

# FEEDING AMERICA®

## THE MARKET

In America, 49 million people face hunger, including nearly 16 million children. That's one in six Americans who may not know where they will get their next meal.

Who is hungry in the United States?

**Children.** Child hunger is particularly concerning. Hunger can have lasting effects on a child's physical, cognitive, and behavioral development.

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

**Working Families.** Many families struggle to stretch their incomes enough to cover all of their monthly expenses. A single unanticipated expense, such as illness or a car repair, can be a financial crisis for a low-income family.

**Rural Residents.** Hunger in rural America is often the result of limited access to grocery stores, social services, and government aid pro-



on behalf of people facing hunger. In 2013 the organization engaged 235 members of Congress and helped to defeat efforts to make harmful budget cuts and structural changes to SNAP, protect tax deductions for charitable donations of food and funds, and secure TEFAP (Emergency Food Assistance Program) funds in a disaster supplemental bill to help Superstorm Sandy victims.

## HISTORY

The food-bank movement began in the late 1960s with John van Hengel, a businessman and volunteer at a Phoenix, Arizona, soup kitchen. In response

to excess food that businesses discarded, 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 were stored until they were distributed to other food assistance charities. Thus, the St. Mary's Food Bank became the first hunger-relief organization of its kind.

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

The simple concept that van Hengel developed over 40 years ago revolutionized hunger relief in the United States and throughout the world.

## THE PRODUCT

Through a sophisticated infrastructure, 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 well-balanced, safe foods. Feeding America also leads initiatives that expand service to vulnerable populations.

**Disaster Response.** In the wake of natural and man-made disasters, Feeding America is among the first organizations to respond to the immediate needs of people affected, sustaining services and support during the long recovery that follows.

## ACHIEVEMENTS

Feeding America is the nation's leading domestic hunger-relief charity. Feeding America's mission is to feed America's hungry through a nationwide network of member food banks and engaging the country in the fight to end hunger. The Feeding America network is made up of more than 200 food banks and 61,000 pantries, kitchens, and shelters. Together, they provide more than 3.2 billion meals to more than 37 million people in all 50 states, the District of Columbia, and Puerto Rico.

Feeding America earned a four-star rating from Charity Navigator and was ranked the fourth-largest charity by *Forbes* in 2012.

Since 2006 the number of people seeking assistance from the Feeding America network has grown by 46 percent. Feeding America has met that increased need by

sourcing more food and expanding charitable feeding programs and services that help people achieve self-sufficiency.

With a respected presence in virtually every county and congressional district, Feeding America has an influential voice on hunger-related issues in the United States. Through bipartisan outreach, Feeding America advocates



grams. Long travel distances make it difficult for rural residents to access food and for hunger-relief organizations to deliver help.

For many reasons, too many people find themselves without the resources they need to get enough to eat. Unemployment, disability, illness, and disaster are just a few reasons that people experience hunger.

**Mobile Pantries.** Mobile Pantries are trucks that deliver food and grocery products directly to residents in low-income neighborhoods and underserved communities.

**The Backpack Program.** Through schools, food banks provide food-insecure children with backpacks filled with easy-to-prepare foods for them to eat on weekends and when school is out.

**School Pantries.** These food pantries are located on school grounds to provide a convenient source of food for 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 partnership with national retailers, such as Walmart and Kroger, Feeding America supports the Retail Store Donation Program, which



helps stores donate more food and grocery items that ordinarily may go to waste. Feeding America is also dedicated to improving nutrition for food-insecure people by securing surplus fresh fruits and vegetables through its fresh produce initiative.



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## RECENT DEVELOPMENTS

In September 2008 Feeding America changed its name from America's Second Harvest. Even with a 30-year legacy of fighting hunger, America's Second Harvest experienced low brand awareness and public understanding of the problem of domestic hunger. Research showed that the America's Second Harvest brand limited public engagement because it did not convey the organization's mission or inspire public engagement in the cause.

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 research. Every four years, Feeding America releases *Hunger in America*, a comprehensive study of the people who use the Feeding America network and the response of the U.S. food assistance system in meeting their needs. The annual Feeding America *Map the Meal Gap* study

provides food-insecurity rates for every county and congressional district. The data and accompanying interactive map allow policymakers, agencies, partners, and individuals to develop strategies to fight hunger at the community level.

## PROMOTION

Feeding America's cause marketing partnerships include more than 20 companies, including Walmart, General Mills, Bank of America, United Airlines, Pampered Chef, and ConAgra Foods, which lead campaigns that offer significant marketing and financial support.

Feeding America's most visible campaigns have been in partnership with Walmart and the Walmart Foundation, which has contributed the equivalent of more than 1 billion meals since 2005 and engaged shoppers and leading food companies in its Fighting Hunger Together campaign.

Feeding America also engages an Entertainment Council of more than 50 actors, musicians, athletes, and chefs, including Ben Affleck, Matt

Damon, Nick Cannon, Sheryl Crow, Josh Groban, Rachael Ray, Tyler Perry, and Mario Batali, who help raise awareness of hunger in America.

Feeding America is supported as well by numerous media and entertainment partners such as ABC, Disney, Sony Pictures, Lionsgate, Clear Channel Communications, USA Networks, Fox Sports, Dr. Phil, "The Chew," CMT, and TLC. Past supporters include *Idol Gives Back*, *Good Morning America*, *Ellen*, *CBS This Morning*, and *ABC World News Tonight*.

Each September, the Feeding America network leads Hunger Action Month™, which rallies corporate partners, the media, lawmakers, and the public to take action against hunger.

Additionally, Feeding America partners with the Ad Council to launch public service announcement campaigns. Developed to engage the public by highlighting the work of food banks, recent PSAs illustrate how farmers, grocers, partners, and volunteers work together to get food to people in need. The campaign also drives awareness about the one in five children who struggle with hunger and urges the public to join the cause and support their local food bank.

## BRAND VALUES

Feeding America was founded on the belief that no one should be hungry in America. This belief is encapsulated in the organization's vision of a hunger-free America. Since its inception, Feeding America has fostered a culture of volunteerism, one in which everyone can take action to solve hunger.

Feeding America uses its resources efficiently and operates 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; *service* to those who share its mission; *integrity* in all actions, intentions, and commitments; and *diversity* throughout the organization. Through strategic planning and partnerships, Feeding America strives to solve hunger in America.

## THINGS YOU DIDN'T KNOW ABOUT FEEDING AMERICA

- Feeding America distributed more than 3.9 billion pounds of food to low-income Americans this year.
- More than 134,000 active advocates help Feeding America engage Congress to pass legislation that protects food-insecure Americans.
- Feeding America invests 98 percent of all donations directly into programs and services that serve people in need.