

FY18 NORTHEAST TENNESSEE SCHOOL BREAKFAST CHALLENGE

THANKS TO SHARE OUR STRENGTH NO KID HUNGRY

REGIONAL GOALS

- 1,000 more students connected to school breakfast.
 - 5 additional schools to implement a Breakfast after the Bell Program (BAB) in the 2017-2018 school year (e.g. Breakfast in the Classroom, Grab and Go, Second Chance or a combination thereof).
 - 16 additional schools to implement a universal free breakfast program.

Eligibility Criteria

Public schools located in Greene, Hawkins, Sullivan, and Washington County are eligible to participate.

- To apply, you must enroll at www.netfoodbank.org/tnbreakfast/. Deadline is February 9th, 2018 at 4PM.
- Schools that are interested in applying should coordinate with their district FNS office.
- Applying schools must either be:
 - New to implementing (in the 2017-2018 school year) or be prepared to implement a BAB model before May 1st, 2018.
 - Or new to implementing (in the 2017-2018 school year) or be prepared to implement a universal free breakfast program for all students before May 1st, 2018.
- Before the universal free breakfast program or BAB, average daily participation in school breakfast is at 50 percent or less.
- This funding is intended to help with school improvements (e.g. equipment, supplies, marketing materials, and teacher and/or student incentives).
- Each school must have strong stakeholder support from school leadership and staff.
- Each school must make reasonable efforts to continue the program.
- Promote the breakfast program through social media and school district communication channels. Use #TNBreakfast and tag Second Harvest Food Bank of Northeast Tennessee on Facebook, Instagram, and/or Twitter.
- Complete a final report on the following: financial report on use of funds, participation numbers, narrative report on the successes and challenges of your program.

Selection Process

Applications will be evaluated based on:

- Adherence to eligibility and requirements guidelines.
- Program sustainability
- Growth potential for breakfast participation

All applicants must submit a complete application; incomplete applications will not be considered.

Timeline

February 9th: Deadline to Enroll

February 14th: Awards Announced

March 1st: Checks Mailed

March 2-9: Dr. Seuss's Birthday and National School Breakfast Week

May 31st: Final Report Due

Questions

For questions about the challenge, please contact Ashley Penley, Children's Programs Coordinator at feedthekids@netfoodbank.org or (423)279-0434 Ext 204.