

FEEDING AMERICA®

THE MARKET

More than 49 million Americans struggle with hunger, including nearly 17 million children. That's one in six Americans. Who is hungry in the United States?

Children. Children are especially susceptible to hunger. Studies show that proper nutrition is vital to child growth and development, particularly for children in low-income families. Children growing up in households without regular access to nutritious foods are more likely to experience cognitive and development problems.

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. Along with limited mobility and dependence on outside assistance, many seniors are particularly vulnerable to hunger.

The working poor. 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



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 products from local retailers that dumped surplus food. 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.

In the years following the establishment of St. Mary's Food Bank, word of its success spread to other states, and other food banks were established in communities and across the country. In 1979 those food banks were formally united 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.

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 provides food to 37 million Americans struggling with hunger. That number has grown by 46 percent over the past four years, driven by the economic recession and the network's response through expanding charitable feeding programs.

Feeding America is a network of more than 200 member food banks that serve all 50 states, the District of Columbia, and Puerto Rico. With the assistance of the organization's national office, the network secures and distributes more than 2.8 billion pounds of food and grocery products annually, through 66,000 local charitable agencies and 70,000 programs that help clients successfully transition to self-sufficiency.

In addition, Feeding America stands as the nation's foremost authority on research regarding domestic hunger, and advocates on behalf of Americans in need. The organization successfully pushed for the reenactment of a strong federal Farm Bill in 2007, as well as reauthorization of federal nutrition programs and an increase in support for and access to the Supplemental Nutrition Assistance Program (SNAP, formerly called the Food Stamp Program). All these efforts



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.

For many reasons, significant numbers of people find themselves without the resources to

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 critical populations:

- **Disaster response**, which follows on the heels of first responders in the wake of hurricanes, tornadoes, and floods to provide food and hope as families rebuild their lives
- **Mobile pantries**, which directly deliver food and grocery products to chronically underserved rural and urban areas
- **The Backpack Program**, which provides backpacks filled with a weekend supply

of easy-to-prepare meals to low-income schoolchildren

- **Kids Cafes**, which are safe, nurturing, after-school community centers where children receive tutoring, mentoring, and life skills development in addition to healthy meals
- **Relief Fleet**, which connects trucking companies with food donors so that excess cargo space is used for the efficient transportation of donated food



Nearly 96 billion pounds of food are wasted annually in the United States. Feeding America works to rescue perfectly good and nutritious food and deliver it to those in need. In close partnership with national retailers, such as Kroger and Walmart, Feeding America recently launched the Retail Store Donation Program — a system that enables individual stores to donate and distribute fruits, vegetables, meat, and dairy products that may have otherwise gone to waste.

Feeding America's National Produce Program works to ensure that the Feeding America network has access to donated cosmetically imperfect produce that would otherwise be sold for food service use, offered to processors and juicers, or not even harvested. Through this initiative Feeding America ensures Americans in need have consistent access to nutritious produce from across the country.

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 awareness among the general public, and the issue of domestic hunger was often misunderstood or ignored.

In order to meaningfully inspire the public to tackle the issue, the organization conducted qualitative and quantitative research to understand



response, the organization adopted the Feeding America name and identity, which more transparently communicates providing food to those in need as well providing hope for a better tomorrow. The rebranding has already garnered unprecedented support from the public and partner organizations.

As a key avenue for educating the public, Feeding America leads the quadrennial study *Hunger in America*, the most comprehensive study of domestic hunger. The 2010 edition of the study compiled data from 61,000 face-to-face client interviews and 37,000 surveys of local charitable agencies nationwide.

PROMOTION

Feeding America's Cause Related Marketing partnerships have expanded to include more than 25 companies, including ConAgra Foods, Macy's, Kraft Foods, the Pampered Chef, the Cheesecake Factory, and Kroger, which lead a broad range of campaigns with substantial marketing and financial support, yielding significant visibility throughout the year. In 2010 the Cause Marketing Forum awarded Feeding America with the Golden Halo Award, the highest level of recognition for cause-related marketing campaigns.

The organization's most visible campaigns include the Pound for Pound Challenge led by founding partners General Mills and NBC's *The Biggest Loser*, which educates the public about Americans struggling with hunger while tackling the issue of obesity, and SNICKER'S "Bar Hunger" campaign, which features Feeding

America on 250 million candy bars and used "SNICKER-speak" to convey facts about domestic hunger.

The Feeding America Entertainment Council, chaired by actor David Arquette, includes more than 50 entertainment, sports, and arts personalities who help elevate the public profile of the Feeding America network and the broader issue of domestic hunger.

Feeding America also enjoys the support of entertainment and media outlets that share a passion to end hunger.

Partnerships with *American Idol*, *The Apprentice*, Clear Channel, NBC, *The Ellen Degeneres Show*, and ABC's *Good Morning America* have helped to raise awareness of domestic hunger and encouraged donations of food and funds.

Each September the Feeding America network leads Hunger Action Month, which mobilizes Americans to take action against hunger. The event has rallied the support of corporate sponsors, the media, lawmakers, and the public to make a difference in the fight against hunger.

Additionally, a successful public service announcement campaign, conducted in partnership with the Ad Council, keeps the spotlight on hunger year-round through more than \$45 million of donated media.

BRAND VALUES

Feeding America was founded on the belief that no one should be hungry in America, and 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.



better how to mobilize the public. That research showed that the America's Second Harvest brand was limiting public engagement because it did not clearly and quickly explain the organization's mission or invite public involvement. In

THINGS YOU DIDN'T KNOW ABOUT FEEDING AMERICA

- Each year, Feeding America draws on the dedication of more than 700,000 individual volunteers contributing a total of 7 million volunteer hours.
- Feeding America provides food to more than 14 million children and 3 million seniors each year.