



WHERE KIDS ALWAYS EAT FREE!

---

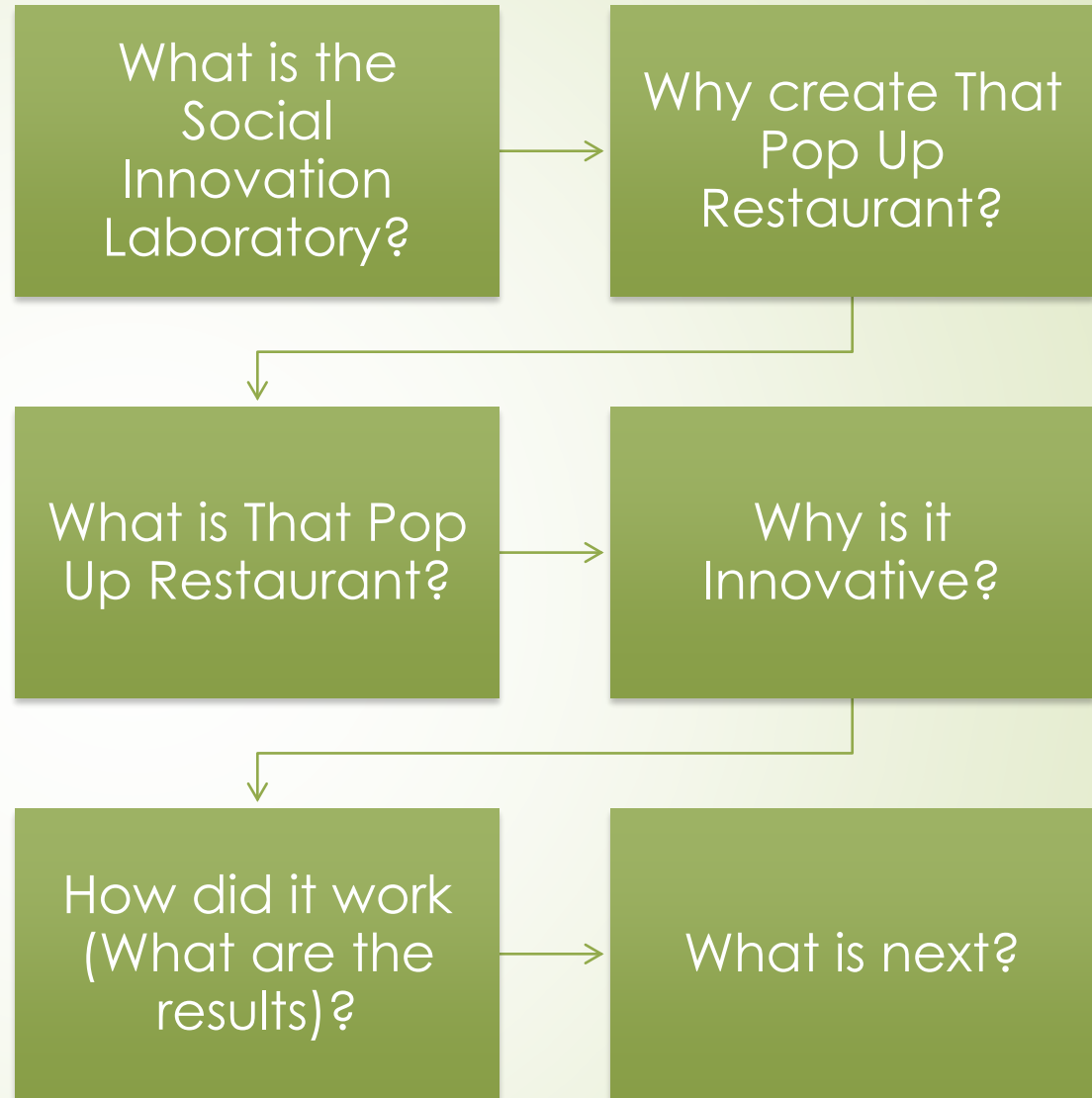








# Overview







# What is the Social Innovation Laboratory?



## **SOCIAL INNOVATION** laboratory

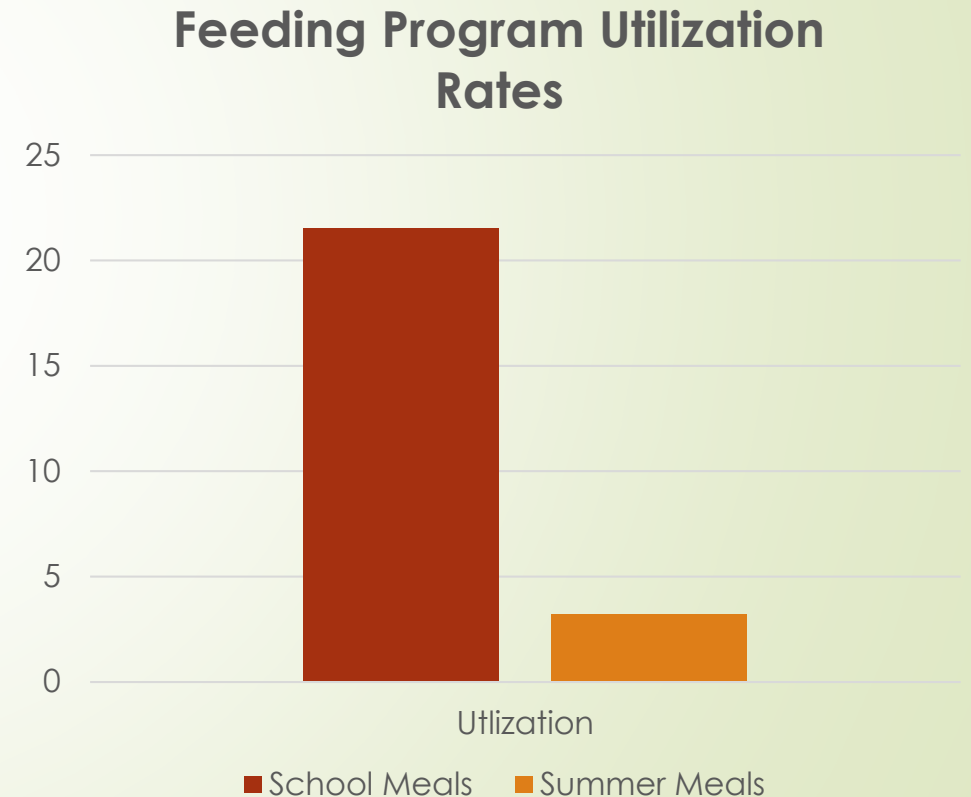
- Social Innovation Laboratory (SIL) began as an idea to fuse innovative, research-driven practices and the non-profit format, with the end goal being to improve social programs that benefit the disempowered, disenfranchised, and at-risk populations.
- We try to improve social programs, the processes behind them, and the passionate individuals who make them possible.

# Why create That Pop Up Restaurant?

## Low Utilization

- Nearly 21.5 million kids in the U.S. are eligible for free or reduced-priced meals,
- 3.2 million children nationwide received a meal
- Kansas Utilization Rates between 7-9 %

According to a 2016 report from the Food Research Action Center



# Why create That Pop Up Restaurant?



Variety



Quality & Quantity



Stigma



# That Pop Up Restaurant



**304s Cottonwood street  
Strong City, Kansas**

**KIDS 18 & UNDER EAT FREE\***

\* ONLY DESIGNATED MENU ITEMS ARE AVAILABLE FOR FREE MEALS | \* FREE MEALS MUST BE EATEN ON SITE  
\* ONE FREE MEAL PER CHILD PER DAY | \* MEALS AVAILABLE TO CHILDREN BETWEEN THE AGES OF 1 AND 18

This institution is an equal opportunity provider.



What if we took the approach of a restaurant where kids eat free?

- Delicious
- High quality / Nutritional value food
- High Food quantity
- Variety & Options
- Everyone is welcome
- Adults pay for meals





**THAT POP-UP RESTAURANT**  
WHERE KIDS ALWAYS EAT FREE!

step 1. choose your base    step 2. choose your protein

BURRITO	SALAD	RICE BOWL	SHREDDED CHICKEN	GROUND BEEF	VEGGIE
---------	-------	-----------	------------------	-------------	--------

step 3. choose your toppings

ALL MEALS COME STANDARD WITH "THE WORKS"    OR ADD EXTRAS (AT NO ADDITIONAL CHARGE)

LETTUCE	CHEESE	TOMATO	SOUR CREAM	BLACK OLIVES	JALAPENO
GREEN PEPPER	RED ONION	RICE	CORN/BEANS		

THEN CHOOSE YOUR DRESSING

RANCH	FRENCH	BBQ RANCH	BUFFALO RANCH	LIMON-CAJUN ITALIAN	SALSA
-------	--------	-----------	---------------	---------------------	-------

adult smoothies \$2    kids smoothies & beverages are free

STRAWBERRY	TROPICAL	FLAVOR OF THE DAY	MILK	WATER	ICED TEA
------------	----------	-------------------	------	-------	----------

find us at [www.thatpopuprestaurant.com](http://www.thatpopuprestaurant.com) or like & follow us on Facebook @ that pop-up restaurant.  
this institution is an equal opportunity provider.



# Why is it innovative & What made it work

## Partnerships

- ▶ Community Leaders
  - ▶ Business Owners
  - ▶ Foodbank
  - ▶ Schools
  - ▶ Government
- ▶ Kansas Appleseed
- ▶ Kansas Department of Education

## Innovation

- ▶ Branding
  - ▶ Restaurant
  - ▶ [Website](#)
  - ▶ Facebook
  - ▶ Other Social Media
- ▶ Open Menu ordering
- ▶ Serve all community members
  - ▶ Program Income
- ▶ Emphasis on quality
- ▶ Options for compliance and being okay with disallowed meals



# How did it work?

## Amazing Results

- Utilization – 190+ youth meals
  - Kansas Average 7%
  - This program 25%
- No Stigma
- 214 adults meals at sold at \$5
- 500 calories per meal
- Nutritious
  - 1 cup of frozen fruit
  - 1 cup of chopped vegetables



## Lessons Learned

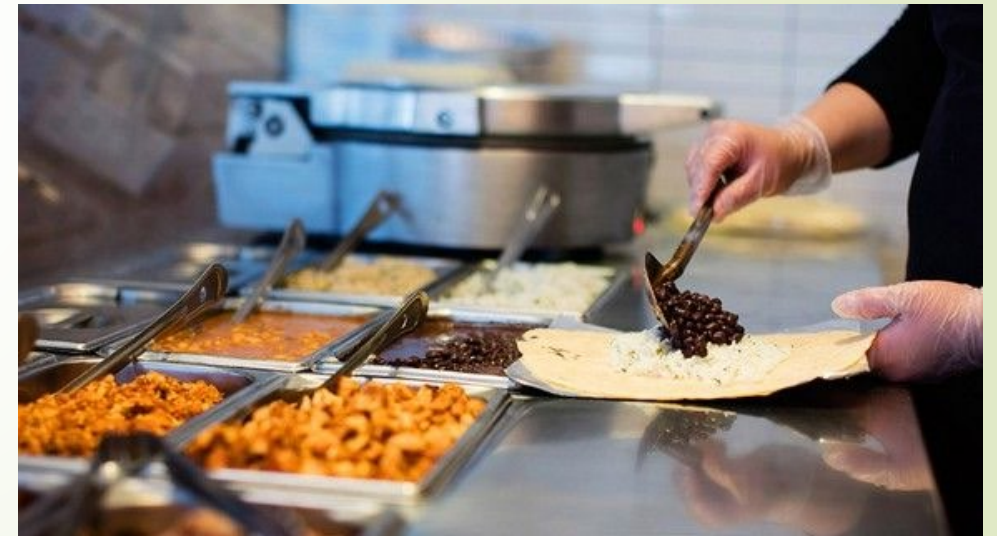
- Start Small – 2 nights a week
- Food Service Experience is good
- Lots of prep time
- Outdoor Sites are Tricky
- Need Reliable volunteers

# Advantages and Disadvantages

Location and Program Income



Real time Food Preparation





# What is next?



## Replication

- In Kansas
  - 2-3 Additional Sites
- In Missouri
  - 2 sites
- We would provide start up kit (dependent on funding)
  - Website, Social Media, Recipes, Equipment
- Looking for funding to be a sponsor program – do all the paperwork and provide assistance.

# Replication

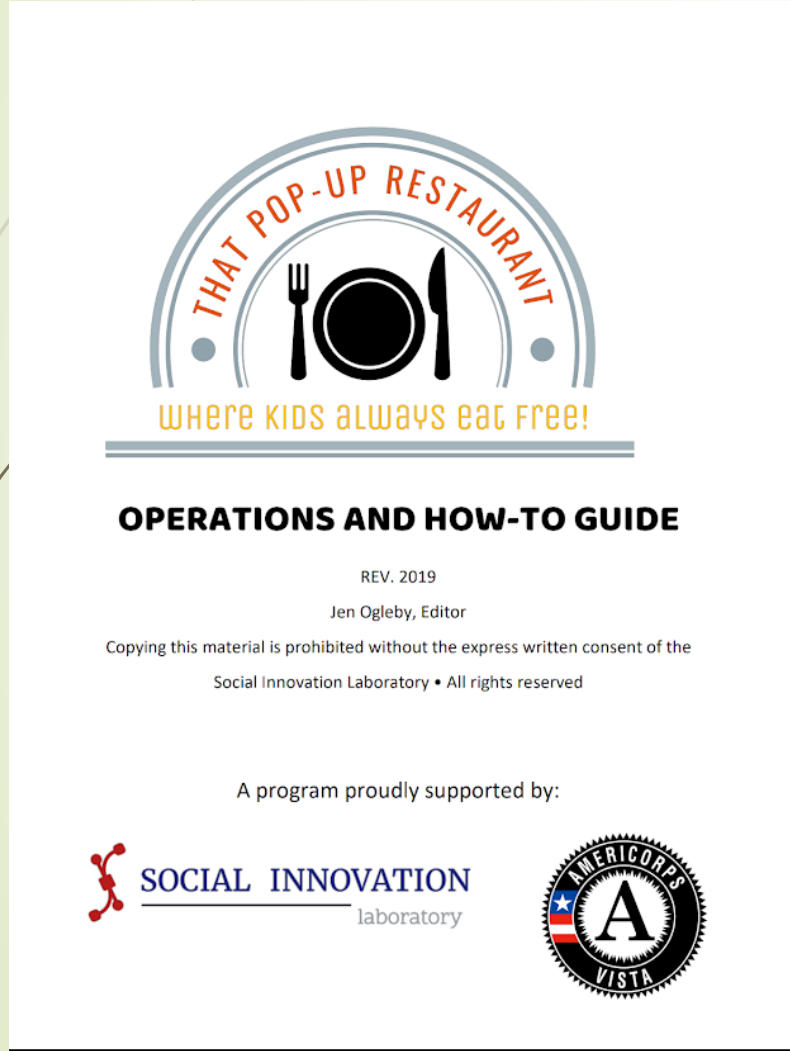


We would provide

- Start Up Kit
- Social Media
- Website
- Branding
- Program Support



# Start Up Kit



Start Up Guide

Operations Manual

# Social Media

## ► Facebook

- Primary Source of Interaction with public
- Marketing Tool
- [www.facebook.com/thatpopuprestaurant.com](http://www.facebook.com/thatpopuprestaurant.com)



## ► Instagram

- More direct communication with the youth.
- [www.instagram.com/thatpopuprestaurant](http://www.instagram.com/thatpopuprestaurant)





# Website

**That POP-UP**  
restaurant  
JUNE 6TH - AUGUST 10TH

HOME ABOUT WHAT WE OFFER MENU LOCATION & CONTACT GET INVOLVED SOCIAL

**WHERE KIDS EAT FREE! \***

**SOUTHFORK SMOKESHACK**

\* ONLY DESIGNATED MENU ITEMS ARE AVAILABLE FOR FREE MEALS | \* FREE MEALS MUST BE EATEN ON SITE | \* ONE FREE MEAL PER CHILD PER DAY | \* MEALS AVAILABLE TO CHILDREN BETWEEN THE AGES OF 1 AND 18

**WHAT WE OFFER**

- Burritos*
- Salads*
- Rice Bowls*
- Smoothies*

- We maintain the site
- Link to site-specific Facebook pages

# Branding and Materials



## STEP 1. CHOOSE YOUR BASE



BURRITO



SALAD



RICE BOWL

## STEP 2. CHOOSE YOUR PROTEIN



SHREDDED CHICKEN



GROUND BEEF



VEGGIE

## STEP 3. TOPPINGS

ALL MEALS COME STANDARD WITH "THE WORKS"



LETTUCE



CHEESE



TOMATO



GREEN PEPPER



RED ONION



RICE

OR ADD EXTRAS (AT NO ADDITIONAL CHARGE)



SOUR CREAM



BLACK OLIVES



Jalapeño



# Program Support

- Support Via Phone and Email
- In Person Site Visit
- Application Assistance
- Staff and Volunteer Training
- Social Media Support and Services
- Reference Materials



# What do you need to be successful?

- Organizational Support
- Organizational Capacity
- Community Support
- Site Administrator
- Location
- Volunteers





# Questions or Comments?

- ▶ Contact Social Innovation Laboratory
  - ▶ Matt Shepherd – Founder and CEO
  - ▶ [Matt.Shepherd@midwestevaluation.com](mailto:Matt.Shepherd@midwestevaluation.com)
- ▶ Will Rapp- Executive Director
- ▶ [Will.Rapp@socialinnovationlab.org](mailto:Will.Rapp@socialinnovationlab.org)
- ▶ Jen Ogleby - SFSP Coordinator
- ▶ [popup@socialinnovationlab.org](mailto:popup@socialinnovationlab.org)

