



FEEDING AMERICA®

THE MARKET

More than 50 million Americans struggle with hunger, including nearly 17 million children. That's one in six Americans.

Who is hungry in the United States?

Children. Child hunger is particularly concerning. Children who experience hunger face significant stress and challenges that can have a lasting effect on their physical, cognitive, and behavioral development.

Seniors. After a lifetime of work, many seniors live on fixed incomes that often force them to choose between paying for health care and buying groceries. Because they often need medication to maintain their health, many older Americans forgo the foods they need to stay healthy.

Working families. Many families live one paycheck away from hunger. With rising costs of fuel, utilities, and food, families often have trouble stretching their incomes to cover their monthly expenses. A single unanticipated expense — such as an illness or car repair — can cause a shift from self-sufficiency to financial crisis.

Rural residents. Hunger in rural America is often the result of limited access to grocery stores, social services, and government aid programs. Long travel distances not only make it difficult for rural residents to access food but also for hunger-relief organizations to deliver help.



\$4.5 billion for nutrition programs. Furthermore, Feeding America worked to support the American Recovery and Reinvestment Act, which provided \$20 billion in additional investments in federal nutrition programs. All these efforts have resulted in government dollars being maximized so that more Americans have access to the food they need.

HISTORY

The food bank movement began in the late 1960s in Phoenix, Arizona, where John van Hengel was volunteering at a soup kitchen. In response to the excess food that businesses threw

away, van Hengel began soliciting surplus products from local retailers. When more food was being generated than the soup kitchen could handle, van Hengel established a warehouse where donations could be stored until they were distributed to other food assistance charities. The warehouse was called St. Mary's Food Bank, and it was the first hunger-relief organization of its kind.

The success of St. Mary's Food Bank led to the establishment of other food banks in communities across the country. In 1979, those food banks formally incorporated as Second Harvest, and then in 2008 were rebranded as Feeding America to more clearly articulate the organization's mission to the public.

The very simple and logical concept that van Hengel developed more than 40 years ago has revolutionized hunger relief in the United States and throughout the world.

For many reasons, significant numbers of people find themselves without the resources to acquire enough food. Unemployment, disability, illness, disaster, and homelessness are just a few reasons that people experience hunger.

ACHIEVEMENTS

Feeding America is the nation's leading domestic hunger-relief charity, with a mission of feeding America's hungry through a nationwide network of member food banks and engaging the country in the fight to end hunger. Each year Feeding America helps provide food to 37 million Americans struggling with hunger. That number has grown by 46 percent since 2006, driven by the economic recession and the network's response through expanding charitable feeding programs.

The network consists of more than 200 member food banks that serve all 50 states, the District of Columbia, and Puerto Rico. As a whole, the Feeding America network secures and distributes more than 3.3 billion pounds of food and grocery products annually, through 61,000 local agencies that provide food and services to people to help them become self-sufficient.

Feeding America also advocates on behalf of Americans in need. The organization successfully pushed for a strong federal Farm Bill in 2007 and played a significant role in securing passage of the 2010 Child Nutrition Reauthorization Act, landmark legislation that provided

THE PRODUCT

Through a sophisticated distribution system, Feeding America matches community needs with food and resources across the country. By establishing and maintaining food bank standards for storage capacity, quality control, and management, Feeding America ensures that its clients receive a variety of well-balanced, safe foods. Feeding America also leads a number of innovative initiatives that expand service to vulnerable populations:

Disaster response. Feeding America is one of the first responders in the wake of hurricanes, tornadoes, and floods to provide food and hope, and maintains elevated service in those



communities to help families rebuild their lives.

Mobile Pantries. Mobile Pantries are trucks that directly deliver food and grocery products to residents in food deserts and chronically underserved communities.

The Backpack Program. Through schools, food banks provide food-insecure children with backpacks filled with easy-to-prepare foods to help provide meals on weekends and other times when school is out.

School Pantries. These traditional food pantries are located on school grounds to provide a convenient source of food assistance to low-income students and their families.

Feeding America works to rescue food from the 70 billion pounds of food wasted in the United States each year and deliver it to people in need. In close partnership with national retailers, such as Walmart and Kroger, Feeding America supports the Retail Store Donation Program, which helps individual stores donate food and grocery items that may have otherwise gone to waste. Feeding America is also dedicated to improving nutrition for people who struggle with hunger by securing surplus fresh fruits and vegetables through its National Produce Program.

RECENT DEVELOPMENTS

In September 2008 America's Second Harvest changed its name to Feeding America. Even with a 30-year legacy of fighting hunger, America's Second Harvest experienced low brand awareness and low understanding of the problem of domestic hunger among the general public.

In order to inspire the public to tackle the issue, the organization conducted research to better understand how to move the public to action. That research showed that the America's Second Harvest brand was limiting public engagement because it did not convey the organization's mis-



sion or invite public involvement. In response, the organization adopted the Feeding America name and identity. Within four years, Feeding America exceeded the level of brand awareness that America's Second Harvest achieved over 30 years. The rebranding has garnered unprecedented support from the public and partner organizations. In fact, *Advertising Age* named Feeding America the "go-to cause for marketers."

Feeding America is also the leading authority on domestic hunger, conducting multiple studies on the topic. Its annual *Map the Meal Gap* study provides food-insecurity rates for each county



and congressional district. The data and accompanying interactive map allow policymakers, agencies, partners, and individual advocates to develop integrated strategies to fight hunger at the community level.

PROMOTION

Feeding America's Cause Related Marketing partnerships have expanded to include more than 20 companies, including Walmart, General Mills, Bank of America, United Airlines, Pampered Chef, the Cheesecake Factory, and Snapple, which lead campaigns that offer significant marketing and financial support. In 2010 Feeding America received the Cause Marketing Forum's Golden Halo Award, the highest level of recognition for cause-related marketing campaigns.

Feeding America's most visible campaigns have been Kraft Foods' Huddle to Fight Hunger, which generated more than 25 million meals for the Feeding America network, and ConAgra Foods' Child Hunger Ends Here multi-brand campaign that engages consumers to join the fight against child hunger.

Feeding America engages an Entertainment Council of more than 50 entertainment, sports, and arts personalities, such as Matt Damon and Rachael Ray, who help elevate the profile of the organization and the problem of hunger.

Feeding America is also supported by numerous media partners such as *Dr. Phil*, *The Chew*, CMT, TLC, and Clear Channel Communications, as well as past

supporters like *The Oprah Winfrey Show*, *Idol Gives Back*, *Good Morning America*, *Ellen*, *CBS This Morning*, and a two-series special with *ABC World News Tonight*, which reported on hunger in America and raised funds for Feeding America.

Each September, the Feeding America network leads Hunger Action Month, which rallies corporate sponsors, the media, lawmakers, and the public to take action against hunger. Additionally, Feeding America has a public service announcement campaign in partnership with the Ad Council to keep the spotlight on hunger year-round. The recent Real Stories campaign,

featuring celebrities like Ben Affleck and Taye Diggs, drew unprecedented donated media support and showcased the struggles that everyday Americans face with food insecurity. In 2011 the PSA campaign resulted in \$52 million in donated media and continues to be one of the primary drivers of awareness for both the issue and the brand.

BRAND VALUES

Feeding America was founded on the belief that no one should be hungry in America. Its belief is encapsulated in the organization's vision of a hunger-free America. Since its grassroots beginning, Feeding America has fostered a culture of volunteerism, believing that everyone can and should do their part to end hunger.

Feeding America efficiently and effectively utilizes all resources available and always acts in accordance with its values: *respect* for clients; *stewardship and accountability* over the judicious use of funds and food; *collaboration* with the hunger-relief community; *urgency* in operations, as hunger in



America is a crisis; service to those who share its mission; *integrity* in all actions, intentions, and commitments; and *diversity* throughout the organization. Through its efforts, commitment, and passion for feeding the hungry, Feeding America strives to realize its vision.

THINGS YOU DIDN'T KNOW ABOUT FEEDING AMERICA

- Feeding America will distribute more than 3.3 million pounds of food to low-income Americans this year.
- More than 100,000 active advocates help Feeding America engage Congress to pass legislation that protects food-insecure Americans.