

# Your Investments in Action

Fall 2021  
Impact Report

The logo for Feeding America, featuring the words "FEEDING" and "AMERICA" in a bold, sans-serif font. The word "FEEDING" is in orange and "AMERICA" is in green. A stylized orange wheat stalk icon is positioned above the letter "I" in "FEEDING".

**FEEDING**  
**AMERICA**

A LETTER FROM OUR CEO

# CHOOSING AN AMERICA WHERE NO ONE IS HUNGRY

At the onset of the pandemic, Feeding America participated in a massive public/private partnership to help meet the rising food demand. With the release of the *Household Food Security in the United States in 2020* report by the U.S. Department of Agriculture, we now know that this collective response to help people facing hunger during the pandemic was successful in mitigating national food insecurity rates. Thanks to the significant actions taken by federal and charitable agencies, and to the generosity of partners like you, we are at a pivotal moment in the anti-hunger movement.

**The pandemic created a hunger crisis that pushed an estimated 60 million people to turn to charitable food assistance in 2020.** We must continue to be relentless in our pursuit to end hunger, especially as we work to provide relief to the many families impacted by Hurricane Ida, the wildfires in California, and other places where natural disasters have left people food insecure.

The Feeding America network continues to innovate and achieve tremendous results toward ending hunger—*MealConnect's* recent milestone of 3 billion pounds facilitated through the platform is just one example. Much of our collective strength and resiliency is driven by the commitment of supporters like you. Thank you for partnering with us and continuing to care for your neighbors facing hunger.

Your partner in fighting hunger,



Claire Babineaux-Fontenot  
Chief Executive Officer  
Feeding America



Babineaux-Fontenot, a Louisiana native, volunteers at Second Harvest Food Bank in New Orleans in the wake of Hurricane Ida.

# THE FEEDING AMERICA NETWORK HELPS MILLIONS OF PEOPLE, LIKE PAMELA

Pamela Bennett and her husband live on a fixed income; she receives disability benefits, and her husband recently retired.

“It’s hard to pay bills,” Pamela said. “It’s hard to do a lot.”

Pamela remembers what it was like to be hungry when she was growing up, recalling, “Some days, we didn’t have anything to eat.”

Support from donors like you help the Feeding America food bank network provide much needed food to millions of people in the U.S., like Pamela. As staff members from Monacan Indian Nation Food Bank, a network partner of the Blue Ridge Area Food Bank, placed bags of groceries in Pamela’s car, she asked them to tell her if there’s ever anything she can do to help them in return.

“God put me here to help somebody,” she said.

She does just that, starting with her family. Pamela shares the food she receives with her daughter, and she cooks for her parents when they need help with meals.

“If God blesses you with something, you’re not supposed to keep it all for yourself,” she said. “You’re supposed to share with somebody else.”

“Having something like this is a blessing.”



Thanks to caring supporters like you, neighbors like Pamela don’t have to worry about finding their next meal.

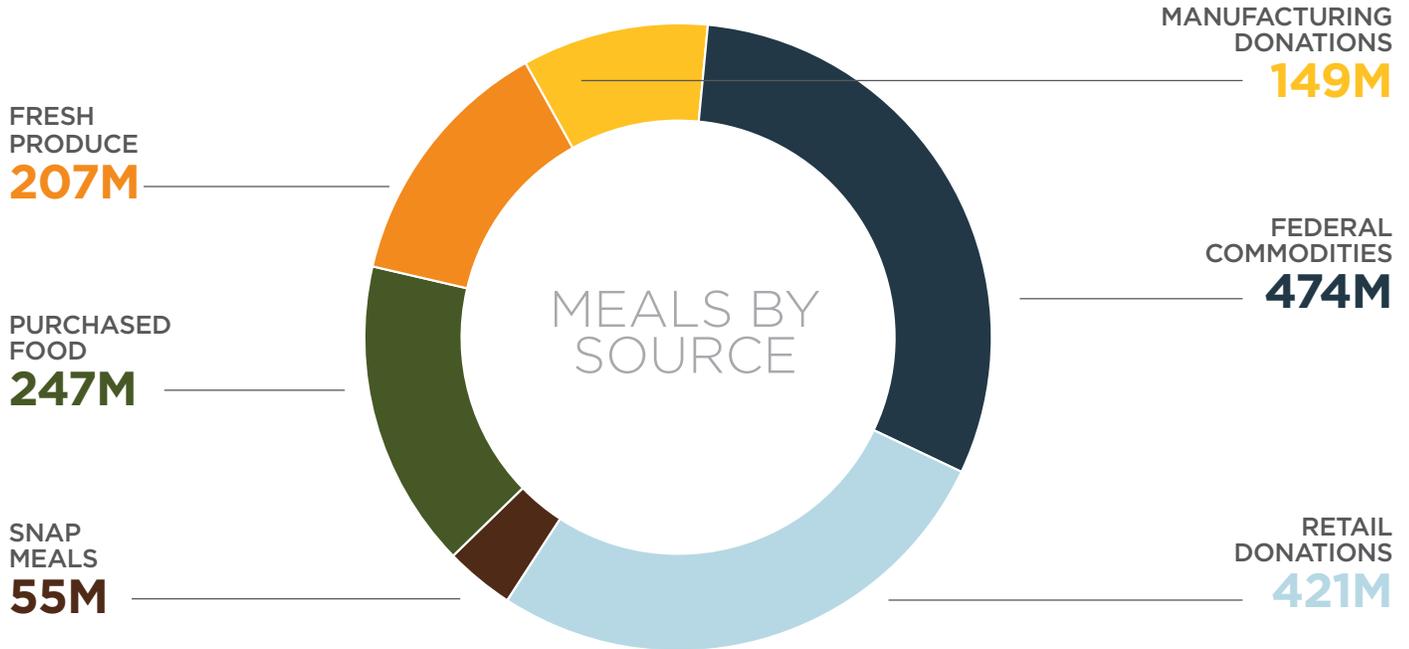
YOU HELPED  
PROVIDE  
MORE THAN

1.5B



FOR PEOPLE  
FACING  
HUNGER

APRIL THROUGH JUNE 2021



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)

## PUBLIX SUPER MARKETS SET TO LAUNCH 2<sup>ND</sup> FEEDING MORE TOGETHER CAMPAIGN

Due to the success of its first Feeding More Together campaign, Publix Super Markets will relaunch the campaign in November. The first campaign kicked off in March and **raised nearly \$5 million in customer donations—providing more than 48.5 million meals for people facing hunger.**

The campaign allows customers to donate at the register to purchase non-perishable food items. Publix then matches customer donations by purchasing an equivalent dollar value of fresh produce, all of which is donated to Feeding America and other community food banks.

Additionally, every day in stores, associates gather much-needed wholesome, but unsalable dairy, deli and meat items as well as produce to donate to food banks throughout the company's seven-state operating area. In 2019, Publix announced the company had donated more than \$2 billion through its food recovery program and pledged an additional \$2 billion in food donations by 2030.



# THE IMPACT OF YOUR GENEROSITY

Every year, the Feeding America network helps provide meals to neighbors facing hunger in the U.S. Along with supporters like you who are committed to helping end hunger, member food banks are able to chart a lasting path to an America where no one is hungry.



## SNAP BENEFITS RISE FOR MILLIONS OF PEOPLE FACING HUNGER

Feeding America is grateful for the U.S. Department of Agriculture's update to the Thrifty Food Plan, which increases benefit levels for the 42 million people participating in the Supplemental Nutrition Assistance Program (SNAP). **The average monthly benefit increased by \$36 per person; the change took effect Oct. 1, 2021.** Among the one in eight people who receive SNAP benefits, two-thirds are children, seniors and people living with disabilities. The benefit adjustment is welcome news especially as temporary COVID-19 assistance expired, including expanded unemployment insurance benefits and a temporary 15% increase in SNAP benefits that ended Sept. 30, 2021.



## DEEPENING UNDERSTANDING OF FOOD INSECURITY AMONG SENIORS

In August 2021, our research study *The State of Senior Hunger in America in 2019* found that **out of 74 million seniors age 60 and older in the U.S., 5.2 million were food insecure in 2019** (the most recent year for which data is available). The 2019 food insecurity rate among seniors—7.1%—remained higher than the pre-Great Recession rate in 2007 of 6.3%. The Feeding America network continues to design innovative programs that factor seniors' health considerations, mobility, transportation needs, and dietary restrictions. This marks the fifth consecutive year that Feeding America produced The State of Senior Hunger report series.

*Special thanks to Enterprise Rent-A-Car Foundation for supporting this work.*



## DID YOU KNOW?

A new Feeding America [analysis](#), released in September 2021, estimates at least 60 million people—1 in 5—turned to food banks, food pantries and other private food assistance programs in 2020 in the midst of the health and economic crisis caused by the COVID-19 pandemic. That means **the total number of people seeking charitable food assistance increased by 50% from 2019**. The [Charitable Food Assistance Participation estimate](#) is based on findings from the Urban Institute's Well-Being and Basic Needs Survey and the U.S. Census Bureau's Current Population Survey, which were made possible by a years-long effort by Feeding America to develop and test survey questions about charitable food assistance participation, and advocate for their inclusion on nationally representative surveys.



## INNOVATING TO END HUNGER IN AMERICA

In September, Feeding America's MealConnect, our enhanced free food-donation app, achieved a significant milestone: surpassing **3 billion pounds of rescued food** since its 2014 inception. In addition, the no-cost app expanded to become more mobile friendly and launched MealConnect Produce, a produce-sourcing feature set, allowing us to sunset Produce Matchmaker. This innovative technology provides donors, network food banks, partner agencies and member-led cooperatives a streamlined way to share full truckloads of produce. MealConnect's success means reduced food waste in our country and, most importantly, more meals for neighbors facing hunger.

*Special thanks to General Mills Foundation for supporting this work.*



## GROWING IMPACT THROUGH NETWORK LEARNING

One of the strengths of the Feeding America network is the ability for members to exchange best practices to help **innovate and deepen the impact for neighbors facing hunger**. Thanks to your support, Feeding America broadened access to food bank conferences through the use of virtual convenings, enabling any network team member to participate at no cost. The Feed Nourish Connect conference in July and Unite conference in August collectively brought together more than 2,700 participants to focus on knowledge sharing, building capacity in areas of food sourcing, access, technology, marketing, fundraising, and furthering equity, diversity and inclusion work in core food banking.

## BARCLAYS: SUPPORTING COMMUNITIES FACING HUNGER

Through its COVID-19 Community Aid Package, Barclays committed to supporting communities worldwide that have been impacted by the crisis. The bank knew just how important it was to work with organizations who were well placed to deliver immediate COVID-19 relief. These partnerships enabled the bank to draw on nonprofits' on-the-ground knowledge of what communities needed and how best to respond to the crisis at the local level.

In the U.S., Barclays partnered with Feeding America to address the rise in food insecurity and the number of people facing hunger as a result of the pandemic. Over the course of two years, Barclays supported Feeding America to help provide more than 22 million meals to people in need across the country.

Support from Barclays' COVID-19 Community Aid Package enabled Feeding America network food banks to use the money where it was needed most. As a result, member food banks on the ground had opportunities to do what was best for their communities.



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

Feeding America's partners shine a light on the issue of hunger in the U.S. By leveraging their voices, they raise awareness for hunger relief and help inspire people to donate to help their neighbors in need.



**The Kroger Co., The Kroger Co. Foundation, and The Kroger Co. Zero Hunger | Zero Waste Foundation** are on a mission to help **create communities free from hunger and waste.** During September's Hunger Action Month, Kroger shoppers had the opportunity to make donations to local food banks.



During Hunger Action Month, **Starbucks** donated one meal to Feeding America for each protein box sold Sept. 6-30. The campaign raised **more than 3 million meals** for neighbors facing hunger.



Knowing that housing and food are essential for everyone, this year **United Built Homes** helped provide **more than 1.4 million meals** in communities across Arkansas, Louisiana, Oklahoma and Texas.



The **Fresh Market** encouraged guests to donate during its **in-store round-up campaign to support Hurricane Ida relief** and matched all donations for a total of \$343,566. Funds raised will benefit the Greater Baton Rouge Food Bank and Second Harvest Food Bank of Greater New Orleans and Acadiana.



As a part of its **Whataburger Feeding Student Success community engagement program**, the burger chain partnered with Feeding America for its first-ever system-wide fundraiser.

Through the campaign, customers contributed nearly \$315,000 for people facing hunger in their local communities.



In 2021, **Maverik - Adventure's First Stop** and its guests generously helped Feeding America provide over **5 million meals** to support neighbors facing hunger.

# 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. This year's theme reinforced that **“food shouldn't be an impossible choice”** and from social media activation to donating to volunteering, supporters like you joined the hunger-relief campaign. Many thanks to our dedicated [Hunger Action Month partners](#).



Entertainment Council member Leighton Meester and her husband Adam Brody volunteered with Feeding America and the Los Angeles Regional Food Bank on Sept. 10 for Hunger Action Month. They helped distribute groceries to neighbors in need at St. Ferdinand Catholic Church in San Fernando, CA.

## RESPONDING TO DEVASTATED COMMUNITIES AFTER DISASTERS

Millions of neighbors who are food insecure become even more vulnerable in the wake of disasters like Hurricane Ida, which left a trail of destruction from the South to the Northeast. Your generosity helped Feeding America move quickly to meet the widespread need for food, water and relief supplies. **Network food banks in Louisiana and Mississippi have distributed over 9.6 million meals to neighbors in need.** At the national level, Feeding America has allocated 246 truckloads—representing more than 4.3 million pounds of supplemental relief supplies—to support member food banks' local response efforts.



## EXPANDING CHOICE OFFERINGS TO MORE FAMILIES WITH KIDS

In August, Feeding America launched the Choice Capacity Institute, focused on **increasing access to a nutritious variety of food by addressing the barriers that families with children face in their communities** and enhancing the neighbor experience through choice. Following a competitive grants process, 28 network food banks received funding to improve their ability to offer more food choices to families with children. Many grantees are working to modify programs so families can pre-select food to increase choice while maintaining COVID-19 safety measures.

*Special thanks to the Morgan Stanley Foundation for supporting this work.*

FROM THE FRONT LINES

# BUILDING EQUITY BY SUPPORTING FARMERS OF COLOR

Feeding America is committed to addressing racial and geographic inequities that exacerbate food insecurity in order to better meet the unique needs of diverse populations and communities. To that end, network member Second Harvest Heartland (SHH) in Minnesota has been examining what it means to end hunger in our country and how their impact as a food bank can extend beyond food distribution.

This growing season, SHH launched a three-year partnership with The Good Acre (TGA), a local nonprofit food hub, with the goal of **building equity and opportunity in their community by purchasing from under-resourced farmers and growers of color**. SHH has committed to spending \$1 million over the next three years to specifically source and purchase from more than 25 farmers of color at full market price; product is not donated. SHH then distributes the produce to agency partners at no cost; items include culturally connected food, like African eggplant, sweet potato leaves, collards and mustard greens. By the end of the season, SHH will have purchased 150,000 pounds of produce from TGA. Growers are eager

to supply the program again in 2022, and SHH and TGA hope to expand the number of participating farmers.

This partnership will provide growers a stable income allowing them to strengthen their economic power and grow their businesses and will boost the local community.

“Stability and opportunity are important goals for participating growers,” said Heidi Coe, produce strategy manager at SHH. “By offering a multi-year program, we hope to see farmers able to build new greenhouses, improve their soil, add a new well, or even purchase their own land.”

“Our focus through this partnership is to end hunger through how and where we source food, rather than focus on how we distribute food.”

Heidi Coe of Second Harvest Heartland



Shoua and Nao Xiong deliver a load of sweet potato leaves, a prized commodity for network members providing fresh produce to Asian and East African communities.

# AT OUR CORE

## Continued Public/Private Response to Hunger Crucial to End Hunger

With the September 2021 release of the USDA's annual report on food security in America, *Household Food Security in the United States in 2020*, we know that **the massive public/private response to hunger during the pandemic was successful in mitigating food insecurity rates in our country.** The report shows overall food insecurity rates did not increase substantially in 2020 from the previous year—however, disparities are widening across racial and ethnic lines among neighbors facing hunger.

Bipartisan support in Congress was critical to help strengthen federal nutrition programs and support food banks, and we remain committed to our advocacy work to ensure all people have equitable access to food. With the help of hunger-relief supporters like you, the Feeding America network provided **more than 6 billion meals to people facing hunger last year.**



## ACCORDING TO THE USDA REPORT

More than 38 million people—or 1 in 8—lived in food-insecure households in 2020, up from 35.2 million in 2019.

Among children, nearly 12 million were living in food-insecure households—or 1 in 6—compared to 10.7 million in 2019.

Food insecurity in 2020 increased for households with children and for people living in the South.

While food insecurity in rural areas in 2020 remains higher than in urban areas, the gap between rural and urban hunger narrowed due to an increase in food insecurity for people living in cities, which tended to be more affected by economic closures in 2020. An estimated 24% of Black individuals experienced food insecurity in 2020, up from 19.2% in 2019.

For Latino individuals, there was an increase from 15.8% in 2019 to 19.3% in 2020.

Compared to white individuals, Black individuals were 3.2 times more likely and Latino individuals were 2.5 times more likely to experience food insecurity.

# WITH GRATITUDE

Due to the health and economic crisis caused by the COVID-19 pandemic, at least 60 million people—1 in 5—turned to charitable food assistance in 2020, according to Feeding America analysis. We know the unprecedented public/private response to hunger during the pandemic, including the support of hunger-relief partners like you, was successful in mitigating food insecurity in the U.S. Thank you for your generosity and compassion, which helped the Feeding America network provide more than 6 billion meals to people facing hunger last year.

## WAYS TO ENGAGE

**1** **Participate in #GivingTuesday on Nov. 30** 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.

**3** **Read our [Hunger Blog](#)** for real stories of people facing hunger, innovative solutions for nourishing communities and creative ways to give back.



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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.**