School Breakfast RFP Q&A

Application Questions

1. Can you clarify the use of the word "Alternative" Breakfast Program, as compared to the Breakfast Program in place in our schools now?
   a. Breakfast in the Classroom: Breakfast delivered to and consumed in the classroom before school starts. Most often served in elementary and middle school classrooms.
   b. Grab’n’Go Breakfast: Breakfast packaged in bags with all components of the meal available at sites throughout school for pick up on the go. Most often served in middle and high schools.
   c. Second Chance Breakfast (also known as Breakfast After First Period and Breakfast After the Bell): A type of Grab’n’Go breakfast served later than usual breakfast times. Most often served in middle and high schools.

2. Our district has had a grant for school breakfast before. But we are not seeing great changes in participation rates. We are a high school district. Because we have had a grant for breakfast before, does that mean our grant will be small?
   a. Are you talking about only AASA grants or what other kinds of breakfast assistant grants?
   AASA encourages districts that have received funding in the past but who are not seeing results to apply for “Scheme B” as outlined in the RFP. We will provide technical assistance to improve results.
   You could have received grants for alternative school breakfast from a variety of sources: Action for Healthy Kids, Dairy Councils, or other school breakfast grantors.

3. Can AASA help with outreach in specific districts even outside of this grant? We have a couple of districts that are tougher to convince they should participate in SBP at all and it may be helpful if someone from AASA were to reach out to them and encourage them to start participating...
   AASA wants to work with districts that want to expand school breakfast. If you are having trouble convincing districts to serve breakfast, refer them to AASA’s issue of School Governance & Leadership on school breakfast at bit.ly/ZxJG80.

4. Will AASA help our district determine our target or goal?
   The goal is really the district’s to decide. Include in your proposal and we will ask questions and help you to refine if necessary.

5. We are a small rural district, does that put us at a disadvantage compared to a large, urban area?
While we want to reach 250,000 students, and having more students will help us reach that goal, a rural district is not inherently at a disadvantage. We aim to work with districts that will be successful and want to increase participation.

6. **Is there a time frame on the project?**
   AASA will work with districts from April 2015 to December 2016.

7. **Must the project be completed by a set time- June 2016, or can it go into the next school year?**
   It is expected that alternative school breakfast be rolled out by June 2016. We will continue to provide technical assistance and collect metrics through December 2016.

8. **What do I do if my superintendent is not currently an AASA member? Does that mean I cannot submit?**
   Your superintendent may become a member of AASA at [http://aasa.org/content.aspx?id=778](http://aasa.org/content.aspx?id=778).

9. **What do the AASA site visits entail?**
   If selected for a site visit, we ask to meet with the superintendent, food service director, and other key stakeholders.

**Participation Questions**

1. **Just to confirm...If our district has a breakfast participation above 40% we are ineligible to apply?**
   No, you can apply for this grant but not district-wide. Select a subset of schools that averages <40% participation.

2. **Will eligible schools and/or districts participating or planning to participate in the Community Eligibility Provision be at an advantage?**
   No, there is no advantage to districts or schools that are CEP. It depends on high-need, low-participation and a competitive application.

**Funding Questions**

1. **Approximately how much funding is available to distribute?**
   There is approximately $1.8 million to distribute to districts to reach 250,000 students.
   a. **And how much funding could be distributed per district?**
      Past grantees have been awarded between $200,000 and $450,000.

2. **What does “infrastructure” mean? Please detail.**
   a. Can we buy a refrigerator truck?
   b. Can we buy ovens? Or is the money only for smaller infrastructure items.
Infrastructure refers to all that you will need to successfully roll out an alternative school breakfast program – from bags to deliver breakfast in the classroom to garbage bins for the hallways to refrigerated trucks, walk-in freezers, and ovens.

3. **Can I use the money to hire staff or consultants?**
   No, funding can only be used for infrastructure, communications, etc. Refer to the RFP for more detailed information.

4. **Who pays our way to the Community of Practice? Do we take that out of the grant? Out of district budget?**
   AASA will pay for your travel to the Community of Practice. Do not include that in your line-item budget.

**General Questions**

1. **Does the food have to be healthy? Any other restrictions on food?**
   The food served in the School Breakfast Program must be compliant with USDA regulations. We encourage the healthiest foods as possible to be served.

2. **Who evaluates these grants? Someone from AASA and someone from Walmart?**
   The grant is evaluated by AASA and an external evaluation consultant.