators as a guideline, developed in partnership with school principals and experts experienced with student backpack programs. We trust the school staff to determine the best means for distributing the PFC Power Packs to their children on Friday afternoons.

The food bags are purchased by the Funding Partner, Pan-Florida Challenge, and then packed and shipped by Meals of Hope, Food Partner to arrive every month at the distribution sites..

Each child referred into the program receives 4 bags each month. The total number of bags varies by need, as few as 25 to as many as 150 children. Power Packs are delivered in boxes, 8 to a box, by the pallet each month. The inventory of packs for 50 students is estimated to be 1 full pallet (4’ x 4’). The first Wednesday of every month a new set of meals will be



delivered to the school to be stored at the school designated location. PFC Power Pack boxes must be stored per the safe storage specifications.

VIII. WHAT GOES INTO A POWER PACK



Breakfast and lunch offerings include such items as:

- Breakfast cereals
- milk
- fruit
- juice
- peanut butter crackers
- canned meals

The supplemental Meals of Hope bagged meal can be shared by the whole family. One each week including:

- Meals of Hope Mac & Cheese
- Meals of Hope Rice & Beans
- Meals of Hope Chicken & Rice
- Meals of Hope Oatmeal

PFC Power Pack Four Different Menus

It depends on which week it is! We rotate 4 menus with 13 meals every month. Each week, the different meals are intended to keep the child's interest while providing nutritious, shelf-stable, safe, quality food for each meal. Our goal is to replace the calories the student is missing by not being in school for breakfast and lunch, and the menus were designed to approximate a 75-80 out of 100 score in the HEI Healthy Eating Index 2015. (<http://www.cnpp.usda.gov/healthyeatingindex>)

IX. CURRENT MENUS

Current 2015 Menu Item Lists:

Menus are subject to change, and we invite your feedback to the items, kids’ palate and consumption, or nutritional values. We always include breakfast and lunch offerings, as well as the supplemental family meal, with the goal of providing calories equivalent to school meal values.

Power-Packs come in 4 Menus, rotated each week.			
Menu 1	Menu 2	Menu 3	Menu 4
Corn Flakes	Corn Flakes	Corn Flakes	Toasted Oats
Toasted Oats	Raisin Bran	Crispy Rice	Raisin Bran
Peanut Butter wheat crackers	Cheese cracker	Peanut Butter wheat crackers	Cheese cracker
Peanut Butter wheat crackers	Peanut Butter pouch	Peanut Butter wheat crackers	Peanut Butter pouch
100% Fruit Juice	100% Fruit Juice	100% Fruit Juice	100% Fruit Juice
100% Fruit Juice	100% Fruit Juice	100% Fruit Juice	100% Fruit Juice
Applesauce	Applesauce	Applesauce	Applesauce
Peaches	Mixed Fruit	Peaches	Mixed Fruit
Mac O's	Mini Beef Ravioli	Beef Stew	Chili
Beans & Franks	Chili	Beef Lasagna	Beans & Franks
Milk	Milk	Milk	Milk
Meals of Hope Mac & Cheese	Meals of Hope Oatmeal	Meals of Hope Beans & Rice	Meals of Hope chicken & split peas

Feedback welcome, email Dara@notsonarrow@gmail.com.

Nutritional Content per December Menu:

Week 1	Calories	Protein	Total Carb
	1515	42	246
Week 2	Calories	Protein	Total Carb
	1485	43	221
Week 3	Calories	Protein	Total Carb
	1555	39	238
Week 4	Calories	Protein	Total Carb
	1545	50	229
Average	Calories	Protein	Total Carb
	1525	44	234

Nutritional Content per December Menus, Week 1, Week 2, Week 3, Week 4:

Week 1	Calories	Protein	Total Carb	Type
Macaroni O's and Beef (213g)	200	7	21	Main Dish
100% fruit juice fruit punch	90	0	23	Juice
100% fruit juice apple	90	0	23	Juice
Beans and Franks (213g)	250	13	31	Main Dish
Cornflakes	110	2	24	Breakfast
Toasted Oats	120	3	22	Breakfast
Hershey's 1% chocolate milk	150	8	24	Milk
Peanut butter crackers (32g)	190	4	23	Snack
Peanut butter crackers (32g)	190	4	23	Snack
Applesauce (113g)	45	0	12	Fruit
Festival Peaches, It syrup (113g)	80	1	20	Fruit
Totals	1515	42	246	

Week 2	Calories	Protein	Total Carb	Type
Sketti O's (213g)	200	7	21	Main Dish
100% fruit juice fruit punch	90	0	23	Juice
100% fruit juice grape	90	0	23	Juice
Chili (213g)	250	12	23	Main Dish
Cornflakes	110	2	24	Breakfast
Raisin Bran	100	2	21	Breakfast
Hershey's 1% chocolate milk	150	8	24	Milk
Peanut butter crackers (32g)	190	4	23	Snack
Applesauce (113g)	45	0	12	Fruit
Mixed fruit (113g)	80	0	19	Fruit
Peanut butter pouch (32g)	180	8	8	Protein
Totals	1485	43	221	

Week 3	Calories	Protein	Total Carb	Type
Beef Stew (213g)	290	10	17	Main Dish
100% fruit juice fruit punch	90	0	23	Juice
100% fruit juice orange and tangerine	100	0	26	Juice
Beef Lasagna (213g)	200	8	21	Main Dish
Hospitality Crispy Rice (1oz)	110	2	25	Breakfast
Cornflakes	110	2	24	Breakfast
Hershey's 1% chocolate milk	150	8	24	Milk
Peanut butter crackers (32g)	190	4	23	Snack
Peanut butter crackers (32g)	190	4	23	Snack
Applesauce (113g)	45	0	12	Fruit
Festival Peaches, It syrup (113g)	80	1	20	Fruit
Totals	1555	39	238	

Week 4	Calories	Protein	Total Carb	Type
Chili (213g)	250	12	23	Main Dish
100% fruit juice apple	90	0	23	Juice
100% fruit juice grape	90	0	23	Juice
Beans and Franks (213g)	250	13	31	Main Dish
Toasted Oats	120	3	22	Breakfast
Raisin Bran	100	2	21	Breakfast
Hershey's 1% chocolate milk	150	8	24	Milk
Peanut butter crackers (32g)	190	4	23	Snack
Applesauce (113g)	45	0	12	Fruit
Mixed fruit (113g)	80	0	19	Fruit
Peanut butter pouch (32g)	180	8	8	Protein
Totals	1545	50	229	

X. FUTURE ITERATIONS – TESTING & EXPLORATION

PFC Power Pack Iterative Product Development

The product development cycle of the PFC Power Pack does not end. We are interested in improving our bag's contents in terms of quality of nutrition, accessibility, and child uptake. This requires feedback from the children eating the menu items, the faculty and staff, as well as nutritionists in our community. We have invited the University of Florida to conduct a nutritional analysis and make recommendations. We also plan to work with the school districts' nutritional experts to improve our menu item offerings over time.

All feedback and input will be thoughtfully reviewed, and is very much appreciated. Please email Dara Albert at notsonarrow@gmail.com with your ideas and contributions. Thank you.

XI. APPENDIX

A. INDICATORS OF SCHOOL CHILDREN GOING HUNGRY INCLUDE:

Behavior

- Rushing food lines due to extreme hunger
- Appearing hungry on Monday mornings
- Quickly eating all food served and asking for more
- Asking when the next meal or snack will be served
- Regularly asking teacher for food
- Saving/hoarding/stealing food to take home for self or siblings
- Linger around for, or asking for, seconds
- Commenting about not having enough food at home
- Asking classmates for food they do not want

Physical Appearance

- Extreme thinness
- Puffy or swollen skin
- Chronically dry or cracked lips
- Chronically dry and itchy eyes

School Performance

- Excessive absences and/or tardiness
- Repetition of a grade
- Chronic sickness

Home Environment

- Often Cooks Own Meals or has another sibling who does
- Moves frequently
- Loss of household income

B. HUNGRY CHILDREN STATISTICS BY COUNTY

Collier County

Childhood population that is food insecure: 26 percent

Children that go to bed hungry: 15,340

Average cost of a meal: \$3.10

Population that is food insecure: 13 percent

Residents that are food insecure: 41,090 people

County hunger stats source Feeding America

<http://map.feedingamerica.org/county/2013/overall/florida/county/collier>

22 percent of the food insecure kids in Collier Counties do NOT qualify based on income for SNAP (foods stamps) and other federal nutrition programs, and must rely on emergency food assistance programs and charity to help them meet their basic need.

Lee, Hendry, & Glades Counties

Childhood population that is food insecure: 26-33 percent

Children that go to bed hungry: 35,700

Average cost of a meal: \$2.94

Population that is food insecure: 15 percent

Residents that are food insecure: 101,020 people

County hunger stats source Feeding America

<http://map.feedingamerica.org/county/2013/overall/florida/county/hendry>

9-33% percent of the food insecure children in Lee, Hendry & Glades Counties do not qualify based on income for SNAP (foods stamps) and other federal nutrition programs, and must rely on emergency food assistance programs and charity to help them meet their basic need.

Palm Beach County

Childhood population that is food insecure: 24 percent

Children that go to bed hungry: 63,660

Average cost of a meal: \$3.19

Population that is food insecure: 15.1 percent

Residents that are food insecure: 202,110 people

Total food budget shortfall: \$114,111,000

Palm Beach County hunger stats source Feeding America

<http://map.feedingamerica.org/county/2013/overall/florida/county/palm-beach>

Palm Beach County has the highest percentage of food insecure individuals who do NOT qualify for SNAP and other federal nutrition programs: 31 percent do NOT qualify the food insecure children in Palm Beach County do not qualify based on income for SNAP (foods stamps) and other federal nutrition programs, and must rely on emergency food assistance programs and charity to help them meet their basic need.

C. SCHOOL DISTRICTS & INFORMATIONAL PARTNERS

United Way, Lee, Hendry, Glades & Okeechobee

Collier County Public Schools

Hendry County Public Schools

Grace Place

D. SCHOOLS AND AFTERCARE PROGRAM PARTNERS

Totals – 18 schools – 1, 187 students

Collier County – 6 schools -386 students

Avalon Elementary, Naples -75 students

Highlands Elementary, Immokalee -86 students

Manatee Elementary, Naples -50 students

Mike Davis Elementary, Naples -50 students

Naples Park Elementary, Naples Park -50 students

Poinciana Elementary, Naples -75 students

Lee County -3 outlets – 205 students

CCSWFL - PA Geraci Child Development Center, Dunbar, Ft. Myers-55 students

Boys & Girls Clubs Lee County - Pueblo Bonito Club, Bonita Spring -90 students

Boys & Girls Clubs Lee County - Suncoast Club, North Ft. Myers- 60 students

Hendry County – 5 schools – 282 students

RCMA Labelle -67 students

CCSWFL - Children's Garden of LaBelle, Labelle, 25 students

CCSWFL – Harlem Academy Child Care Center, Clewiston -95 students

Central Elementary, Clewiston – 70 students

Up The Grove Elementary, Labelle -25 students

Glades County – 2 schools – 68 students

RCMA Moore Haven -58 students

West Glades Elementary, West Glades -10 students

Palm Beach County – 2 schools – 246 students

Pahokee Elementary, Pahokee (with Feeding South Florida, not PFC Power Packs) -166 students

Belle Glade Life Center, Christ Fellowship, Belle Glade -80 students

E. FUNDING & FOOD PARTNERS

Pan-Florida Challenge

The Pan-Florida Challenge (PFC) provides the funding and is a Naples, Florida - based nonprofit entity, and the Pan-Florida Challenge for Hungry Kids event is an annual, two day, 160 mile bike ride across Florida from Naples to Palm Beach, held in March. Through our fundraising and partnerships, we provide meals to hungry children who do not know where their next meal is coming from. The 2nd Annual Pan-Florida Challenge for Hungry Kids event, raised \$140,000 through a bike ride event to feed hungry children in South Florida and in Haiti. Sixty-five cyclists tackled the Pan-Florida Challenge, a ride from Naples to West Palm Beach, encompassing 160 miles over two days, Saturday and Sunday March 28-29th, 2015, with a fundraising commitment that the event will raise enough funds to provide over 400,000 meals to hungry children in South Florida and Haiti. An unprecedented 100% of donations goes directly to buying meals for hungry kids.

"We rode our bikes across Florida to give a voice to thousands of unseen and unheard children going hungry in our own backyards. There are 1.1 Million kids here in Florida who worry about when and where they will eat their next meal...and we have the ability to make a difference "
- Ed Mullen, Founder and President of the Pan-Florida Challenge.

Contact: Dara Albert, Director. 719-304-9961.
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Meals of Hope

Meals of Hope is a nonprofit 501(c)3 with a hands-on approach to combating hunger in our community. Meals of Hope has packed over 27 Million meals since 2009, by staging Food Packing Events across the United States. We also pack nutritious meals for local communities of Southwest Florida. Meals of Hope has given hundreds of volunteer-minded individuals a way to make a positive impact. Meals of Hope food packages, which are distributed by accredited Food Bank partners, including Harry Chapin Food Bank of Southwest Florida, offer more than nutrition. To a child who is dealing with the stress and insecurity of not knowing how or when they will receive their next meal, a comforting bowl of Macaroni and Cheese or Beans and Rice (both fortified with soy protein and 21 vitamins and minerals), provides a bit of hope to carry them through another day. All meals that are packed by sponsors and volunteers are provided to recipients free of charge.

"There is a silent epidemic happening within our country today, and although the reality can be overwhelming, Meals of Hope and its partners are making definite strides in combating hunger and food insecurity here at home,"
Executive Director Stephen Popper.

Contact: Steven Popper, Executive Director. 239-537-7775.
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