# School Market Handbook

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About the Greater Cleveland Food Bank

The Greater Cleveland Food Bank is the largest hunger relief organization in Northeast Ohio serving people in Ashland, Ashtabula, Cuyahoga, Geauga, Lake and Richland counties. Our mission is to ensure that everyone in our communities has the nutritious food they need every day.

We do this through food distribution and SNAP outreach efforts. The Foodbank operates as a community food distribution center, providing food and other critical grocery products to over to 700 local food pantries, hot meal programs, shelters, mobile pantries, school markets, programs for the elderly, programs for children and other nonprofit agencies.

We also prepare nutritious meals in our Cleveland Foodbank Kitchen and take hundreds of calls a day in our Help Center, where we refer low income callers to local agencies and sign-up eligible Northeast Ohioans for SNAP and other community benefits.
The School Market is a new initiative aimed at reaching more children and young families at risk of hunger in our region. In 2014, the Greater Cleveland Food Bank launched the program as a pilot with qualifying schools in Ashtabula and Cuyahoga counties.

As part of the program, the Food Bank brings a truck full of food to schools where it is distributed to students, their families and the surrounding community. These distributions often include health and wellness activities, food demonstrations and nutrition education.

The Greater Cleveland Food Bank is actively seeking new School Market Partners that qualify for the program. If your local school is interested in this great community opportunity, please contact Brandon Sheil at the Greater Cleveland Food Bank to apply – BSHEIL@CLEVELANDFOODBANK.ORG
Program Overview

The School Market is a program designed to alleviate child hunger through the provision of food to children, their families and the immediate school community. School-based markets are located at, or adjacent to school properties and are intended to provide a more readily accessible source of food assistance to low-income students and their families. While produce will vary month to month, whenever possible, hand fruits and vegetables will be provided, so that children may have access to healthy food items that do not require adult preparation.

CORE COMPONENTS AND PARTNERSHIPS

• **Food Distribution** – The Greater Cleveland Food Bank delivers a truckload of free, fresh produce for distribution by partner sites on a regular basis.

• **Nutrition Education** – The Greater Cleveland Food Bank provides cooking demonstrations, nutrition education and activities.

• **Health Education** – Partners such as St. Vincent, Metro Health, Cleveland Clinic and University Hospitals are on hand to provide health screenings such as blood pressure, diabetes and lead testing. They may also provide information and direct referrals.

• **Physical Activity** – Physical activities vary by location and might include: basketball, hoola hoop and jump rope, as well as other types of interactive games and exercises.

• **Wraparound Services** – GCFB has developed relationships with various community service providers. Partners such as Cleveland Housing Network and Help Me Grow regularly attend school market distributions in an effort to provide need specific services in various life domains.

• **Benefits Outreach** – Upon request, GCFB Outreach staff are available to attend school market distributions to assist clients with applying/reapplying for public benefits. In addition, benefits information will be made available to all families in the form of signage, flyers, etc.
Since hunger and food insecurity are ongoing issues in our community, the School Market Program continuously operates 12 months a year. In order to serve neighbors well, our partners are prompted to commit to at least three consecutive months of programming. This commitment helps to provide families with stability and reliability. Many sites choose to serve all year, while others take the summer, or winter months off. We will work with you to develop a recurring schedule that best accommodates the needs of your school community.
School Market General Requirements

The Greater Cleveland Food Bank works with hundreds of programs and agency partners in Ashland, Ashtabula, Cuyahoga, Geauga, Lake, and Richland Counties. Each partner is different in size and function, but they are all held to a set of requirements and responsibilities.

**Physical Requirements**

- Paved parking lot or indoor space for distribution
- Space for a semi-truck to maneuver
- Road accessibility
- Flat space for 6-12 pallets (one pallet can weigh up to 1,800 lbs)
- Clear path to pallet area: no steps, curbs, steep inclines, grass, gravel, snow, ice or soft surfaces
- Space to discard recyclables, trash, and unservable produce; some undesirable produce is expected and should be composted or discarded with plastic wrap, boxes, cardboard, etc.
- Space to store empty pallets until next distribution

**Organizational Requirements**

- Must submit School Market Application
- The Market does not have to be held on school grounds, but must always have school buy-in. If your Market will not be held on school grounds, you must submit the Use of Property Agreement.
- Eligibility is determined using the MR81, a report published by the Ohio Department of Education that details the percentage of children enrolled in the Free/Reduced Price Lunch Program at each school. At risk is defined as 50%, or higher participation. Geographic location is also considered to determine the level of need in the area for the program type.
- The organization must attend an annual Food Bank Orientation Training with at least two (2) representatives
- The organization must pass a site evaluation prior to programming, and be subject to annual or bi-annual site visits during distributions
- The organization must commit to at least three (3) months of monthly distributions scheduled and agreed upon by the Food Bank
- The organization must use the designated "sign in" sheet for all clients then report the
necessary stats **within 48 hours of the distribution**. Registration records must be kept in a secure file and presented upon request. Records must be kept for five years.

- The organization is not able to reject, or deny any servable product. The only grounds for rejection is poor quality and should be done immediately upon delivery, reported and documented with pictures.
- Partner organization is responsible for ensuring that any excess product goes to Food Bank Agency. Food cannot be used for any other purpose (i.e.: fundraisers, block parties, funeral meals)
- The organization must recruit volunteers for the distribution (15-20 is recommended for larger distributions)
- The organization must administer USDA Civil Rights Training to all volunteers, and volunteers must sign the training sheet
- The Greater Cleveland Food Bank has the right to discontinue the program at its discretion due to funding, delinquent stats, excessive account balances, or improper treatment of client or product.

**THIS COPY OF THE ORGANIZATIONAL REQUIREMENTS IS FOR YOUR RECORDS!**
Becoming a School Market Partner
An organization can apply for the School Market Program by completing the School Market Application and agreeing to the General Requirements.

Partner Distribution Guide
Once selected, School Market Program Partners must take certain steps to ensure a successful distribution. Follow this guide to a great School Market for your clients and your organization.

**Step 1   Promote**
When the day and times of your distribution are confirmed with the Food Bank, community awareness campaigns and promotion should begin immediately. Use all media available to you and your organization including outdoor signage, flyers, newsletters, church bulletins, local newspaper, neighborhood bulletin boards, and online calendars. The information you promote should be clear and concise. The best way to advertise your distribution is to communicate with other nonprofits in your neighborhood and tell the members of your own organization to spread the word. See Programs Portal for flyer templates. Be sure to advise neighbors to bring their own bags.

**Step 2   Train Volunteers**
Having well trained volunteers is essential to a successful distribution for your organization and your clients. A smooth School Market requires 20-30 volunteers that understand the process as well as a “point person.” Before the distribution, assign volunteers to roles and tasks such as sign-in table, produce handling, continual clean-up, assisting clients to their vehicles, and tallying the clients served for stats reporting.
Sometimes volunteers assisting with the distribution also qualify to receive food. They are certainly as important as any other client, but cannot receive special treatment. They must fill out the sign-in form and take turns going through the line. Volunteers should take their food to a car or secure location before returning to their post. Volunteers cannot set items aside while handling produce.

**Step 3  Set-up**

The School Market truck will arrive within the agreed upon one-hour delivery window and should be greeted upon arrival. A volunteer will sign to accept the delivery, help the driver park and turn around if needed, and also show the driver where to place the pallets. Please note that each pallet of product weighs over 1,800 lbs and cannot be on grass, gravel, or other soft surfaces. If no one is available to accept the delivery during the one-hour window, or if there is not a clear path for the pallet jack, the food will come back to the Food Bank. **In the winter, snow and ice must be cleared for the pallet jack and the safety of your neighbors.**

Once the pallets are in place, volunteers should begin pre-bagging, sorting, and organizing the product. Getting organized early can save your team a lot of time and confusion. As boxes and cases are emptied, place them at the front of the line so clients can fill them with food. This eliminates clean-up for your team and is a nice gesture for your neighbors who forgot shopping bags.

Setting up an organized sign-in table is key. Be sure to have plenty of sign-in forms, pens, clipboards, additional materials you wish to pass out, and a few volunteers who are trained for this job. It is also a good idea to keep a completed “example” sign-in form for your volunteers and clients to reference. The sign-in table is also a great spot to pass out recipes and hand out cooking demo samples.
School Market Program Partners can expect to serve upwards of 300 families at a distribution. Because of the great number of people coming onto your site, or into your building, it is very important to set up a safe plan for traffic control. Notify the local police department of the heavy traffic you anticipate and assign a couple volunteers to monitor.

Supplies Most Used

- Pens
- Clipboards
- Box Cutters
- Tables
- Tents
- Traffic Cones
- Rakes, Brooms, Mops
- Water for Volunteers
- Nametags for Volunteers
- Cooking Demo Equipment
- Recipe Cards
- Grocery Bags
- Tape
- Banners & Flyers

Step 4 Distribute

Check in with your volunteers again right before the distribution starts. Make sure they are in the right place, feel comfortable with their role, and know who is in charge. The distribution works best if you can have two volunteers at each pallet, one passing out the product and one restocking the supply. Make sure the food handler volunteers know how much to give each person. Creating an easily-seen list of the available product with designated “per bag” amounts will help the volunteers remember.
Start on time. Though it is tempting to begin early, because a line will form hours before your advertised time, you must hold the distribution for the time agreed upon by the Food Bank. If you start early, clients will continue to come earlier and earlier each month expecting a “head start” each time.

Monitor all areas during distribution. Is traffic flowing properly? Is everyone signing in? Is the line moving at a good pace? Always check in with your volunteers and the people you are serving to make sure it is an enjoyable experience. You may need to slow down the sign-in process if people are crowding the food tables, or if the food handlers are waiting too long to serve a client.

The distributions run the smoothest if bulk items are pre-bagged by volunteers prior to the distribution. Volunteers may need to change the amount of each item given to each person throughout the distribution to make sure that everyone receives some and that there is minimal left over. If you anticipate a lot of extra food, it is ok to take limits off of each item and to encourage that people take as much as they will use. The main contact person should make these decisions and communicate throughout the distribution.

Step 5 Clean-up and Tear-down

If you have placed empty cardboard boxes at the front of the line throughout the distribution, this will help a great deal with clean-up. Otherwise, cardboard should be broken down and put in recycling bins. All trash should be thoroughly cleaned up and disposed of, leaving the property as good as, or better than you found it. Use rakes, brooms, or mops to clean up any pieces of produce, or water from vegetables that might come on ice (such as greens or lettuce). Pallets should be held over until the next distribution for pick up. The pallets will need to be stacked neatly on a paved surface near the truck with a clear path for the pallet jack. Place all registration forms in a secure file to be kept for 3 years, tallied for stats reporting, and referenced if needed. Be sure to thank your volunteers and ask them to come back next month!

Below is an example of a School Market from overhead. Because not all locations have the same set up, the distribution layout may look different site to site. Overall, we stress a one way in, one way out flow to keep things moving in an orderly fashion.

Form a line starting at the sign-in table where volunteers are able to assist with the completion of required sign-in forms. In the example below, volunteers stand between the pallets of food and the tables. They work to fill bags and restock the tables with food. It is best to order produce heaviest (potatoes) to lightest (tomatoes or bread) so that the food is not damaged in the neighbor’s bag or box. Some volunteers should be assigned to help neighbor’s take food to their cars. One or two more might help clean the site during the distribution, while others will monitor the line, greet neighbors, hand out recipes, and recruit volunteers for future distributions. Many sites have benefitted by volunteers who originally came as clients and may have even hired security, or peace officers to help with traffic, or possible disputes.
Communication

Maintaining good communication is key for a successful School Market partnership. The contact person from a partnering organization should send the following communication and should train at least one other volunteer, or staff in case a “fill-in” is needed.

Visit the Portal (http://portal.clevelandfoodbank.org/) whenever:
· You need paperwork or documents
· You would like to give program feedback
· You would like to give product feedback
· You would like to request a change in scheduling
· You would like to see what is expected on your delivery
· You would like to research recipes and nutrition

Contact Brandon Sheil at the Food Bank whenever:
· You have a general inquiry (e-mail preferred)
· There is a delivery problem or question (call preferred)
· An incident or problem arises with volunteers or the community (call or email ASAP)
· Your site plans to move locations or switch indoors/outdoors (e-mail at least 90 days prior)
· There is any change in leadership, contact info, or programming (call or e-mail)
· There is a billing question (e-mail)
· You are interested in other programs and services provided by the Food Bank
· Monthly Statistical Reporting

Contact Brandon Sheil
Email: bsheil@clevelandfoodbank.org
Phone: 216-738-2127
Programs Portal: http://portal.clevelandfoodbank.org/
BEST PRACTICES

- Treat everyone with respect, kindness and dignity; customer service is above all else
- Get coaches, teachers, parents and administrators involved... the more the merrier!
- It’s great to get students involved to as they learn about the importance of community needs and become leaders in community service
- Provide cooking demonstrations for items that your community is unfamiliar with
- Share recipes from the Food Bank, your organization, or your clients
- Ask for a Food Bank Benefit Counselor to attend your distribution
- Provide volunteer identification like nametags, aprons, hats, etc.
- Grow a community garden
- Be ready to welcome everybody of all ages and cultures
- Play music that suits your community, and offer crafts, children activities or community building opportunities
- Thank your volunteers over and over, and give them more leadership when they are ready
Food Safety training

School Market

Each School Market distribution can easily impact hundreds of households and upwards of a thousand people. To ensure that our neighbors are benefitted, and not harmed, by the far-reaching and high-impact nature of this program, we want to proactively train our partners on proper food safety procedures.

For the School Market program, there are three simple steps to hedging ourselves and our neighbors against food-borne illness.

1. **Wash hands**
   - Volunteers should have clean and sanitary hands from the start of the distribution. Provide sanitizer, gloves or opportunity to wash hands.

2. **Keep food up**
   - Keep food on tables or pallets / never on the ground or floor.

3. **Never wash, cut, or process**
   - The food in any way.
CIVIL RIGHTS TRAINING FOR VOLUNTEERS WHO ASSIST WITH FNS PROGRAMS

- **Goals of civil rights** – fairness and equality of treatment and benefit delivery

- Legal prohibitions – discrimination is prohibited on the bases of race, color, national origin, age, sex, and disability in special nutrition programs funded by the USDA, Food and Nutrition Service. (The Food Stamp Program and Food Distribution Program on Indian Reservations also prohibit discrimination based on religion and political beliefs in addition to the bases listed above.)

- **Types of Discrimination** – Disparate treatment (intentional), disparate impact (neutral rule impacts disproportionately on a group), reprisal/retaliation against complainant or his/her family, associates or others involved in complaint process or exercising civil rights.

- **Exceptions** - Congress can establish a program that is intended for certain groups of people, and it is not discrimination to exclude those who do not meet eligibility requirements. For example, Congress can set age limits, and this is not age discrimination or disability discrimination for those who do not meet the age limits.

- **When do civil rights rules apply** – Civil rights rules apply any time there is any federal financial assistance. Federal financial assistance is receiving anything of value from the federal government – not just cash. It can include commodities, training, equipment, and other goods and services.

- **Special circumstances**
  - Make sure people with disabilities are accommodated. Sites should be accessible to people with all types of disabilities (e.g. mobility, sight, hearing, other) or alternate means of service delivery should be advertised and provided.
  - Provide other language assistance to persons with limited English proficiency who could not gain meaningful access to the program without other language assistance. Assistance must always be provided to LEP households, but the level or type of assistance can vary based on circumstances.

- **Other requirements**
  - Treat all people with dignity and respect.
  - Display the USDA “And Justice for All...” non-discrimination poster in a place where it can be seen by all who visit the premises.
  - Include the USDA non-discrimination statement on all materials that mention USDA funded programs and make sure the statement is also on web sites that mention USDA funded programs.

Revised 5-9-06
Conduct outreach to insure that potentially eligible persons and households are aware of the program and have information on how to apply. Provide suggestions about how to make more people aware of the program and how to receive benefits.

Maintain confidentiality. It is not appropriate to talk about who is receiving benefits and to make remarks about them. Never share information with others regardless of an expression of good intentions. Refer all requests for information to managers. What happens at the site stays at the site. The exception, of course, is any illegal or inappropriate behavior that should be reported to state or federal officials.

Collect racial/ethnic data (except TEFAP) and use it to target outreach and to assess participation. Make sure individual data are kept confidential. If people refuse to provide, you must code for them based on perception.

Cooperate with State and Federal reviewers. They are required to conduct periodic compliance reviews to help insure that program and civil rights rules are being obeyed.

If there is non-compliance, correction of problems and voluntary compliance is sought. Failure to abide by civil rights rules can lead to loss of Federal financial assistance.

Sexual harassment is prohibited. Do not engage in or tolerate unwanted or unwelcome sexual behavior including jokes, touching, requests for sexual favors, etc. Report violations to management or to state or federal officials.

Advise people who allege discrimination about how to file a complaint. They may write to: USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410 or call (800) 7795-3272 or (202) 720-6382 (TTY). In the Midwest Region they may also write to Regional Director, Civil Rights/EEO, 77 W. Jackson Blvd., FL 20, Chicago, IL 60604-3591 or call (312) 353-3353. Almost all complaints are referred to the Chicago office for investigation and are actually investigated by staff from FNS field offices located in the state where the complaint originated.

If conflicts occur, remain calm. Call for assistance immediately if you feel threatened. Consider mediation or a third party to help resolve the situation.

Follow the platinum rule – treat people the way they would like to be treated (or be aware of what that is)!

Revised 5-9-06
2018 USDA Civil Rights Training

Agency Name: __________________________________________________________

Date: __________________________

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FOOD SAFETY TRAINING:

FOR OUR RECORDS, PLEASE SIGN TO CONFIRM THAT YOUR ORGANIZATION WILL FOLLOW THE THREE SIMPLE STEPS TO FOOD SAFETY AT ALL FOOD BANK PROGRAMMING.

AGENCY / PROGRAM NAME: _______________________________________

NAME OF ATTENDEE: ___________________________________________

SIGNATURE OF ATTENDEE: _______________________________________

DATE OF TRAINING: ____________________________________________