



Program Guidance and Recruitment Toolkit

LULAC believes that it is important to address food insecurity in communities across the United States. Through our programming efforts, LULAC will be training and deploying our LULAC Councils and community partners to educate and promote food assistance, and nutrition programs to curb food insecurity. That's why we're excited to announce our partnership with No Kid Hungry for the Sembrando Comunidad Food and Nutrition Program. Through this initiative, LULAC councils and partner organizations will host outreach distribution events and training to provide relevant information regarding Supplemental Nutrition Assistance Program (SNAP) enrollment, eligibility, and direct communities to enrollment.

Below you will find guidelines and tips to help you get started.

Food box distributions guidance:

- 1.2 lbs of food is considered 1 meal. Guidance is 20LBS of food per box so about 25 meals are provided per box of food
- Can be curbside pickup of an in-person event
- You can host food drives to help alleviate the cost of purchasing food items for the food boxes.
- We recommend purchasing non-perishable items (i.e canned foods) unless you have direct access to a storage fridge.
- A typical box might include:
 - Fruit: 5 cans, including peaches and pears, and 1 liter apple juice
 - Vegetables: 5 cans, including corn and peas
 - Protein: 6 cans tuna and 1 jar peanut butter
 - Dairy: 32 ounces 1% milk
 - Grains: 3 bags, including penne pasta, white rice, and multigrain cereal.

We recommend looking into a restaurant wholesale website such as:

<https://www.therestaurantstore.com/> to purchase non perishable items in bulk.

Building relationships with local wholesale food distributors in your community is also cost beneficial to your project as well as holding community food drives to aid in your food supply for distribution.

Recommended Community Partners:

- Community centers
- Faith-based organizations
- Schools
- Libraries
- Mutual aid groups
- Non-profit organizations
- Experts in federal and state nutrition programs
- Local grocery stores/markets/ bodegas
- Local government officials

These are all great partnerships to build to assist in providing volunteers, space, and food drive collections. In addition, having community resources, including local experts who specialize in enrolling community members in federal and state nutrition programs is beneficial in helping educate the community. Nutritionists and cooking demonstrations also provide hands-on training on building healthy plates and helping guide beneficiaries on how to build healthy eating habits. Bilingual speakers are a plus when working with the Spanish speaking community.

Canvassing:

- LULAC will provide limited digital assets for site usage. We recommend that local street teams promote your food distribution and education sessions by going door to door within a 3 mile radius of where your food distribution will take place. Additionally, leaving flyers at local grocery stores, community centers, and places of worship and schools are also recommended.
- Through your stipend you can utilize printing of flyers. Find a local printer to print flyers and resources to disseminate in food box distributions and community events to spread awareness regarding upcoming events along with other general information regarding the public charge rule and nutrition programs (i.e WIC and SNAP)
- Disseminate 100 flyers per month for 6 months: a total of 600 flyers per site is the **minimum** metric that we ask for you to distribute.

Sample social posts:

\$15k 6-month funding opportunity available! LULAC councils and community partners are invited to join @LULAC and No Kid Hungry to support efforts to address food insecurity through the Sembrando Comunidad Food & Nutrition Program. Apply TODAY at www.lulac.org/comunidad. #LULACPrograms #LatinosLivingHealthy

@LULAC and No Kid Hungry are offering \$15,000 for LULAC councils and partner organizations to host the new 6-month Sembrando Comunidad Food & Nutrition Program. 🎉 This program will connect underserved communities to nutritious food through food box distributions. In addition, educate eligible community members on applying to food

government assistance programs available to them and their families including WIC and SNAP. → www.lulac.org/comunidad #LULACPrograms #LatinosLivingHealthy

Share and like LULAC's posts on... [Twitter](#), [Facebook](#), [Instagram](#), and [LinkedIn](#)