

Your Investments in Action

Winter 2020-2021
Impact Report



A LETTER FROM OUR CEO

EACH GIFT MAKES A DIFFERENCE

As a new year continues to unfold, images of people in need of food persist. We estimate approximately 50 million people—one in six individuals in the U.S.—could face food insecurity due to the ongoing economic fallout from



COVID-19. In some counties, one in two children could face hunger. While the struggle for families to put food on the table is immense, so too are the generosity and compassion that partners like you have afforded the Feeding America network. Your support means that people seeking local food bank assistance receive the nourishing meals they need. From March 1 through Dec. 31, the network distributed an estimated 5.3 billion meals to neighbors in need.

Every gift—be it time, food or funds—matters. Each gift, large or small, supports and strengthens member food banks so they can continue to meet the sustained surge in demand in every community across the country. In December, over 80% of member food banks saw an increase in the number of people they served compared to the prior year—with an average increase of approximately 50% more neighbors. Thank you for your support and being part of the solution to end hunger in America.

Your Partner in the Mission to Fight Hunger,

A handwritten signature in black ink, appearing to read 'C. Babineaux-Fontenot', written over a light blue horizontal line.

Claire Babineaux-Fontenot
Chief Executive Officer
Feeding America

BECAUSE OF YOU, WE HELP PEOPLE LIKE COURTNEY

Due to the COVID-19 crisis that has impacted the U.S. for nearly a year, Courtney James found herself like millions of people in our country: seeking charitable food assistance for the first time.

“I thought [food pantries] were for people who were less fortunate—but anybody could be less fortunate in a day or in a second,” Courtney said.

During the pandemic, Courtney lost her job as a supervisor at a group home. With no income, it proved difficult to provide nourishing meals for her 4-year-old son, Carter, who loves snacking on fruit.

Four months passed before Courtney found a new job in mental health skill building. However, the pay wasn't as good as her prior role. That's when she learned about a food pantry that works with Feed More, a member of the Feeding America network that serves people in Central Virginia.

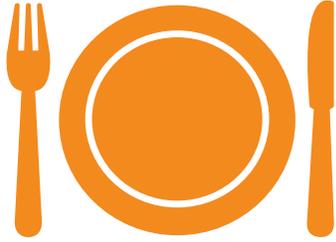
By visiting the food pantry, Courtney is able to help ensure her family has enough to eat.

“When I came, I thought, ‘Well, I can use this, especially during a pandemic,’” she said.

“I thought [food pantries] were for people who were less fortunate—but anybody could be less fortunate in a day or in a second.”



Like millions of people in the U.S., Courtney visited a food pantry for the first time to help provide food for her family during the pandemic.



YOU HELPED PROVIDE MORE THAN
1.8 BILLION MEALS
 FOR PEOPLE FACING HUNGER
 FROM JULY THROUGH SEPTEMBER 2020

54M
SNAP
MEALS

Feeding America enabled SNAP meals via our SNAP referral and application assistance programs.

138M
FRESH
PRODUCE

Donations from farmers and growers.

171M
MANUFACTURING
DONATIONS

Donations provided by manufacturing companies.

270M
PURCHASED
FOOD

Groceries bought from manufacturers and distributors to fill donation gaps.

414M
RETAIL
DONATIONS

Donations provided by grocery and retail companies.

817M
FEDERAL
COMMODITIES

Food provided by government programs

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.

SOURCING MORE FOOD FOR FAMILIES



Between March 1 and Nov. 22, 2020, Feeding America sourced and shipped **more than 488.6 million pounds of food** to member food banks—an increase of 228% over the same timeframe the prior year. In December alone, the Feeding America network distributed an estimated **540 million meals** (660 million pounds)—a 49% increase from an average month before COVID-19.

THE IMPACT OF YOUR GENEROSITY

Our achievements would not be possible without your generous support. From providing our network with innovative resources to help achieve their goals to identifying effective ways we can ensure food security and future success in our hunger-relief work, we have a far-reaching impact nationwide thanks to you.



CONGRESS PROVIDES ADDITIONAL FOOD ASSISTANCE

After an eight-month campaign to increase the maximum Supplemental Nutrition Assistance Program (SNAP) benefits by 15%—that included 70 network members virtually meeting with 100 congressional offices during a December fly-in—people facing hunger will see some relief in 2021 with the passage of a new COVID-19 bill. Beyond increasing SNAP by 15% until June, the bill provides an additional \$400 million for The Emergency Food Assistance Program—a program that provides food purchased from U.S. farmers to charitable organizations for families struggling with hunger—and improves the Pandemic EBT program to cover the cost of meals that children normally receive at school.



NEW SNAP APPLICATION ASSISTANCE RESOURCE

SNAP application assistance in healthcare settings is a growing area of engagement for network food banks. As such, the Health and Nutrition team developed “SNAP Application Assistance in Health Care Settings,” a new guide to help members and healthcare partners meet patients where they are through social-needs interventions. The resource provides guidelines and recommendations to address food insecurity with patients in healthcare settings and build on the success of food bank SNAP application assistance activities.

Special thanks to Centene Corporation for supporting this work.



ENHANCING INNOVATION TO FIGHT HUNGER

To help boost the network’s hunger-relief work, Feeding America continues to evolve and expand **OrderAhead, our first direct-to-neighbor digital platform** co-developed with four member food banks. The click-and-collect technology enables people to use their phone to order groceries from a food bank and pick them up at a convenient location. OrderAhead also enables members to offer The Emergency Food Assistance Program. Three network members launched the app in October and the onboarding process is underway for five more.

Special thanks to The Humana Foundation for supporting this work.



FOOD INSECURITY PROJECTIONS BUILD AWARENESS

In October, the Research team released revised [projections](#) that estimate how many people may have experienced food insecurity in 2020 because of increases in unemployment and poverty as a result of COVID-19. This insightful work, which leverages the model from our annual [Map the Meal Gap](#) study and results in 2020 food insecurity projections at the national, state, county and congressional district levels, helped garner media attention for the hunger crisis, leading to coverage in [National Geographic](#) and the [Associated Press](#), among other publications. As ongoing hardship is expected for many people, we will continue our efforts to understand levels of need and who is at greatest need throughout 2021.



FREIGHT SUBSIDY SUPPORTS NETWORK

Thanks to an anonymous donor, a \$2.75 million freight subsidy will benefit network food banks, as well as state associations and cooperatives, who order produce November 2020 through March 2021 through Produce Matchmaker (PMM), our online tool that connects local produce donors to members. The grant is for a maximum of \$1,500 per load for Feeding America or donor-arranged transportation. Due to the impact of COVID-19, nearly 300 additional orders were placed in 2020 versus 2019—an increase of over 12 million pounds of food. In November and December alone, over 28 million pounds of produce were ordered through PMM.

PAMPERED CHEF: CELEBRATING 30 YEARS OF NOURSHING NEIGHBORS IN NEED

In 1991, Pampered Chef Founder Doris Christopher developed the Round-Up from the Heart® campaign in response to the hunger crisis in the United States and to support Pampered Chef’s mission to enhance the quality of family life. Doris chose to partner with Feeding America—making it Pampered Chef’s first national cause-corporate partnership and one of Feeding America’s first cause marketing campaigns.

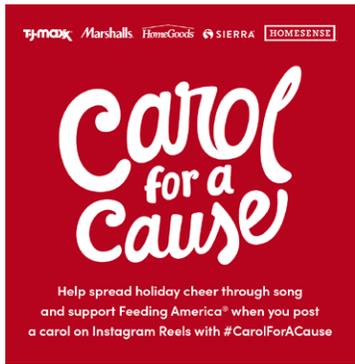


Throughout our 30-year partnership, Pampered Chef has provided more than \$30 million through its Round-Up from the Heart campaign to support local communities across the country. Pampered Chef also has donated disaster kits to network food banks and provided cooking essentials to communities in the wake of disasters. In 2020, Pampered Chef stepped up with a record-breaking year of investment in hunger relief to help provide meals to neighbors in need.

With school closures, job disruptions and health risks, millions of Americans continue to turn to member food banks. To provide more meals to families, for anyone who hosts a fundraiser through Feb. 28, Pampered Chef will contribute up to 30% of the total sales to Feeding America to help people facing hunger.

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

Feeding America is grateful to our corporate partners in the fight to end hunger. Throughout the year, they develop and execute inspiring campaigns that provide food and raise funds to help neighbors in need.



Over the holidays, TJX Companies raised more than \$2.3 million for Feeding America through its annual Help Stop Hunger give-at-register campaign and its inaugural Carol for a Cause campaign.



T-Mobile donated 15 million meals to Feeding America thanks to two campaigns during the holiday season—one encouraged people to share acts of kindness using #CaptureKindness and one allowed donations through the T-Mobile Tuesdays app.

To celebrate the launch of the Disney Junior Doc McStuffins Wash Your Hands Singing Doll, Disney and Just Play donated combined funds to Feeding America that will provide 2 million meals to nourish families in communities across the country.



Through direct contributions, plus matching member company funds, volunteering and in-kind support, North American Association of Food Equipment Manufacturers (NAFEM) provided more than 13 million meals for people facing hunger in 2020.



From August through November, CVS Pharmacy asked their customers to take decisive action to help their neighbors battling food insecurity. Their compassion helped member food banks secure over 73 million meals. 

Crate and Barrel celebrated the holidays by helping provide more than 10 million meals to Feeding America through customer and associate engagement, holiday product, a brand match and a company contribution.

YOU ARE HELPING US MEET THE NEED AND END HUNGER

ELEVATING THE ISSUE OF HUNGER



NBC News' "TODAY" highlighted Feeding America during a four-hour broadcast on Dec. 15 for the morning show's *Season of Giving* campaign. Correspondents reported live from food drives in Chicago, Houston and East Hartford with surprise on-site donations from Conagra, Target and PepsiCo. Feeding America CEO Claire Babineaux-Fontenot was interviewed virtually on-air by "TODAY" co-anchors Hoda Kotb and Savannah Guthrie. Viewers were directed to www.today.com/feedingamerica to learn about our mission and how to support member food banks. The event ultimately raised more than \$3 million to help provide nourishing meals for people in need.

INSPIRING OTHERS TO GIVE BACK



STARBUCKS
FOODSHARE
Hunger relief in action.



In the U.S., 72 billion pounds of perfectly good food goes to waste each year while millions of people face hunger. As a key collaborator with Feeding America, Starbucks is leading innovation with the FoodShare food donation program by leveraging their third-party logistics partners to help pick up unsold food. By the end of 2021, nearly all of Starbucks' U.S. company-owned stores will donate to local food banks. To date, more than 24 million meals have been donated to people served by the Feeding America network.

HELPING NEIGHBORS ON #GIVINGTUESDAY



On #GivingTuesday, more than 36,000 people like you donated online over \$4.5 million to Feeding America to help provide food for people facing hunger

CONCLUSION

Throughout the COVID-19 pandemic, Feeding America network food banks are consistently serving an average of over 55% more people compared to the same time a year prior. As the health and economic crisis resulting from the pandemic persists, member food banks remain committed to ensuring more neighbors have equitable access to food. In partnership with exceptional supporters like you, millions of people are receiving the nourishing meals they need. Together, we are serving struggling communities across the country and helping to advance our mission to end hunger.

WAYS TO ENGAGE

1 Our [2020 annual report](#) highlights the outstanding partnership and generosity of Feeding America's supporters in fiscal year 2020 as they helped the network meet the surge in demand due to the pandemic.

2 Connect virtually March 16-18 with fellow hunger-relief advocates at the [2021 National Anti-Hunger Policy Conference](#), the nation's largest annual gathering for anti-hunger public policy work.



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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.**