

# Your Investments in Action

Fall 2020  
Impact Report



**Reusers**  
REUSE. REIMAGINE.

**FEEDING  
AMERICA**

**A LETTER FROM OUR CEO**

## SERVING STRUGGLING COMMUNITIES TOGETHER

Access to food has always been important, and especially now, as the public health and economic crisis resulting from the COVID-19 pandemic persists. Many of our neighbors also were impacted by Hurricanes Laura and Sally, the wildfires in California and the derecho in the Midwest. With tens of millions of people seeking local food bank assistance—40% of whom are doing so for the first time—our network’s ability to provide food is made possible because of your support.



Driven by your generosity in fiscal year 2020, the Feeding America food bank network helped provide nearly 5.2 billion meals to people facing hunger. Thanks to you, we are making remarkable strides, but we recognize our work is a marathon—not a sprint. New USDA data released in September shows that more than 35 million people in our country face food insecurity.

Thank you for your dedication to our hunger-relief work. We stand in gratitude with donors like you—resolute in our shared commitment to make sure our neighbors have the nourishment they need. I am honored to serve alongside our nationwide network of food bank staff and volunteers, and partner with you in innovative and restorative ways that help advance our mission to end hunger in our country.

Your partner,

A handwritten signature in black ink, appearing to read 'C. Fontenot', written over a white rectangular background.

Claire Babineaux-Fontenot  
Chief Executive Officer  
Feeding America

## BECAUSE OF YOU, WE HELP PEOPLE LIKE JOSE

About a month before his third child was born, Jose Cruz lost his job working as a line cook at a hotel in Washington, D.C.

“I’ve been out of a job for four months now,” he said. “It’s crazy. We don’t know when we’ll go back to work.”

To help ensure his family has enough to eat, Jose visited a food pantry in Silver Spring, Maryland that works with Capital Area Food Bank, a member of the Feeding America network.

Since the pandemic began, life at home with his wife and three children has been quieter, he says, even with a newborn son.

“Nobody’s working in my house,” he said. “We can’t go anywhere. We have to take care of the baby.”

Jose said he’s grateful for the food he receives at the pantry, as it helps stretch their resources.

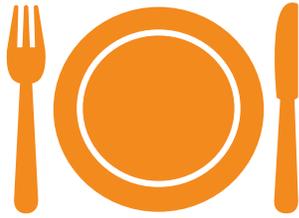
“When I get the food, I’m so happy to share it with my family,” he said.

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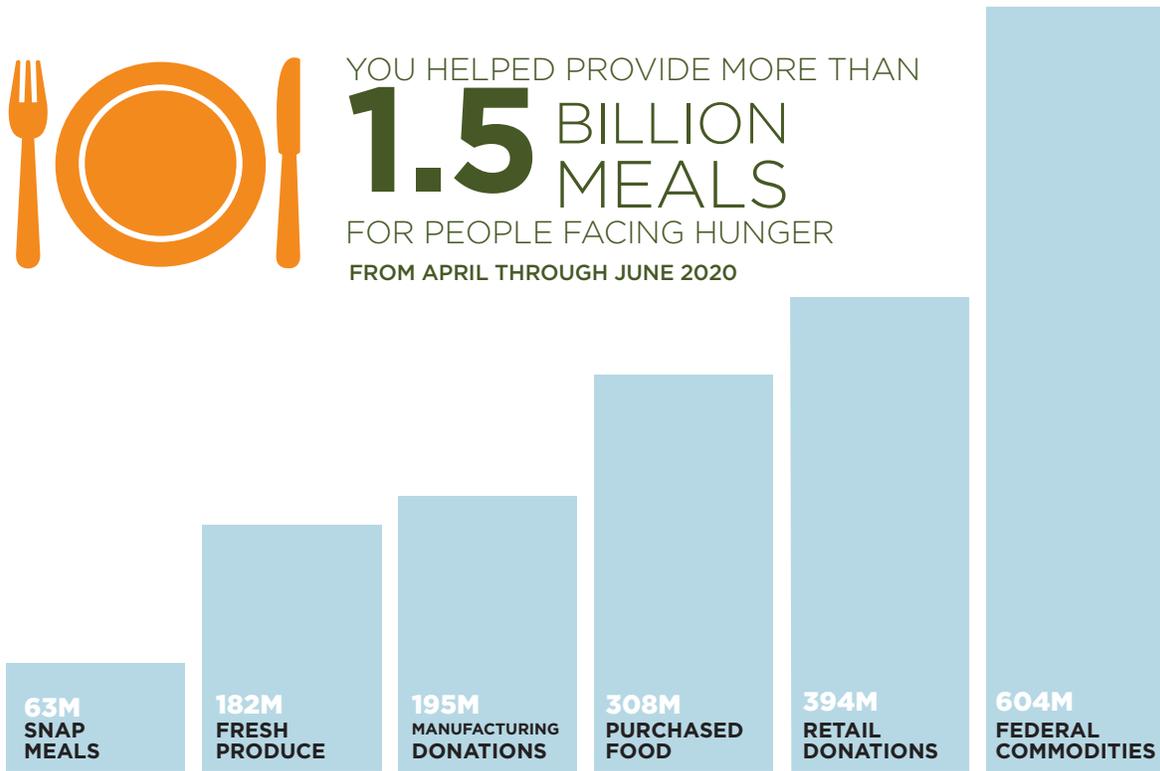
“I’ve been out of a job for four months ... we don’t know when we’ll go back to work.”



Like millions of Americans, Jose found himself visiting a food bank to help offset sudden job loss due to COVID-19.



YOU HELPED PROVIDE MORE THAN  
**1.5** BILLION  
 MEALS  
 FOR PEOPLE FACING HUNGER  
 FROM APRIL THROUGH JUNE 2020



A meal from Feeding America is 1.2 pounds of product, based on USDA guidelines. If you have any questions, please contact your Feeding America relationship manager or [productsourcing@feedingamerica.org](mailto:productsourcing@feedingamerica.org).

## FEEDING AMERICA HELPS PROVIDE MEALS TO PEOPLE IN NEED FROM SIX SOURCES:

### SNAP MEALS

SNAP (Supplemental Nutrition Assistance Program) meals enabled by our SNAP referral and application assistance programs.

### PURCHASED FOOD

Groceries bought from manufacturers and distributors to fill donation gaps.

### MANUFACTURING DONATIONS

Donations provided by manufacturing companies.

### FRESH PRODUCE

Donations from farmers and growers.

### FEDERAL COMMODITIES

Food provided by government programs.

### RETAIL DONATIONS

Donations provided by grocery and retail companies.



## DID YOU KNOW?

Thanks to the exceptional generosity of donors like you, Feeding America awarded more than \$240 million in grants this past year to strengthen local hunger-relief programs for every network member food bank.

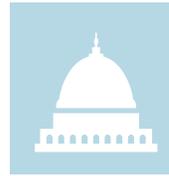
# THE IMPACT OF YOUR GENEROSITY

Your generous support allows Feeding America to not only provide meals to neighbors in need, but also helps our network chart a path for long-term food security for millions of people in our country.



## INCREASING ACCESS TO SNAP

Feeding America's SNAP Application Assistance Program enabled more than 232 million federally funded meals for our neighbors in need last year. Due to the pandemic, the program—which offers resources from Feeding America to food banks so they can help families sign up for SNAP benefits—was adapted to better meet the local needs. Food banks quickly developed remote call centers, providing SNAP application assistance over the phone or virtually, increasing outreach efforts through digital engagement and social media, and conducting assistance for other benefits like unemployment.



## ADVOCATING FOR USDA CHILD NUTRITION WAIVERS

On Aug. 31, the Department of Agriculture (USDA) announced it will extend several nationwide child nutrition waivers through Dec. 31, 2020. The Feeding America Government Relations team and network members advocated to the USDA to use its existing waiver authority available through the Families First Coronavirus Response Act for immediate extension of all child nutrition waivers. The extensions will help ensure children facing hunger have access to meals, as many schools currently have remote-learning models. We will continue to advocate for full child nutrition waivers extensions until June 30, 2021, and additional child nutrition programs improvements on Capitol Hill and to the USDA.

Thanks to the exceptional generosity of donors like you, the **Feeding America network distributed nearly 5.2 billion meals** to people facing hunger in fiscal year 2020.





## EXPLORING DATA AND INNOVATION

OrderAhead is a click-and-collect technology that enables clients to use their phone to order groceries from a food bank and pick them up at a convenient location. By offering privacy, choice and scheduling convenience, the application minimizes stigma, reduces physical barriers and creates a dignified experience for people seeking food assistance. Over the past few months, we have worked with our IT team to build out new features for OrderAhead and onboard four food banks that will join the OrderAhead pilot this fall.



## GAINING INSIGHTS TO IMPROVE OUTCOMES

Feeding America piloted the first-of-its-kind Agency Pulse Survey for member food banks' use to assess their partner agencies' needs for additional food, funds and other resources as a result of COVID-19. The tool is the most comprehensive agency data collection effort for the network since Hunger in America 2014, and will be available quarterly to food banks. Through our Service Insights Initiative, we brought together data from more than 1 million clients across 20 food bank service areas, helping us better understand the people our network serves each year.

# THE RADDAY FAMILY: LEAVING A LEGACY OF HOPE



Ellen and Harold Radday are remembered as philanthropists, social justice advocates and hunger-relief supporters. As Harold's foreign service career propelled the couple and their three children around the world, including Kenya and Belgium, they saw hunger's widespread impact.

"While living in the developing world with the U.S. diplomatic mission, they saw malnutrition, and as a result, reductions in health, learning, civic engagement and human development more broadly. Our parents strove to ... play a role in alleviating malnutrition and hunger," says their daughter, Jeanne.

Ellen and Harold consistently performed community outreach, finding common ground with diverse people and building relationships that thrived. Very often, their daughter says, rapport began with "a shared need and desire for a good meal—the rest flowed naturally."

The couple began supporting Feeding America in 1998 and their gifts live in perpetuity thanks to their generosity through the Feeding America van Hengel Society, which honors individuals who make legacy gifts to support our work.

Feeding America is grateful to be a beneficiary of the Radday family's legacy of giving. Their generous gifts translate into hundreds of thousands of meals for people struggling with hunger across the country.

# THANKS TO OUR SUPPORTERS, WE ARE GROWING THE ANTI-HUNGER MOVEMENT

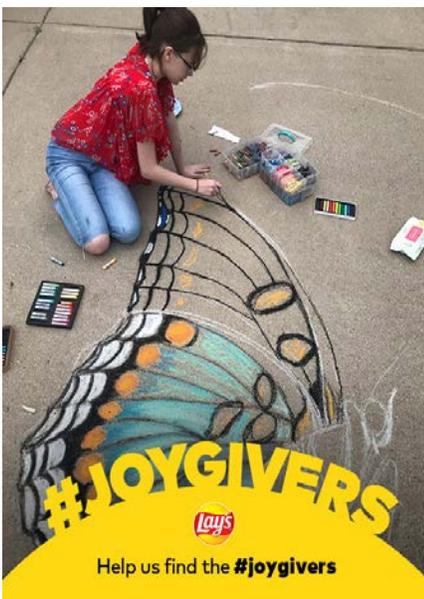
Feeding America's corporate partners launch engaging and effective campaigns to motivate people nationwide to take action and help provide nutritious meals to struggling families.



Walmart and Sam's Club, along with their suppliers, customers and members, helped raise nearly \$18 million for communities in need through the 7th annual Fight Hunger. Spark Change. campaign.



Chrissy Teigen and John Legend faced off sharing their favorite summer Chex Mix recipe on Instagram. For each vote cast, Chex donated \$1 to Feeding America, raising \$200,000.



Lay's donated \$1 million to Feeding America in honor of #JoyGivers—people who bring joy to their neighbors by simple acts of kindness.

Circle K's Fuel for Food did 40 million meals worth of good to help 198 member food banks. Customers took action at the fuel pump at more than 5,000 locations, raising awareness and support.

Home Chef's Home Chef Helps supports our COVID-19 response through a multifaceted cause marketing campaign. They also donated \$100,000 to help food banks serving communities where Home Chef operates.

# YOU ARE HELPING US MEET THE NEED AND END HUNGER

## THANK YOU FOR SUPPORTING HUNGER ACTION MONTH®

We asked the public to participate in Hunger Action Month, our annual awareness campaign to mobilize and take action to help end hunger. Whether it was making a donation, volunteering or highlighting food insecurity in the U.S. through social media, every action taken by hunger-relief activists counts now more than ever.



Emmy winner Uzo Aduba helped distribute to-go breakfast meals to people at The Bowery Mission in New York during Hunger Action Month.



Grammy winner Sheryl Crow took to Instagram to show her support for Feeding America during Hunger Action Month.

## WHEN DISASTER STRIKES, YOUR HELP MATTERS



When disaster strikes the U.S., millions of people who are food insecure become even more vulnerable. Because of your generosity and care, we are able to help people—who may already have been struggling with food insecurity due to the economic fallout of COVID-19—rebuild and recover. In the wake of Hurricanes Laura and Sally, the West Coast wildfires and the Midwest derecho, you made it possible for Feeding America to swiftly respond and deliver nearly 4 million pounds of food, water and supplies to impacted communities. Thanks to your support, our network is able to concentrate relief resources where they're needed most using strong, coordinated efforts with regional members, and extending throughout the network, as well as to national disaster-relief partners.

*Special thanks to our generous [disaster relief partners](#), as well as the incredible [COVID-19 response partners](#) who helped our network of food banks address the surge in demand due to the pandemic.*

# CONCLUSION

As our nation continues to navigate new norms due to the impacts of COVID-19, millions of our neighbors who found themselves visiting food banks—40% of whom were seeking charitable food assistance for the first time—received the support they needed thanks to your generosity and care. As the issue of hunger persists due to the pandemic, our network remains committed to ensuring more neighbors have equitable access to food. Thanks to you, millions of people who were worried how they would access their next meal have the nourishment they need.

## WAYS TO ENGAGE

**1** Participate in #GivingTuesday on Dec. 1 to join a global movement that unites people around generosity and kindness.

**2** Consider supporting Feeding America before Dec. 31 to maximize your tax benefits or minimize your year-end product inventories.



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*Feeding America is a nationwide network of food banks that feeds more than 40 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.**