



Your Investments in Action

Fall 2016 Impact Report

ALLEVIATING HUNGER THROUGH A MULTI-FACETED APPROACH

Autumn is a time of vibrant beauty and celebration, as richly colored leaves fall and loved ones gather at the table for Thanksgiving. However, fall also represents a return to responsibility. Children are back at school, adults are juggling work responsibilities with holiday planning and farmers are gathering ripened crops before the frost sets in. Similarly, Feeding America is working hard to source more food for the people we serve. During this busy season, Feeding America is bringing hunger to the attention of busy families so that together we can meet the need for more meals.



In August, the need for more meals climbed after widespread flooding struck Southern Louisiana, followed by Hurricane Matthew bringing torrential rain, wind and flooding to Georgia and the Carolinas a few weeks later. In the midst of both disasters, the Feeding America network stepped up to the plate to provide relief. Generous contributions from network members and donors helped provide critical food and supplies to thousands of affected people. The road to recovery will be long, but Feeding America will remain embedded in the hardest-hit areas as long as necessary.

In September we launched Hunger Action Month—Feeding America’s annual campaign to increase awareness of domestic hunger. The campaign emphasized that an empty stomach can stifle a person’s potential in many ways, yet there are also many ways the public can help. A broad array of celebrity, corporate, network and individual partners creatively participated in Hunger Action Month. From volunteering at local food pantries to sharing support online to turning local landmarks orange—the official color of hunger relief—our supporters took action to fight hunger.

Additionally, as our country’s harvest season drew to a close and families planned for the upcoming Thanksgiving holiday, we elevated the paradox that both widespread hunger and food waste are national problems. Feeding America hosted our second annual Food Rescue Summit at the end of September, and, in October, we highlighted the problem of food waste through news features and social media. We also shared that Feeding America rescued 2.8 billion pounds of food last year, and challenged the public to become part of the solution by reducing food waste.

It has been a productive season, with many reasons for thanksgiving. We are thrilled that the USDA recently reported a decrease in food insecurity and that the U.S. Census Bureau reported that poverty has dropped. It is deeply encouraging to witness our country slowly get back on its feet following the Great Recession. Yet, we are keenly aware of the 42 million people who still struggle to put food on the table and meet other basic needs. With this in mind, we are tremendously thankful for partners like you—who are committed to the ongoing fight against hunger, a problem that exists through good economic times and bad. Thank you again for your continued support. Together, we can end hunger.

Kind regards,

A handwritten signature in black ink that reads "Diana Aviv". The signature is written in a cursive, flowing style.

Diana Aviv
Chief Executive Officer
Feeding America

STACI'S FAMILY RECEIVES MEALS AND MORE FROM THEIR COMMUNITY SCHOOL

Staci and her daughters, Taylor and Alexia, have weathered tough times as a family, but they have found comfort and nourishment at the food pantry hosted by Alexia's school. Staci worked her way through school to afford tuition while caring for her daughters. She now works five days a week, but it's still a constant challenge to make ends meet. "Life as a single parent hasn't been easy," said Staci. "I've always sacrificed and tried to do my best—even if it meant skipping meals so that my children could eat. But there have still been times when I've felt unable to provide them with the healthy food they need." Thankfully, Staci reports that it's been a while since she's felt that way. The food pantry helps her family fill their cupboards with fruits, vegetables and nutritious foods that they typically can't afford on their strict budget. "I can tell a difference in my daughters' grades since we've started using the pantry. I'm grateful to the food

pantry for the role it is playing in giving my daughters a brighter future."

 VIDEO: <https://www.youtube.com/watch?v=UeOYVnpVsL8>

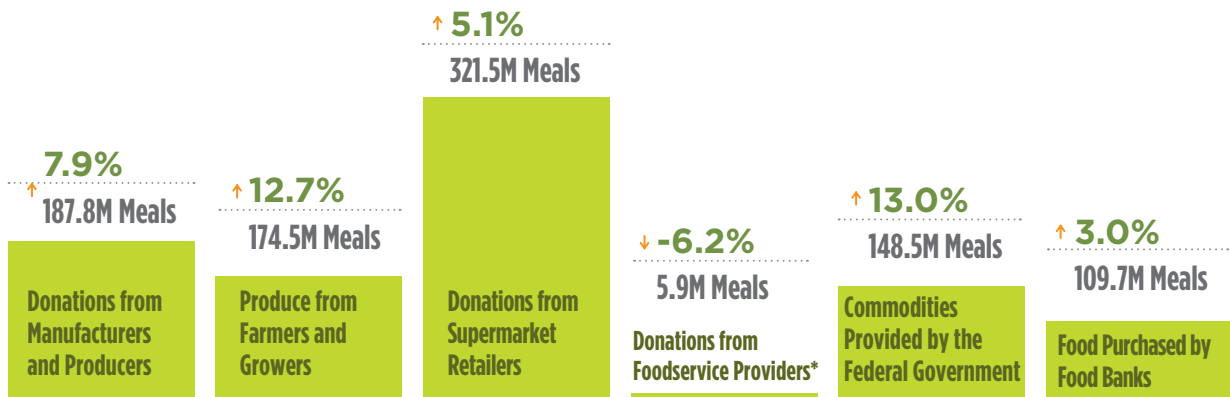


Staci and her family live in Lynn, Massachusetts.

FEEDING AMERICA BY THE NUMBERS

MEALS BY SOURCE FROM APRIL THROUGH JUNE 2016

With your support, Feeding America sourced 947.9 million meals for Americans in need in the fourth quarter of fiscal year 2016, 7.8 percent more meals compared to the same quarter last year.



*Prepared meal providers such as restaurants, hotels and convenience stores. Meals by source are compared to the same quarter last year. A meal from Feeding America is 1.2 pounds of product, based on USDA guidelines.



**WE PROVIDED
4 BILLION MEALS
AND \$50 MILLION IN GRANTS**



In fiscal year 2016, Feeding America provided more than 4 billion meals for the first time—as we continue to increase meals available for families in need, this marks a significant milestone. Additionally, we distributed a record \$50 million in grants to food banks.

MEETING THE NEED AND ENDING HUNGER

By partnering with Feeding America, you are investing in the well-being of your community and your country. Our nationwide network of food banks serves every county, providing food to families in need so they can focus on what matters. In recent months, we have channeled our supporters' investments toward expanding our understanding of hunger, growing our relationships with other food-rescue leaders and providing grants to member food banks to advance their work across the nation, among other key initiatives. We are dedicated to working with partners like you to build a society that is better for everyone.



Collaborating for Clients is part of Feeding America's commitment to make meaningful progress toward ending hunger by 2025. The initiative leverages collective impact, an emerging approach for addressing pressing social challenges, to improve the well-being of the people our network serves. After months of hard work, the five member food banks participating in the early stages of this program successfully completed the first year of the pilot and received approval to move into the second year. Additionally, this September, sites began participation in Fuel, Engage, Empower, Drive, or FEED, a customized leadership development program co-designed by Feeding America and the Annie E. Casey Foundation.

Special thanks to the Laura and John Arnold Foundation and the Annie E. Casey Foundation for their support for Collaborating for Clients.



To enhance public understanding of hunger among teens in America, [Feeding America and the Urban Institute recently released two research reports](#) on this important topic. The reports reveal that low-income teens are acutely aware of their parents' struggles to feed their families. In fact, they often share in their worries and seek to shield their younger siblings from hunger. Teens also employ various coping strategies to deal with food scarcity, including some risky and potentially dangerous behaviors. Congressman Jim McGovern spoke about the studies on the House floor to raise awareness of teen hunger and encourage fellow members of Congress to attend a Capitol Hill briefing on the research, which was hosted by Feeding America in September.

We are grateful to the ConAgra Foods Foundation for their generous support for this research.



Feeding America recently participated in a White House Roundtable on Investing in Food Waste Reduction as part of our dedication to providing more meals to people in need while also reducing food waste. The invitation-only event was spurred on by the administration's goal to reduce food loss and waste in America by 50 percent by 2030, as well as by the unprecedented recent collaboration between various stakeholders in the food-rescue movement—including Feeding America—in a group called Rethink Food Waste through Economics and Data, or ReFED. At the White House event, attendees discussed how funders and food-rescue experts can work together to identify and implement promising solutions for reducing food waste.





Feeding America hosted its second annual Food Rescue Summit to convene stakeholders from a wide range of food-related companies and organizations to explore ways we can reduce food waste, overcome barriers to increasing food rescue and end hunger. Secretary of Agriculture Tom Vilsack delivered the keynote remarks and discussed opportunities to advance food-rescue priorities in a Q&A session with Feeding America CEO Diana Aviv. Additionally, more than 100 experts from food companies, academic institutions, food rescue organizations, government agencies and food banks participated in discussions. The summit is an important way to establish deeper connections between stakeholders interested in sustainability and partners like Feeding America that are dedicated to ending hunger in our nation.

We are grateful to all of our event sponsors, including Silver Sponsors, Publix Super Market Charities and Bimbo Bakeries USA, and Bronze Sponsor, Unilever.



Members of the Feeding America network benefit from exclusive access to grants to advance their strategies and enhance their operations. In fiscal year 2016, Feeding America provided a record \$50 million in grants to the network, a 26 percent increase over the previous year. Food banks benefitted from grants that enabled them to fund various aspects of their work, including grants to source and distribute more fresh produce, pilot innovative

partnership models to increase access to meat, and expand collaboration with foodservice outlets such as restaurants, hotels and convenience stores. Member grants help food banks increase capacity and rescue more nutritious food for people in need.

Feeding America is grateful to our many partners who provided network funding through member grants.



Hunger-Free Summer Hubs is Feeding America's first pilot program focused on developing collaborative ways to alleviate hunger experienced by children and families during the summer months, when free or reduced-price school meals are not available. Three food banks—Freestore Foodbank in Ohio, Lowcountry Food Bank in South Carolina and St. Mary's Food Bank in Arizona—received grants to form summer hubs, or groups of partner organizations committed to working together to address summer hunger in their communities. To better understand the program's initial impact and learnings, Feeding America completed a comprehensive review of the first year of the pilots, which will enable us to make improvements to existing summer programs and develop best practices that will maximize the impact of future efforts to address summer hunger through partnerships.

Feeding America is grateful to ConAgra Foods Foundation for their support for Hunger-Free Summer Hubs.

SPOTLIGHT: HUNGER ACTION MONTH 2016



Kimberly Williams-Paisley volunteered and shared her empty-plate selfie at Second Harvest Food Bank of Middle Tennessee during Hunger Action Month.

During September, the 2016 Hunger Action Month™ campaign featured the image of an empty plate to illustrate the many ways that people struggle with day-to-day activities when they do not have enough to eat. Through motivating print, digital and social ads, and community and grassroots events, the Feeding America network inspired thousands of supporters across the country to share what they can't do on an empty stomach, and what they can do to help end hunger. Every Feeding America network member, along with celebrity activists, political leaders, and corporate and non-profit partners, took action—taking “plate selfies” and sharing what they can do to help end hunger so that everyone can achieve their full potential.

BUILDING AWARENESS TO INCREASE ENGAGEMENT

A growing number of Americans are learning about the pressing problem of hunger and calling for change. The inspiring cause marketing campaigns and media opportunities we develop in collaboration with our corporate, media and celebrity partners enhance public understanding of hunger and motivate people to join Feeding America's efforts to help everyone achieve a more food-secure future.



This summer, Outshine helped provide 1 million pounds of produce to Feeding America. Outshine partnered with [Design Mom](#) as part of the campaign to raise awareness of hunger in America.



Feeding America hosted events during the Republican and Democratic National Conventions to raise awareness of domestic hunger. Representatives Tom Reed and Tom Emmer, pictured, along with Cathy Boozman, wife of Senator John Boozman, visited a summer meal site of the Cleveland Food Bank; and Congressman Jim McGovern visited Philabundance, the food bank in Philadelphia.



Pampered Chef raised awareness of summer hunger and helped provide more than 600,000 meals to Feeding America from sales of Make & Take Mason Jar Sets purchased between June and August.



Jewelers Mutual Insurance Company's Band Together Campaign helped raise \$2 million for three causes, including \$249,000 for Feeding America and the network to help fight hunger in our country.



In September, Rachael Ray wrote an [editorial](#) for Media Planet which was featured in USA Today. In the piece, she shares how her life in the food industry has influenced her perspective on food waste.



The Cheesecake Factory generously donated \$575,000 to Feeding America from sales of its Salted Caramel Cheesecake over an entire year. The company is now donating \$0.25 to Feeding America for every slice of Pumpkin Cheesecake sold through December.



Feeding America, the Ad Council and McCann New York partnered to develop new [public service advertisements](#) (PSAs) featuring the voice of celebrity activist Julianne Moore to raise awareness about child hunger. The PSAs were generously funded by C&S Wholesale Grocers, Inc. and the ConAgra Foods Foundation.



Jamie Chung volunteered at Food Bank For New York City's Harlem Kitchen and Pantry for Hunger Action Month.

THE FEEDING AMERICA NETWORK RESPONDS TO DISASTERS

A massive storm brought catastrophic flooding to South Louisiana in August, and just a few weeks later, Hurricane Matthew caused significant flooding in the southeastern United States. With generous support from donors, partners, volunteers and network members, the Feeding America network banded together to help in the recovery of people affected by the storms. In Louisiana, the [Greater Baton Rouge Food Bank](#)'s warehouse and vehicle fleet were declared a total loss, yet within four weeks, the Feeding America network had distributed 3 million pounds of food and groceries to impacted households and the food bank had moved back into its warehouse. In Georgia, South Carolina and North Carolina, flood waters had not yet receded in many communities more than a week after Hurricane Matthew made landfall. However, food banks in affected regions had already distributed hundreds of thousands of pounds of food and groceries and the Feeding America national office had helped direct more than 2 million pounds of food to people impacted by the disaster.



Fred, a driver for the Greater Baton Rouge Food Bank, in front of his damaged home.

Special thanks to the many generous partners who have provided funds, food, water, cleaning supplies, volunteer support and other contributions nationally or locally to help people affected by the recent disasters in our country. Your support makes Feeding America's disaster relief and recovery efforts possible. To learn more about how you can contribute, please reach out to your Feeding America relationship manager.

DONOR SPOTLIGHT: WHY I SUPPORT FEEDING AMERICA



Lora Picton, a monthly donor to Feeding America since 2009, says she learned the importance of giving back at an early age. When she was a child, both her parents and grandparents helped out at local soup kitchens and food pantries. Her family's dedication to fighting hunger led Lora to develop deep empathy for families facing hunger. "When people are worried about where their next meal is going to come from, it's really hard for them to think about other things," says Lora. "Especially for children. When they don't have breakfast or dinner at home, it's tough for them to concentrate in school." When asked why she donates, Lora says, "It goes back to my family upbringing—when something is important to you, you make it part of your budget. By setting aside the money in my budget every month, I'm trying to show that this is really important to me." Lora feels confident donating to Feeding America. "On my own, I

could help some people, but there's a lot of satisfaction in donating to a common cause where money can be put to better use when it's pooled together. It makes a larger impact."



MORE THAN 16,000 PEOPLE LIKE LORA SUPPORT FEEDING AMERICA THROUGH MONTHLY CONTRIBUTIONS. IT'S A CONVENIENT, AUTOMATIC AND BUDGET-FRIENDLY WAY TO HELP OUR NEIGHBORS IN NEED.

To learn more, visit feedingamerica.org/monthly.

CONCLUSION

In this season of thankfulness, we'd like to extend our gratitude to you. Feeding America's work is fueled by our committed supporters, who believe that we can usher in a better world together. One meal at a time, we can help struggling households move from hunger to self-sufficiency. As we reflect on the millions of people who receive food and groceries from the Feeding America network each week, we recognize that it's simply not possible without you. Your support drives our impact.

COMING UP:

#GIVINGTUESDAY IS NOVEMBER 29. PEOPLE ACROSS THE COUNTRY ARE COMING TOGETHER FOR ONE DAY TO MAKE A TREMENDOUS IMPACT. JOIN US!

REMEMBER TO SUPPORT FEEDING AMERICA BEFORE DECEMBER 31 TO MAXIMIZE THE 2016 TAX BENEFITS OF YOUR GIFT.



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Feeding America is a nationwide network of food banks that feeds more than 46 million people through food pantries and meal programs in communities across America and leads the nation in the fight against hunger.

**Support Feeding America and help solve hunger.
Donate. Volunteer. Advocate. Educate.**