

# Impact Report



## Feeding America's New CEO

Denis McDonough became Feeding America's [new CEO](#) on April 14. Denis is a high-impact, human-centered leader with decades of experience advancing policy and driving meaningful change at scale, most recently as Secretary of Veterans Affairs (VA) and White House Chief of Staff. What deeply impressed our board was not just his high-level experience, but his relentless focus on results and his belief that service is not just a role to hold, but a responsibility to fulfill.

The CEO transition has been thoughtfully planned, with Claire Babineaux-Fontenot remaining fully engaged as Denis begins his tenure, ensuring continuity for neighbors facing hunger and partners like you who make this work possible.

See page 2 to read Denis' first "Letter from Our CEO."

## Transformational Grant Helping Build Network Capacity

Feeding America is optimizing regional sourcing, improving forecasting, and strengthening supply chain coordination across the network. Thanks to a [transformational \\$75 million grant from Lilly Endowment Inc.](#), we are advancing long-term, sustainable solutions to hunger relief. In March, the first round of member grants made possible through the three-year Lilly Endowment Inc. investment was awarded. Thirty-one food banks received \$15 million to strengthen local network capacity to rescue surplus food from retailers, while eight members received \$5.7 million to support regional efforts to source and share more produce, protein and dairy. Feeding America is deeply grateful to Lilly Endowment Inc. for this catalytic investment.

### VOLUNTEER SPOTLIGHT

## Arthur

Driven to make a difference and increase food rescue in his community, Arthur explored volunteer opportunities and discovered Feeding San Diego, which, like fellow network members throughout the Feeding America network, aims to rescue safe, surplus food to distribute to neighbors facing hunger.

The 14-year-old's dedication and enthusiasm as a food bank volunteer led him to organize a volunteer group with approximately 40 participants. As the group grew, the food bank offered him a lead position at its Produce Pantry, which occurs three Saturdays monthly.

In addition to helping neighbors, Arthur appreciates the food bank's commitment to adopting sustainable solutions when it comes to non-edible food.

"Leftover or expired food, they give it to farm animals," he said.

Arthur's passion and leadership have inspired his friends and classmates to join him as volunteers.

"I would definitely recommend young leaders like me to step up and serve in a position of leadership or volunteer—really anything that helps out the community," he said.

April is National Volunteer Month and Feeding America celebrates all the volunteers who, like Arthur, share their time and care to support neighbors facing hunger in their communities.



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*As I step into this role, meeting neighbors, volunteers and community partners committed to ending hunger, I am reminded daily of the profound impact that your support has in this work.*



McDonough volunteered in February at Capital Area Food Bank in Washington, D.C.

## A Letter from Our CEO

I am both honored and grateful to introduce myself as the new CEO of Feeding America. As I step into this role, meeting neighbors, volunteers and community partners committed to ending hunger, I am reminded daily of the profound impact that your support has in this work. It is because of your generosity that we continue to be able to provide food for families across the nation and also invest in long-term solutions that can bring long-term change.

There is more than enough food to create a future where no one will have to wonder how they will get their next meal. And while the road ahead will have challenges and require innovation and flexibility, I am confident that with Feeding America's neighbor-informed 2030 strategy and your continued support, we will continue to make great progress. I hope you'll enjoy some of those highlights included in this report.

My early time at Feeding America has already demonstrated so clearly how powerful and effective we can be when we work together. As this nation is navigating a time of technological, economic and social change, it is more important than ever to stand alongside neighbors facing hunger and build strong, resilient communities. Our mission remains clear and unwavering: serve people facing hunger with dignity and work relentlessly toward a food-secure future for everyone.

I am confident that with Feeding America's neighbor-informed 2030 strategy and your continued support, we will make great progress. I hope you'll enjoy the highlights included in this report, confident in the knowledge that this important progress would not be possible without you and your support.

**DENIS MCDONOUGH**  
CEO, FEEDING AMERICA

## New 'Led by Neighbors' Campaign

In February, Feeding America launched "[Led by Neighbors](#)," a new brand platform and campaign that shows what's possible when neighbors lead the movement to end hunger.

The Led by Neighbors platform and campaign centers how people—not programs—are the true drivers of change in their communities. Each asset in the brand campaign, which includes video and radio PSAs in both English and Spanish, shares the following message: *"Every act of change begins with a neighbor. When communities, volunteers, farmers, food banks and supporters come together, small actions ripple into lasting change. Because hunger isn't one story—it's millions. And together, we can end hunger."*

Learn more about Led by Neighbors by visiting [feedingamerica.org](https://feedingamerica.org).



### In Case You Missed It:

The Led by Neighbors launch was featured during a GMA segment on Sunday, Feb. 8.

To watch the video, go to: [abcnews.com/video/129963079](https://abcnews.com/video/129963079).

## “Big Game” Digital Campaign Results

For the second year, Feeding America launched an omnichannel “Big Game” campaign (Jan. 22 through Feb. 8) to inspire the NFL fandom to mobilize for people facing hunger during the Super Bowl. With your support, the latest Big Game campaign returned great gains over 2025, including overall revenue performance spiking 42% versus the same period last year, with one-time gifts specific to the Big Game campaign nearly doubling in size. Additional results include:

- **Funds Raised:** More than \$161,000 raised through over 1,300 donations—more than twice the number of gifts received from the inaugural Big Game campaign. Special thanks to Sheryl Sandberg and Tom Bernthal for a generous challenge match, with every \$1 donated providing 30 meals.
- **Increased Awareness:** Audience sentiment during the campaign increased to 54% positive—marking a 500% increase from the prior month, signaling stronger resonance for the issue of hunger relief.
- **Real-time Content Success:** Feeding America’s live Threads activation drove the highest engagement day of the campaign window, with a single post surpassing 3,000 views, generating more than 500 likes, and organically adding over 100 followers.



**FINALIST**  
**BEST FOOD INSECURITY INITIATIVE**

**FOOD AS MEDICINE 3.0 (FAM3)**

**FEEDING AMERICA** | **Elevance Health** Foundation

**2026 Halo Award Finalist**  
Feeding America is honored to be named alongside Elevance Health Foundation as a finalist for the **2026 Halo Awards**, presented by Engage for Good, in the “Best Food Insecurity Initiative” category. The winners will be announced at the Halo Awards Gala on April 23 in Palm Springs, CA.

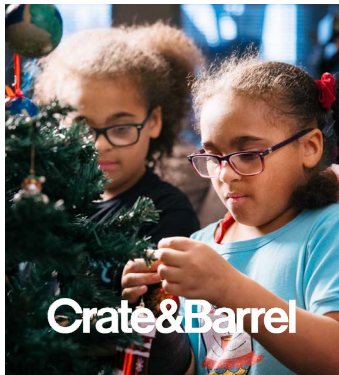
## Championing Neighbors as They Take Charge of Their Health

In March, in honor of National Nutrition Month® (created by the Academy of Nutrition and Dietetics), Feeding America launched a [Food & Health campaign](#) to spotlight the connection between access to healthy food and long-term health and well-being for neighbors facing hunger.

At the heart of this work is Feeding America’s “Food as Medicine” program, an initiative funded by [Elevance Health Foundation](#) that uses nutrition as a powerful tool to manage chronic illnesses and strengthen communities. Feeding America is grateful to Elevance Health Foundation for its ongoing partnership and support of the “Food as Medicine” program.

Elevance Health Foundation’s visionary \$14.1 million investment is fueling a national movement, redefining how America connects food, dignity and health so that more neighbors can access nutritious food and health care resources. Through our partnership, we’re helping connect food banks with health care partners nationwide and making it easier for neighbors facing hunger to access the medically supportive groceries they need to manage chronic health conditions and improve overall well-being.

# Partnering in the Movement to End Hunger



Since 2016, **Crate & Barrel Holdings** has been committed to supporting families experiencing food insecurity. During its 2025 holiday campaign, the company helped provide 15 million meals for neighbors, thanks to the dedicated hunger-relief support of its customers, associates and partners.

In November 2025, **Walmart** and **Sam's Club** launched Feeding Communities Together to address rising food assistance needs. The customer donation campaign, which included a \$5 million corporate match from Walmart, helped provide 155 million meals for neighbors facing hunger.



For the fourth consecutive year, **Free People** implemented its donation-at-checkout program (Nov. 1-Dec. 31, 2025), allowing customers to round up their purchases to support Feeding America. The initiative raised over \$102,000 in additional donations toward Free People's annual contribution of \$150,000.

During its 2025 holiday campaign and with generous customer support, **TJX's** stores helped provide 23 million meals for hunger relief. Since 2018, the **TJX Foundation** and TJX's stores have provided 286 million meals to support neighbors facing hunger nationwide.



To support local hunger-relief initiatives, the **Wawa Foundation** encouraged customers to round up at the register (October through December 2025) for Feeding America. The campaign benefited 39 partner food banks in 14 states, providing over 10 million meals for neighbors facing hunger.



In the U.S., 1 in 5 children experience food insecurity, but partners like **cuddle+kind** are helping to change that. **cuddle+kind**, which creates handknit, fair-trade dolls, has committed to provide a minimum of 1.5 million meals through sales of its Tiny Doll collection.

Visit [feedingamerica.org/partners/why-i-partner](https://feedingamerica.org/partners/why-i-partner) to learn how our national partners are active in the movement to end hunger.

## Meals by Source

Neighbors facing hunger gained access to **3.1 BILLION MEALS\***, supported by the Feeding America network July through December 2025. The following conveys the meals received by the network.

### SNAP Meals

**102M**

### Purchased Food

**674M**

### Fresh Produce Donations

**422M**

### Manufacturing Donations

**334M**

### Federal Commodities

**561M**

### Retail Donations

**1B**

*\*A meal from Feeding America is 1.2 pounds of product, based on USDA guidelines. The estimate includes SNAP meals Feeding America enabled through our SNAP application assistance programs.*

*If you have any questions, please contact your Feeding America relationship manager or [productsourcing@feedingamerica.org](mailto:productsourcing@feedingamerica.org)*



### PARTNER SPOTLIGHT

## Starbucks

Food rescue is a critical solution to end our nation's hunger crisis, and partners like **Starbucks**, a Feeding America Leadership Partner, are instrumental in that work.

In 2026, Starbucks is celebrating its **10th anniversary of FoodShare**, which provides daily donations of nourishing, ready-to-eat meals to food banks—keeping surplus food out of landfills. Since its inception, FoodShare has provided **over 121 million meals** to communities across the U.S.

FoodShare continues to evolve with Feeding America network members. Instead of food banks picking up unsold food directly from their local stores, Starbucks now layers those logistics into its own delivery routes, with drivers picking up food available for donation while delivering new inventory.

FoodShare is scaled to 100% of company-operated coffeehouses in North America, and the Starbucks team works with retail partners, third-party logistics providers, and food banks to innovate and improve the program, while sharing learnings with other organizations.



Feeding America held its Annual Leadership Conference in April in Dallas, Texas. This year's theme, **Uniting Communities**, honored the partnerships, voices and actions that move us closer to an America where everyone has dignified access to the food they deserve. During the conference, the CEO transition from Claire Babineaux-Fontenot to Denis McDonough took place on the main stage.

# Advocating for Hunger-Relief Policies on Capitol Hill

In March, Feeding America hosted its largest fly-in event ever in Washington, D.C., uniting more than 300 anti-hunger advocates with lawmakers. For the second consecutive year, the event included neighbors and community partners, who gathered on Capitol Hill alongside network leaders to encourage lawmakers to address the urgent need for additional food assistance to help people facing hunger in communities across the country.

In advance of their delegation meetings with members of Congress and/or their staff, fly-in participants convened March 3 to build community and exchange insights. The following morning (March 4), their Hill Day kicked off with a briefing from Feeding America leadership and with guest speaker Senator Amy Klobuchar (Minnesota).

The annual fly-in event marks a united effort made possible by network members who collaborate to have joint meetings with their senators and representatives in shared districts/states based on their service area. Together, alongside neighbors, we continue to champion policies and federal nutrition programs that help ensure everyone has fair, dignified access to the nourishing food they need to thrive.

95% of voters agree that hunger is a nonpartisan issue, and there is a clear mandate for collaborative solutions, per a recent Feeding America poll.

## FLY-IN BY THE NUMBERS

**298** Participants  
(network staff, neighbors and community partners)

**140** Network Members

**47** States Represented

**>375** Meetings with Congressional Members

**>34k** Digital Actions Taken  
to support our fly-in efforts, including letters to Congress and petition signatures



The Feeding America network is strengthened by regional cooperatives (also called regional co-ops) which are shared food hubs operated by network members to increase purchasing power, reduce costs and improve supply chain efficiency.

## Network Spotlight: Regional Sourcing and Sharing

To source and distribute highly nutritious foods to neighbors facing hunger, it takes dedication, diligent work and collaboration across many sectors.

That collective effort and focus was center stage Feb. 10 when regional cooperative leadership convened in McAllen, Texas for an event hosted by the [Food Bank of the Rio Grande Valley, Inc.](#) and the local regional cooperative, Collaborative for Fresh Produce.

The day featured a comprehensive tour that highlighted the food bank's strong regional sourcing and sharing model in the Rio Grande Valley, which has up to 146,000 individuals who experience food insecurity. Food Bank of the Rio Grande Valley is the seventh largest food bank in Texas (based on distribution), distributing more

than 38 million meals annually and serving over 96,000 neighbors each week.

Attendees—including representatives from 10 regional cooperatives, Nationwide Foundation (a Feeding America [Leadership Partner](#)) and Feeding America staff—observed the impressive partnerships with community organizations, such as the Pharr Economic Development Corporation and the Pharr International Bridge, whose collaboration has enabled a robust pipeline of fresh produce sourced from Mexico. The group also visited several produce donor facilities to better understand their roles in supporting the network's fresh produce supply chain and their ongoing contributions to delivering highly valued agricultural foods to communities.

# Addressing Increased Need Amid Natural Disasters

More frequent disasters are among the factors driving unprecedented demand for food assistance in the U.S.

With the generosity of donors and partners, Feeding America supports disaster preparedness and resiliency by equipping food banks with pre-staged products and sourcing plans that strengthen local response capabilities. Together, these initiatives increase operational efficiency, translating into speed and stability in the wake of a disaster to help ensure uninterrupted access to food and water when communities need it most.

## DISASTER RELIEF AND RESPONSE BY THE NUMBERS

January through March 2026 (response to flooding in El Paso, Texas and Winter Storm Fern which impacted multiple states)

# 6

### Food Banks

[\(El Pasoans Fighting Hunger Food Bank; Food Bank of Northeast Louisiana; God's Pantry Food Bank; Houston Food Bank; Mid-South Food Bank; Mississippi Food Network\)](#)

# 5

### States Impacted

(Kentucky, Louisiana, Mississippi, Tennessee and Texas)

# 6

### Truckloads of Disaster Relief Food Boxes Delivered

# 10

### Truckloads of Water Delivered

## Donate to Support Disaster Preparedness and Relief



### LEAVING A LEGACY:

# Beth and Bill O'Connor

Beth and her husband, Bill (not pictured), volunteer at an agency partner of Second Harvest Heartland (Minnesota).

Beth and Bill O'Connor are passionate supporters of Feeding America and its vision of an America where no one is hungry.

"The need is huge, and no one can function well when they are hungry," Beth said.

After giving for a decade, the O'Connors chose to include Feeding America as a beneficiary in their estate plan.

"We want to ensure that Feeding America can continue their good work after we are gone," Beth said.

The O'Connor's, longtime volunteers with Keystone Community Food Center, an agency partner of Second Harvest Heartland, have seen firsthand the difference Feeding America makes in their community, with Keystone procuring food at the most affordable price through the food bank, as one example.

Beth said she admires the Feeding America network's power to secure and distribute more nourishing food for neighbors, and the preparedness and mobilization efforts to position meals, emergency supplies and critical resources as part of our disaster response and relief work.

Visit [feedingamerica.org/partners/why-i-give](https://feedingamerica.org/partners/why-i-give) to view our *Why I Give* page and read about more hunger-relief supporters.

The *van Hengel Society* is named for John van Hengel, the founder of the modern food bank movement, and honors individuals who make legacy gifts, including bequests and charitable gift annuities, in support of Feeding America. To learn more about making a planned gift, joining the *van Hengel Society*, or if you've already included Feeding America in your estate plans, please contact Jessica Noe, Senior Director of Development and Planned Giving, at 312-641-5593 or [plannedgiving@feedingamerica.org](mailto:plannedgiving@feedingamerica.org).

## Coming Soon

- **May through August 2026:**

More than 20 million kids in the U.S. rely on school meals during the school year, but when school is out of session during the summer, children no longer receive nourishing food to help them thrive. Our **Summer Hunger Campaign** fills the gap with nutritious lunches all summer, part of our year-round mission. Give, advocate and volunteer to help give kids a summer to thrive.

- **July 2026:**

The 2026 release of Feeding America's **Map the Meal Gap (MMG)**, our annual study on local food insecurity and food cost across the country, will once again include updated data and findings on food insecurity estimates for seniors and older adults. The 2026 MMG study will be the last that leverages data from the Current Population Survey Food Security Supplement, as the USDA announced in September 2025 it was sunsetting the survey. Our Research & Evaluation team is working to adapt our MMG methodology to use alternative inputs so we can continue to release the study moving forward.



Rooted in the voices of neighbors facing hunger, Feeding America® unites communities through a nationwide network to ensure everyone has access to food and a thriving future. As part of a network of 250+ food banks, 20+ statewide food bank associations, 10+ regional co-ops and 60,000+ agency partners, food pantries and meal programs, we helped provide 5.9 billion meals to tens of millions of people in need last year.

Join the movement to end hunger.

**Donate. Volunteer. Advocate. Educate.**

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[www.feedingamerica.org](http://www.feedingamerica.org)

## Strengthening Network Capacity

Enterprise Resource Planning (ERP) Modernization is a critical initiative for the network, rooted in learnings from neighbors facing hunger and the network. This effort aims to strengthen our capacity to serve neighbors with the right food at the right place at the right time and to do so by unlocking new capacity, innovation and digital fairness across the network. In April 2026, we kicked off five food bank pilots of the **Microsoft Dynamics 365 (D365)** ERP solution. Learnings from these pilots will help inform a potential networkwide rollout of the platform and shared data and process standards.



A kickoff event was held at North Texas Food Bank, one of the food bank pilot locations for the Microsoft Dynamics 365 (D365) ERP solution.

## Feeding America's Youth Ambassador Program

In January 2026, Feeding America launched its pilot Youth Ambassador Program, welcoming 33 teens representing 12 states and the District of Columbia. Each ambassador is matched with a mentor from the Feeding America network and is developing a new hunger-relief project, implementing insights from neighbors facing hunger. This year's projects include translation services for a food pantry, hydroponic food-growing systems for high-need areas, peer-education and advocacy, dental hygiene kits, and more.

