



## **2011 Summer Food Service Program Desert Oasis Awards**

Running the Summer Food Service Program is not an easy task. The planning, organizing, marketing, creativity, and flexibility involved, combined with the ultimate goal of feeding hungry children, is a noble undertaking. That is why, through the Desert Oasis Awards, we recognize those outstanding organizations that have demonstrated amazing efforts to run a truly successful feeding program for the children in their communities.

### **Perfectly Partnered**

The honor of SFSP Perfectly Partnered goes to **Alhambra Elementary School District**. Using local resources is a big part of operating the SFSP and is essential in helping the program reach its full potential. The nutrition staff at Alhambra partnered with district staff members to reach out to the community through the district website and newsletters. Using their reputation of providing fresh foods and promoting family togetherness at mealtime, Alhambra focused their goal on retaining, as well as increasing, local participation.

### **Outstanding Outreach**

One major aspect that is key in running a successful feeding program is outreach to the community. **Toltec Elementary School** used a variety of avenues to promote the SFSP including posting flyers throughout the community and sending notices home to parents, creatively advertising their meal service as a special event. By providing a fun atmosphere through theme days and activities, word quickly spread that Toltec was the place to be for a nutritious meal and a fun time. Congratulations to Toltec on **Outstanding Outreach!**

### **Spectacular Staff, Greatest Growth, Magnificent Menus, Best Overall Growth**

With a mission to have the best summer program ever, **Casa Grande Elementary District** put in motion a strategy to reach as many people as possible. Staff members took great strides in reaching the community by distributing flyers to homes and businesses and advertising at community events. In order to create a fun and inviting environment, games, crafts, and themes were incorporated along with the nutritious meals that were served. Thanks to their increased efforts, Casa Grande was able to increase their meal participation by 25%!