



Feeding America

Donor Impact Report

SPRING 2015

FEED AND LEAD THE NATION TO END HUNGER IN AMERICA

As a regular volunteer at local food pantries, I am continually inspired by the enthusiasm and dedication that my fellow volunteers show when they come together to feed their communities. April is National Volunteer Month, reminding us that even a small offering of time and talent can change a life and that opportunities to engage are everywhere, even in our own backyard.

Within the Feeding America network, we celebrate volunteers every day. Quite simply, our work can only be accomplished with the help that volunteers provide. We are grateful to the more than 2 million individuals who turn the ordinary tasks of sorting food, stocking shelves and packing boxes into the extraordinary work of helping to feed 46 million Americans struggling with hunger.



In the following pages you'll meet Claudia and her daughters who receive help at their local food pantry and give back by volunteering. In addition, you'll read how our partners' employees generously support local food banks and pantries and the ways your advocacy support is affecting change in Washington.

As I shared earlier this year, I will be passing the torch to a new CEO of Feeding America. In the meantime, I am working to make sure that I leave this organization stronger and better equipped to end hunger in our time. I believe that the impact we have on our communities has never been greater. This is true because of the devoted people inside our organization, on our board, at food banks and agencies, in addition to partners, donors and supporters like you.

With your help, over the next ten years, Feeding America will achieve bold goals by partnering with multi-sector organizations that help provide every single person facing hunger with access to enough nutritious food and help them achieve more stable lives. In this way, we will help the people we serve build a path to a brighter, food-secure future.

Leading Feeding America has been one of the great privileges of my life. I am deeply humbled to have had the opportunity to help shape the future of hunger relief. On behalf of the people we serve, thank you for your investment in our mission. Because of you, a mother can prepare a meal tonight, a senior can put much-needed funds toward health care and a child will go to bed well nourished. With your continued help we will realize the dream of a hunger-free America. Together we can solve hunger.

Very truly yours,

A handwritten signature in black ink that reads "Bob Aiken". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Bob Aiken
Chief Executive Officer
Feeding America

FOR FOOD BANK RECIPIENTS CLAUDIA AND HER DAUGHTERS, VOLUNTEERING IS A FAMILY AFFAIR

I first visited my local food pantry five years ago. I am a single mother and although I work almost every day, it's just not enough. I needed some extra help—so I decided to ask for it. Visiting the pantry changed my life. Not only has it helped me feed my growing girls, but it also has given me a community and a purpose beyond what I could have imagined.

I began volunteering at the pantry a few months after my first visit. I was with my daughters and the coordinators asked if anyone in line could help translate Spanish to English for them and help hand out food. We all volunteered and have been volunteering every Friday ever since.

For us, volunteering is a family affair. Each one of my daughters has a different role. The youngest, who is seven, helps me hand out food, while my fourteen-year-old runs a distribution table by herself.

The pantry has also taught us the value of community.

Through volunteering I have built invaluable relationships with my neighbors. I encourage everyone to learn more about their local food pantry and get involved. Volunteer or donate. I promise, even giving back in a small way can make a big difference—in your life and the lives of others.



Claudia and her daughters volunteer every Friday at their local food pantry.

FEEDING AMERICA BY THE NUMBERS

MEALS BY SOURCE FROM OCTOBER THROUGH DECEMBER 2014

With your support, Feeding America sourced 901.3 million meals for Americans in need in the second quarter of fiscal year 2015, 3 percent more meals compared to the same quarter last year.



A meal from Feeding America is 1.2 pounds of product, based on USDA guidelines.



According to *Hunger in America 2014*, our volunteers come from all age groups.

7.4% of volunteers were age 18 or younger

54.4% of volunteers were ages 19-59

38.2% of volunteers were +60 years of age

VOLUNTEERS OF ALL AGES SUPPORT THE FEEDING AMERICA NETWORK

In fiscal year 2014, individuals provided more than 9.5 million volunteer hours to Feeding America food banks alone, saving our network members the financial equivalent of more than \$69 million. All Feeding America food banks utilize volunteers. Sixty-eight percent of food banks rely on volunteers to help with operations, special events, food drives, children's programs and mobile pantry food distribution. Seventy-two percent of Feeding America food banks use skills-based volunteers to help with everything from graphic design to gardening.

FEED, LEAD AND STRENGTHEN: STRATEGIC ACTION HIGHLIGHTS

With your support we will continue to feed our nation's hungry, lead the movement for a hunger-free America and strengthen our network of food banks and agencies to feed more people struggling with hunger.

FEEDING THE NATION



As a Google Global Impact Award recipient, Feeding America garnered \$1.6 million to leverage technology to advance our newest food rescue initiative - Online Marketplace - a program to help facilitate the safe recovery of excess food from local food service donors such as restaurants, hotels, stadiums and convenience stores, by directly connecting donors to meal service programs and food pantries in local communities, with the oversight of our food banks. The Online Marketplace platform leverages technology to build efficiencies in rescuing and moving food more quickly and safely from the donor to the people served by the Feeding America network. Feeding America anticipates that Online Marketplace will help rescue more than 500 million pounds over the next 10 years.

Feeding America is grateful to Cisco, Trustees' Philanthropy Fund of Fidelity Charitable and Hilton Worldwide for providing initial funding for Online Marketplace.



Growers, packers, manufacturers, distributors and retailers make it possible for the Feeding America network to rescue 2.5 billion pounds of

excess food each year and safely deliver it to people in need. Retailers are donating more meat and prepared deli items. Farmers are collecting and donating fruits and vegetables that would otherwise be plowed under. Local processors are packing food lost during processing for food bank distribution. We look forward to expanding these innovative partnerships to help reduce loss and get more food to families in need.



Knowing that expert food safety practices are vital for the health and well-being of the people we serve, Feeding America has partnered with AIB International, a globally recognized food safety leader, to provide food safety audits to our network members. Currently, 67 food banks have passed the stringent AIB scored audit.

Feeding America is grateful to Cargill for their investment in the Cargill Food Safety Initiative, which enables food banks to undergo third-party food safety audits, helps Feeding America create a food safety curriculum and training program for the network, and invests in additional staff and resources to maintain food safety measures.



LEADING THE MOVEMENT



With the support of media, entertainment and cause-marketing partners, Feeding America's brand awareness reached an all-time high of 45 percent among a national audience of charitable givers this year. In addition, research revealed that 50 percent of people aware say Feeding America is trustworthy, 47 percent say Feeding America is optimistic/vibrant, 43 percent say Feeding America is efficient and 41 percent say Feeding America is innovative. Together, we will continue to raise awareness and inspire the public with stories of hunger and hope.



Anti-hunger advocates are making a difference in Washington. Currently, they are working tirelessly to ensure passage of the America Gives More Act/Fighting Hunger Tax Incentive Act (HR 644). This key piece of legislation will improve federal tax incentives to make it more desirable for businesses to donate wholesome, excess food to charitable organizations. Furthermore, we are strengthening our advocacy base. The 2015 Anti-Hunger Policy Conference, organized by Feeding America and the Food Research and Action Center, provided opportunities for networking, training and sharing innovative methods of advocacy on behalf of low-income people.

Feeding America is grateful to the Walmart Foundation for lead support of the conference and to the Kellogg Company and MAZON for their sponsorship.



Employee engagement is a win-win for corporate partners and Feeding America food banks. Each year thousands of employees of Feeding America partners support local food banks not only during National Volunteer Month, but all year round. Through volunteer events, employee giving campaigns and matching gift commitments, Feeding America partners rally employees and engage them in the fight to end hunger in their communities. To learn about ways you can support hunger relief in your community, visit www.feedingamerica.org.

Thanks to Ameriprise Financial, Allstate Insurance Company, ConAgra Foods, The Dunkin' Donuts & Baskin-Robbins Community Foundation and PepsiCo, among other generous partners, which support the Feeding America network through employee engagement.



The Supplemental Nutrition Assistance Program (SNAP) is the first line of defense against hunger in America. Building strong relationships between state SNAP administrators and nonprofit organizations like Feeding America is integral to strengthening this essential program. Feeding America and Share Our Strength collaborated to create an online toolbox that enables food banks, advocates and service providers to strengthen SNAP locally. The toolbox launched in March 2015. Now, visitors to StateSNAPToolbox.org can assess the current health of SNAP in their state, map out a plan to expand access to SNAP and identify ways to engage collaboratively to advocate for change.

STRENGTHENING THE SYSTEM



In 2014, Feeding America provided nearly \$27 million in funding to member food banks, including grants that support staffing, infrastructure, peer learning and food sourcing. Every single food bank received a grant award last fiscal year—that is 100 percent support, made possible because of our many generous partners. In addition, with donor support, Feeding America invested in a cloud-based software system to better manage its grant proposal and reporting processes. The new Grants Management System will provide real-time receipting and access to recent food bank grant activity. This system will help Feeding America better serve food banks and donors in this critical funding area.



Released each spring, the Performance Framework Dashboard is an online tool that equips food banks to compare themselves to one another on 19 separate metrics including food access, resource development, organizational efficiency and mobilization. Armed with the ability to compare their performance against their peers, food banks can identify areas of expertise or growth potential. In just one example, the dashboard reveals that fundraising support to the Feeding America network increased for the previous two fiscal years — from \$764 million to \$893 million — an annual growth rate of 8 percent. Food banks with higher than average growth can become a resource for best practices.

BUILDING AWARENESS TO INCREASE ENGAGEMENT

Celebrities, national media outlets and corporate partners help us bring attention to the issue of hunger. Blog posts, special events, news articles and cause-marketing campaigns engage the nation and move us one step closer to solving hunger.



Food Lion's 1,100 stores rallied their MVP customers and vendors to support the Food Lion Feeds "Groceries for Good" campaign. For each purchase of five participating items, Food Lion helped provide five meals to Feeding America, resulting in more than 3 million meals.



Joel McHale lent his celebrity power to Fitbit's FitForFood campaign where consumers were encouraged to get active and do good by working toward a 1 billion-calorie goal. The campaign launched on February 2 and the goal was met on February 19, resulting in a 1.5 million meal donation to Feeding America.



With every issue this year, Woman's Day readers will meet everyday heroes fighting to end hunger. Articles will include simple actions everyone can take to help end hunger in our country.



Originally announced by Bob Costas, NBC Sports partnered with Feeding America to fight hunger. During Super Bowl XLIX festivities, NBC Sports Champions assembled 3,400 emergency food boxes. Special thanks to NBC Sports for mentioning Feeding America in the pregame show!



Sheryl Crow auctioned off dozens of personal items on a Charity eBay auction to support Feeding America. The auction raised over \$30,000 and garnered 40 media placements with more than 130 million media impressions.



Chef Rocco DiSpirito supported Taste of Groupon to raise awareness about hunger. During this week-long event, each time a foodie chose a restaurant from Groupon's food-focused collection, one meal was donated to Feeding America, resulting in 500,000 meals.



Feeding America Entertainment Council member Karolina Kurkova contributed her voice to promote National Nutrition Month in the recent Feeding America blog post, "Healthy Living for All."



Chef John Howie and Former Seattle Seahawk Craig Terrill teamed up to help Food Lifeline raise over \$127,000 through the Taste of the NFL fundraiser, Kick Hunger Challenge.

SPOTLIGHT: WHY I SUPPORT FEEDING AMERICA



Best-selling author, entrepreneur and philanthropist Tony Robbins has been fighting hunger in our nation for 37 years, and his commitments to Feeding America have been transformative to our efforts. Hunger relief became a lifelong passion of Tony's when he was 11 and a stranger provided his family with a turkey and food at Thanksgiving. Since then, Tony has been dedicated to making a difference for families in need and inspiring others to do the same.

"It's a tragedy that in the United States, the richest country in the world, 49 million people, including 16 million children, may go to bed unsure if they will have a meal tomorrow. I know that those are more than startling statistics—those numbers are human beings suffering—and I came from one of those families," Tony said.

Tony first partnered with Feeding America in 2012 by donating the equivalent of 1,000,000 meals* to provide food and relief to people affected by Superstorm Sandy. He again supported Feeding America in 2013 through a generous donation which equated to 2,000,000 meals** for families nationwide.

This year, Tony is providing a generous, personal, 50 million meal*** gift to Feeding America and is encouraging the public to match those meals through his inspiring *100 Million Meals Challenge*.

"I decided that I would personally provide 50 million meals to people in need this year, and I committed to finding a partner who could secure the matching funds needed to reach my ultimate goal of 100 million meals. Feeding America was the clear choice and the perfect ally. I hope you'll join us in this mission; together let's create a deeper, lasting impact."

*In 2012, \$1 helped to provide 8 meals secured by Feeding America on behalf of local member food banks resulting in \$125,000. **In 2013, \$1 helped to provide 9 meals secured by Feeding America on behalf of local member food banks resulting in \$222,222.22. ***And currently, every \$1 donated to Feeding America helps provide 10 meals resulting in 50 million meals, or \$5 million.

MAP THE MEAL GAP 2015

On April 14, Feeding America released the *Map the Meal Gap 2015* report. *Map the Meal Gap* is the only study providing food-insecurity rates for every county and congressional district in the United States. Generously underwritten by The Howard G. Buffett Foundation, and supported by Nielsen and ConAgra Foods Foundation, the *Map the Meal Gap* series is a powerful tool used to develop policy, advocate for hunger relief and spread awareness.

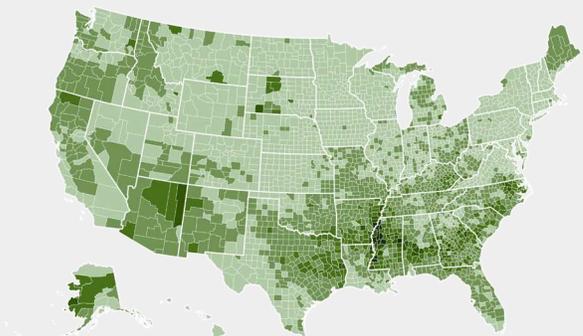
Through the use of new technology, this year the interactive map is mobile and tablet responsive. And, with the addition of social media integration, users can easily share local data through Facebook and Twitter.

Key findings include:

- Slope County, North Dakota has the *lowest* rate of food insecurity in the nation, at 4.2%.
- The county with the *highest* rate of food insecurity is Holmes County, Mississippi where a third of the population — 33.4% — is food insecure.
- Los Angeles County is home to the *largest* estimated population of food-insecure people — nearly 1.5 million — representing 14.7% of the population.

The Howard G. Buffett Foundation is the Founding Sponsor of the *Map the Meal Gap* research. Feeding America is grateful to Howard G. Buffett for his support of *Map the Meal Gap* and Feeding America hunger research. Visit the interactive map at map.feedingamerica.org to learn about hunger in your community.

Food Insecurity Rates 4-14% 15-19% 20-24% 25-29% 30% +



CONCLUSION

By investing in innovations that improve our systems, our partners help us build a high-performing network. Only with your assistance can we have a greater impact on food security in our communities. Thank you for your support of our mission to end hunger. Together, we can create a stronger America today and a brighter tomorrow for the 46 million people we serve.



35 East Wacker Drive
Suite 2000
Chicago, IL 60601
800.771.2303
www.feedingamerica.org

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

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