LEADING THE FIGHT AGAINST HUNGER
Feeding America is the nation’s leading domestic hunger-relief charity. Our mission is to feed America’s hungry through a nationwide network of member food banks and engage our country in the fight to end hunger.

Each year, the Feeding America network provides food to more than 37 million low-income people facing hunger in the United States, including 14 million children and nearly three million seniors. Our network of more than 200 food banks serves all 50 states, the District of Columbia and Puerto Rico, securing and distributing annually more than three billion pounds of food and grocery product. Those member food banks support more than 61,000 local charitable agencies, which provide food directly to individuals and families in need.
Dear Friends,

Many of us recall the recent National Bureau of Economic Research declaration that the worst recession in half a century had ended in June of 2009. It is hard to argue with statistics from a credible source, but the truth remains that high unemployment rates are holding steady and that 50 million mothers, fathers, children and seniors from all walks of life are still in need of healthy meals. The Feeding America network provides 37 million Americans with the food they need to stay healthy while they get back on their feet, but it is still not enough.

To help the hungry, we must truly understand their needs. In 2010, Feeding America conducted comprehensive research to determine the number of people who are falling through the cracks and living at risk of hunger. This Map the Meal Gap project provides a first-time look at food insecurity rates at the county level. While Hunger in America 2010 revealed a surge from 25 to 37 million people served by the Feeding America food bank network, it also reminded us that there are millions more individuals in need who may not be getting the assistance they require to put food on the table. Map the Meal Gap research will help the Feeding America network better understand the needs of residents in each county, and help us develop programs and initiatives that will enable us to create tailored solutions for our clients' needs.

We have some inspiring goals to feed the nation’s children, families and individuals, but we cannot do it alone. The federal government offers assistance to those who are hungry, through programs like the Supplemental Nutrition Assistance Program (SNAP) and the Special Supplemental Nutrition Program for Women, Infants and Children (WIC). Yet, for a variety of reasons, too many people do not have access to the support that these programs provide.

In order to ensure that our clients participate in these vitally important federal food assistance programs, Feeding America established a SNAP outreach program to help local food banks increase SNAP participation in their service areas. A seven-state pilot program allowed food bank staff to facilitate the federal benefit applications of 6,000 clients, alleviating much of the burden from local offices and diminishing growing application backlogs. Thanks to the success of these initial efforts, Feeding America is now committed to expanding the focus of its SNAP outreach program to 27 states with participation rates below the national average of 67 percent.

The recession brought new faces to the lines at local soup kitchens and pantries. As a food bank network we have worked hard to serve them. We look forward to working with you, our admirable partners, in the future as we serve the more than 50 million individuals who do not know where they will find their next meal.

Thank you for all your support.

David Brearton
Chairman
Feeding America Board of Directors
Executive Vice President, Global Business Services, Kraft Foods
Dear Friends,

These have been tough but inspiring times. Never in Feeding America’s history have we seen so great a need among families and individuals seeking food assistance—and so many for the first time. As we found through Hunger in America 2010, Feeding America food banks are feeding an astonishing 37 million people each year, a 46 percent increase since 2006.

Thanks to the generous support of our committed food and financial donors, and corporate and foundation partners, the Feeding America network is rising to the challenge of feeding more people across the country. In 2010, our network distributed a record three billion pounds of food, surpassing our annual goals and placing us two years ahead of our strategic plan. We’ve also experienced an exceptional 25.4 percent growth of donated funds, exceeding $95 million for the year.

Not only are we finding ways to get more meals on the tables of those in need, we are bringing in more food and funds, expanding programs, heightening awareness, and finding innovative ways to serve our communities like never before.

WE ARE PROVIDING MORE FOOD TO MORE PEOPLE.

In 2010, the Feeding America network increased the number of pounds distributed through the national office from 740 million in 2009 to 960 million. Our incredible growth is due largely in part to the unprecedented growth our national programs have had over the course of the year.

WE ARE RAISING FUNDS NEEDED TO ADVANCE OUR MISSION.

In 2010, we launched The Campaign for a Hunger-Free America, a collaborative five-year initiative to fund the network-wide strategic plan and to help build fundraising capacity across the network. As of June 30, more than $125 million has been committed toward the $500 million goal.

New and existing partners like ConAgra Foods, General Mills, JP Morgan Chase, Kraft Foods, The Lincy Foundation, Macy’s and Morgan Stanley helped us build programs and cause marketing campaigns that enhance our ability to feed more people in need.

WE ARE DEVELOPING THE NETWORK’S CAPACITY TO FEED THE GROWING NEED.

Of all food and funds raised by the national office, more than 90 percent goes directly back to network members to support programs and services, including nearly $24.5 million of direct support to the network. We invested in technology that will help members maximize their efficiency, and supported members to increase participation in child feeding programs and provided 37 million meals through Kids Cafe, summer food, BackPack, snack and school pantry programs.
“In 2010, our network distributed a record three billion pounds of food, surpassing our annual goals and placing us two years ahead of our strategic plan.”

WE ARE INFLUENCING KEY POLICIES THAT BENEFIT LOW-INCOME AMERICANS.
With the help of more than 20,000 new hunger-relief advocates, Feeding America dedicated intense focus on the Child Nutrition Reauthorization bill. In November, Feeding America mobilized more than 1,200 state, local and national groups to urge Congress to pass the bill before the end of the calendar year. The bill, which was approved by Congress in early December, will expand the at-risk after-school supper program nationwide, strengthen the Summer Food Service Program, and better connect eligible children to free school meals.

WE ARE SUCCESSFULLY BUILDING AWARENESS OF OUR BRAND AND THE ISSUE OF HUNGER.
Thanks to our Public Service Announcement campaign in partnership with Ad Council, strong placements in top-tier media and expanded work within the entertainment industry and cause marketing programs, we exceeded our goals by achieving 28 percent brand awareness among the general public, more than tripling our awareness within 18 months of the initial launch.

While the Feeding America network has had a tremendous year, we know that millions of American families have not been so fortunate. Today, more than 50 million of our neighbors are at risk of going hungry. As long-term unemployment plagues communities across the country, we know that our food banks and agencies will be called upon to feed more people for months and even years to come.

Thanks to your ongoing support, our network is prepared to serve the rising number of people in need. Your continued partnership in hunger-relief brings us closer to ensuring that every man, woman and child in America has enough to eat.

Sincerely,

Vicki Escarra
President and Chief Executive Officer
Feeding America
Board of Directors (as of July 2010)

David Brearton  
Board Chair  
Executive Vice President  
Operations and Business Services  
Kraft Foods

Vicki Escarra  
President and Chief  
Executive Officer  
Feeding America

Marjorie Sybul Adams  
Partner  
DLA Piper

Paul Alexander  
Senior Vice President,  
Managing Director,  
Communications  
Liberty Mutual Group

Joan Chow  
Executive Vice President  
and Chief Marketing Officer  
ConAgra Foods

Jason Clark  
Executive Director  
Second Harvest Inland Northwest

Deborah Flateman  
Chief Executive Officer  
Maryland Food Bank

Anne Goodman  
President and Chief  
Executive Officer  
Cleveland Foodbank, Inc.

Casey Herman  
Partner  
PricewaterhouseCoopers

Vincent M. Howell  
President  
Mars Food North America

Eric Leventhal  
Consultant  
Spencer Stuart

Michael J. Lewis  
Senior Vice President,  
GMC, Packaged Grocery Products  
Walmart U.S.

Lynn Marmer  
Group Vice President,  
Corporate Affairs  
The Kroger Co.

Jan Pruitt  
President/Chief Executive Officer  
North Texas Food Bank

Terry Scully  
President  
Target Financial Services

Christina Shea  
Executive Vice President,  
General Mills  
President, General Mills Foundation

David Taylor  
Group President—  
Global Home Care  
The Procter & Gamble Company

Mark White  
President, North America  
Mosaic

COUNSEL  
Troy Zander  
Partner  
DLA Piper LLP

NAC CHAIR  
Terry Shannon  
President and Chief  
Executive Officer  
St. Mary’s Food Bank Alliance

STAFF  
Marisol Buomo  
Assistant Treasurer  
Feeding America

Janet Gibbs  
Treasurer  
Feeding America

Andrea Yao  
Secretary  
Feeding America

National Office Leadership (as of July 2010)

Vicki Escarra  
President and Chief  
Executive Officer

Nick Blawat  
Senior Vice President  
of Supply Chain

Maura Daly  
Senior Vice President  
of Corporate Partnerships

Amy Franze  
Chief Philanthropy Officer

Jolanta T. Gal  
Chief Information Officer

Janet Gibbs  
Chief Financial Officer

Matt Knott  
Chief Strategy Officer

Daphne Logan  
Senior Vice President  
of Human Resources

Eric Olsen  
Senior Vice President of  
Government Relations

Bill Thomas  
Chief Operations and  
Membership Officer

Johanna Vetter  
Senior Vice President  
of Brand Marketing

Phil Zepeda  
Senior Vice President  
of Communications

See page 38 for a list of Feeding America network members.
Feeding America and its member food banks are leading the fight against hunger with new and innovative strategies and programs, and enhanced outreach to engage the public and private sectors in our mission, with the goal of creating a more efficient and effective food bank network that will deliver more nutritious food to more people in need, including children and seniors.
Feeding America is proud to partner with many leading U.S. corporations and foundations, and individuals, in the fight against hunger. Our partners are lending their generous support through a variety of methods, including donations of food and grocery product, funds, employee engagement and volunteerism, as well as helping the Feeding America network develop and implement innovative new programs to feed hungry Americans.

**Ending Childhood Hunger**

It is a staggering fact that nearly one in four children lives in a household that does not have access to enough nutritious food to lead a healthy life. Child hunger threatens not only the health and well-being of our children, but also our nation’s economy and even our national security. Feeding America has launched an actionable plan to increase access to meals for children in the times when they are most in need: on the weekends and during school vacations, after school, in the summer and at home. Generous gifts from a number of national corporations, including ConAgra Foods Foundation, Morgan Stanley and Unilever, supported initiatives to fight childhood hunger in America.

**WEEKENDS: THE BACKPACK PROGRAM**

The BackPack Program provides children with nutritious and easy to prepare food for the weekends and school vacations. Backpacks filled with child-friendly, non-perishable and easily consumed foods are sent home with children in need. Foundation and corporate partners, including OneXOne, Ronald McDonald House Charities, Unilever, Hasbro, American Express, ConAgra, Dunkin’ Donuts & Baskin-Robbins Community Foundation and Food Lion have supported the expansion of the BackPack Program across the network. A total of 150 member food banks operate BackPack Programs, serving more than 230,000 children at more than 5,400 locations. In fiscal year 2010, these food banks distributed more than 5.8 million packs of food.
AFTER SCHOOL: KIDS CAFE AND THE AFTERSCHOOL SNACK PROGRAM

The Kids Cafe Program offers children nutritious meals and snacks in a safe place where, under the supervision of trustworthy staff, kids can engage in educational, recreational and social activities after school. Kids Cafes also provide nutrition education to children. In fiscal year 2010, nearly ten million meals and four million snacks were provided to more than 122,000 children at Kids Cafe sites. Feeding America received gifts to support Kids Cafes at more than 1,500 sites from Mars, Inc., Unilever, ConAgra Foods Foundation and Food Lion. The Afterschool Snack Program provides snacks in places where serving meals are not possible due to logistical or structural constraints. The snack program provided nearly 800,000 meals and five million snacks to more than 80,000 children.

SUMMER: SUMMER FOOD SERVICE PROGRAM

The Summer Food Service Program (SFSP) was established in 1975 by the USDA to help ensure that low-income children have access to food when school is not in session. It is the single, largest federal resource available for Feeding America network members who want to combine a feeding program with a summer activity program. Last year, nearly 70 food banks participated in the SFSP program and served more than three million meals and snacks to children during the summer months. A significant gift from ConAgra Foods Foundation helped to strengthen existing summer programs and expand the program models beyond those currently eligible under USDA’s SFSP criteria. Because the summer months pose particular challenges for program access and awareness, a focus was placed on community outreach to expand participation and reach more children. In addition, in our Public Service Announcement campaign we support communication about how meals are available throughout the summer to those in need. In fact, 72 food banks and 98 media markets supported this PSA campaign.

AT HOME: THE SCHOOL PANTRY PROGRAM

The School Pantry Program became an official national program of Feeding America in 2009, and is currently operated by 37 food banks across the country. School Pantries are located on school grounds to provide a more readily accessible source of food assistance to low-income children and their families. A generous gift from Target allowed for six food banks to operate or expand school pantries at 26 locations during the year.

CHILD HUNGER CORPS: RETURNING HOME TO DO GOOD

“Can I make a permanent impact in my community? “Can I make an immediate one?” “Is it possible to do both at the same time?” These are some of the questions Reggie Young grapples with in his first two months as one of Feeding America’s six Child Hunger Corps members. Made possible by a grant from the ConAgra Foods Foundation, the Child Hunger Corps is a two-year program designed to increase the capability and capacity of food banks to execute programs targeted towards the alleviation of child hunger. Reggie is placed in his hometown at the Houston Food Bank, giving him an advantage since he is familiar with some of the communities he visits as he evaluates the child hunger programs in the food bank’s service area.

Reggie’s multiple degrees in social sciences and his experience as an AmeriCorps member makes him perfectly suited for the position. He spends most of his day researching the counties served by Houston Food Bank to examine the presence of child hunger programs in various communities, and assesses their potential for expansion. He also looks for natural partners that could host new or expanded programs, such as Boys & Girls Clubs. To gauge the program’s benefits to the community, Reggie goes into the neighborhoods to speak with the clients to determine if they like the food being served, what other resources they are using to access food, and how existing programs can be improved. After he makes recommendations for expanding existing programs or establishing new ones, Reggie will evaluate the programs for sustainability.

And although he says that thinking about the scope of the project in its entirety can be overwhelming, he stays optimistic about the process, especially when he talks to the children who benefit from the program.
Target’s gift also enables Feeding America to examine the best practices for operating a school pantry program so it may be replicated throughout the network. The program will expand to schools where the food insecurity of at-risk populations can be addressed.

**CHILD NUTRITION BILL REAUTHORIZATION**

Feeding America celebrated a big legislative victory in December 2010 when Congress passed the Healthy, Hunger-Free Kids Act (S. 3307). The Feeding America network spent two years lobbying Congress for a strong Child Nutrition Reauthorization, as member food banks and advocates generated more than 50,000 emails urging Congressional support for the bill.

This important legislation invests $4.5 billion in child nutrition programs over ten years and is a significant step forward in the fight against child hunger. By improving children’s access to healthy meals, especially during out-of-school times, the legislation will help close the hunger gap on weekends, after school and during the summer.

**Feeding More People**

Feeding 37 million different people annually takes the strength and sophistication of a cohesive network. Specifically: more than 200 food banks, 61,000 feeding agencies, and countless volunteers answer the call of providing emergency food assistance. To be effective, feeding millions also requires the organization of a national office to leverage its power to secure more resources and operate more efficiently.

Feeding America’s national office secures food from large corporate manufacturers, retailers and farmers. However, to meet the increased demand for food across the country, the national office has developed or expanded innovative and sustainable methods to grow its food sourcing efforts both locally and nationally. In fiscal year 2010, Feeding America:

- developed a long-term plan for significantly increasing its produce procurement across the network;
- introduced local food manufacturer solicitors to secure food from local manufacturers and farmers;
- expanded its successful retail store donation program; and
- grew its cooperative purchasing program.

**FRESH PRODUCE**

An ad hoc committee consisting of network representatives and national office staff was created to determine a strategy for capturing a portion of the more than six billion pounds of domestic produce that is not harvested or not sold annually. With a commitment to obtain one billion pounds of fresh produce by 2015, this source of food represents the most nutritious, lowest cost and highest volume potential for fighting hunger left to the network. Although there is significant opportunity to increase the amount of fresh produce distributed to the network, in order to be successful, food banks and their agencies must be able to quickly distribute perishable food to their clients. Feeding America is committed to generating philanthropic support towards this important effort and is grateful to The Lincy Foundation for its continued investment in this area.

**FOOD MANUFACTURING CHANNEL EXPANSION**

In fiscal year 2009, Feeding America introduced the Food Manufacturing Channel Expansion (FMCE) project to the network to connect food banks to untapped sources of food from local food manufacturers. A pilot program was introduced to the network that hired 18 local food sourcing staff to support 27 food banks with the objective of developing relationships with local food manufacturers (see sidebar story on page 9). The result was an average of 3.5 million pounds of additional food per staff member. This year, a total of 23 million pounds of food was sourced through the FMCE project, exceeding the goal of 20 million.

This proven approach to securing food is also a sustainable strategy for the network. Because food agencies pay a small fee to the food bank for the food they receive, the additional pounds of food secured will cover the salary of the food sourcing staff member after one year. Moreover, the proof of a successful food sourcing model has led to the addition of regional food sourcing staff to the network in the upcoming fiscal year.
RETAIL STORE DONATION PROGRAM

The Retail Store Donation program allows food banks to collect excess perishable foods that are still safe for consumption from major retailers including Delhaize, Kroger, SAM’s Club, SUPERVALU, Target, Walmart, Winn Dixie, etc. The program has been successful in adding a mix of high-demand product to the network that includes dairy, meat, produce and bakery items. Feeding America’s national office partnerships with major food retailers, as well as significant investments from donors like The Kresge Foundation, have helped foster strong relationships between the stores and local food banks, evidenced by the tremendous growth of the program over the last two years. In fiscal year 2009, the Retail Store Donation program increased from 3,200 participating stores to more than 6,000. This year, more than 9,000 stores participated in the program, resulting in 368 million pounds of food collected for the network.

COOPERATIVE PURCHASING/GROCERY PROGRAM

The Hunger in America 2010 study found that the Feeding America network serves more than 5.7 million different individuals per week. Demand for emergency food assistance has never been greater, and economists predict that unemployment is likely to trail the market recovery into 2012. The need for food assistance in this country has exceeded that which the network can provide in pure donations, requiring food banks to purchase supplemental food for their agencies. Because of the collective purchasing power of the network’s food banks, food can be acquired earlier in the supply chain, thus reducing costs for the food banks and their agencies. The collaborative efforts of the network also allow food banks to share truckloads of product, lessening the cost for each participating food bank. From fiscal year 2009 to 2010, the cooperative purchasing program grew an incredible 73 percent, and more than 75 percent of the network has participated in the program.

PERSISTENCE PAYS OFF: LOCAL FOOD SOLICITOR SCORES BIG

Tristan Wallack has been the food sourcing coordinator at the Community FoodBank of New Jersey for only 16 months and has already secured 3.4 million pounds of food. The collaborative partnerships he has established with smaller, untapped, local food manufacturers has resulted in truckloads of food and produce for families and individuals in need throughout the state. Although Tristan’s background is in sales and marketing, he says that success on the job comes from strong people skills and persistence.

One such example of Tristan’s persistence paying off came from a lapsed donor: Sunny Slope Farms. The last donation from Sunny Slope was received in 2004, when the company donated around 1,000 pounds of peaches to the Community FoodBank of New Jersey. Tristan drove two and a half hours to visit the farm and share some of the food bank’s abilities to pick up excess produce. “They vaguely remembered donating produce to us in the past, but were unaware of our ability to move product on a large scale.” For several months, Tristan called Sunny Slope for possible donations and kept hearing the same reply, “we’ll keep you in mind.”

Six months later, Sunny Slope called with good news—a truckload of peaches and nectarines. Within seven days, the Community FoodBank had four truckloads—nearly 200,000 pounds—of fresh peaches and nectarines in very good quality to distribute through its food bank, partner agencies and partner distribution sites.

200,000 pounds of fresh peaches and nectarines.

Local food sourcing staff members receive three days of extensive training at Feeding America’s national office, and monthly check-ins from Feeding America staff. “Coming from a totally different background, I was at a disadvantage relative to some of the food sourcing staff members who had worked in the food industry. The training was intense, but it covered a lot of topics and helped prepare me for my position.” The success of the training and new hires is evident in the increase of food donations and Feeding America’s plan to hire 18 additional local food sourcing staff members for fiscal year 2011.
LEADING THE FIGHT AGAINST HUNGER

The Athena Technology Program

Feeding America’s network of food banks working as a cohesive system uniquely positions us to truly solve the hunger crisis in our country. Our capacity to move food and resources where they are needed most is a major strategic competency in the fight against hunger.

The Athena Technology Program was identified in Feeding America’s strategic plan as a significant funding priority that will enable the network of food banks to operate on a common platform, thus creating efficiencies and reducing operating costs. This five-year technology transformation will ultimately enhance food banks’ effectiveness and allow the network to provide more food to more people.

Currently, each food bank independently purchases and maintains their computers and has their own software for accounting, inventory, fundraising, transportation logistics, email and the internet. Athena will consolidate and standardize technology, bringing enormous benefits to the network, including an estimated $400 million in benefits from a combination of cost savings and increased donations across the food banks. Creating standards will reduce implementation, operating and training costs both up front and over time. Building the systems using best practices will increase the local efficiency and effectiveness of operations. This is how a smarter, more agile and more effective food bank network can bring hope to more Americans living with hunger.

The cost to deploy Athena throughout the network is significant and requires substantial philanthropic investment. In fiscal year 2010, Feeding America received a generous grant from PepsiCo, Inc. A portion of the funds will help complete the deployment of one of the initial pilot sites, the North Texas Food Bank (see sidebar story). The remainder will be invested in ten food banks across the Gulf States. Importance and urgency was placed on these food banks because of their special need for individual disaster preparedness and community disaster support. Athena will allow remote hosting of their systems to ensure they remain online or can resume service quickly in the event of a natural disaster such as a hurricane. The Athena Program will safeguard the region’s operating capabilities and efficiencies during the most critical times. The remainder of the grant will be re-granted to food banks engaged in the PepsiCo Feeds America project.

Feeding America also received cash and product grants from Cisco, Inc. to support specific project management activities that occurred during the first year of the five-year project. These activities were critical success factors for sustainable, repeatable implementation across the network. As a result of these activities made possible by Cisco funds, the rate of implementation at other pilot sites has increased, allowing for more sites to go live in a shorter timeframe.

The initial pilot site success has generated demand for Athena among the network. Over the next four years, Athena will be rolled out to food banks across the country and deliver on its promise to achieve a more efficient food bank system to deliver more food to more people in more places.

$400 million in estimated benefits.

UNLOCKING THE POWER OF THE NETWORK

The North Texas Food Bank was one of the original ten pilot sites to go live with the Constituent Relationship Management (CRM) portion of the Athena Technology Program. CRM allows the North Texas Food Bank to efficiently manage its fund and food raising, volunteer management, event management and advocacy outreach in one integrated system. The benefits of a CRM system are:

• A 360 degree view of constituents
• Strengthening existing relationships
• Discovering new relationships
• Integrated reporting among the food banks
• Removing the possibility of duplicate data entry

Jan Pruitt, president and chief executive officer of North Texas Food Bank, spearheaded the technology transformation for her food bank and is impressed with the resulting efficiencies. “The CRM portion of the Athena Program in particular has completely changed the way we do business—allowing us to save more time, raise more funds and ultimately provide more food to those who need it most,” says Pruitt. “The improvements in both efficiency and accuracy that our new Blackbaud Enterprise CRM is showing us, in addition to the deeper, more holistic view of our stakeholders it provides, are a complete game-changer for our business.”
Government Nutrition Programs: The First Line of Defense Against Hunger

With nearly ten percent of the population unemployed and millions more underemployed, many new individuals who thought they would never have to apply for assistance are turning to the Supplemental Nutrition Assistance Program (SNAP, formerly the Food Stamp Program). Despite the increase in program participation, many potentially eligible clients are still not receiving the help they need.

While there are various reasons for the low participation rate, including lack of knowledge about the program and its eligibility requirements, one of the greatest barriers to access is a lack of staffing at the state and local SNAP offices to help the influx of people in need. According to the most recent USDA data from 2008, 27 states had SNAP participation rates below the national average of 67 percent.

Feeding America recognizes this problem and is working hard to help address it. In 2008, the Board of Directors implemented a plan to increase participation in federal nutrition programs by 25 percent. Part of that strategy included the creation of a Feeding America SNAP outreach team.

The focus of this group was to provide funding and technical assistance to food banks in seven different target states that fell below the national SNAP participation rate. Grants were given to food banks in California, Maryland, Minnesota, North Carolina, New Jersey, Rhode Island and Wisconsin which allowed them to develop their own SNAP outreach programs. During this period, the grant recipients conducted more than 8,500 client pre-screening interviews and provided direct application assistance to 6,000 clients.

Based on the success of the pilot program and the rising need for benefits assistance throughout the country, Feeding America expanded its focus to food banks in all 27 states with participation rates at or below the national average. While program funding is available to those target states, national office expertise and resources are available to all member food banks in every state to increase SNAP participation through outreach.

Thanks to generous gifts from the Bank of America Charitable Foundation and other donors, the national office has distributed more than $2 million in grants to the network for SNAP outreach program development and expansion, funding more than 46 food banks in 22 of the 27 target states. This is a four-fold increase in funding from fiscal year 2009 and fiscal year 2010 combined. Currently, 72 percent of the Feeding America food bank network has implemented a SNAP outreach strategy, and 50 percent of the network is involved in direct application assistance.

130,000 SNAP applications completed.

Member food banks are very excited to pursue their own SNAP outreach efforts and are quickly realizing that SNAP outreach and education helps provide clients with access to increased food security. As a network, Feeding America member food banks assisted in the completion of more than 130,000 applications in fiscal year 2010—a growth of 83 percent in application assistance provided by the network in only one year.

SNAP is a critical resource that helps families put food on their tables. Feeding America has provided application assistance to more than 130,000 clients, helping 70 percent access much-needed benefits. This translates to approximately $200 million in benefits procured in fiscal year 2010, or nearly 78 million meals.
Feeding More People in Need

Expanding the reach of the Feeding America network is the key goal of the Capability Development team. By providing a comprehensive, formalized approach to technical assistance, the national office is equipping member food banks to continually evolve and strengthen their baselines to feed more people. The national office provides a team of field managers that are out in the network maintaining compliance with our standards and training the member food banks. In addition to this team, the Feeding America network is implementing programs to broaden its ability to feed more people in need.

CAPACITY SELF-ASSESSMENT PROJECT

One of the major programs assisting member food banks on their path from good to great is the Capacity Self-Assessment Project, a key initiative in the Feeding America 2008-2012 strategic planning process. This project and department were established to provide tailored support to help food banks build capacity where it is most needed. These services are designed to determine the most essential capabilities that all members require and where they currently stand in those crucial areas.

To help the network understand where they stand in each of these essential areas, the Feeding America Capability Development department has created the Capacity Self-Assessment Tool, a user-friendly, online guide to help the network assess essential organizational and programmatic capacities. Developed by network and external subject matter experts, and funded by corporate and foundation partners including the Sara Lee Foundation, this comprehensive self-assessment tool functions as an educational method for food banks to progress through independent valuation, allowing members to establish clear capacity-building goals and learn about promising practices.

AGENCY RELATIONS AND AGENCY CAPACITY

Building agency capacity is the key to distributing more food to more people. Currently, the network distributes food through 61,000 agencies; however, to increase the network’s reach, this distribution channel needs to expand. Feeding America recognizes that agency capacity building work must be done at the food bank level and that the role of the national office is to provide resources to food banks to facilitate the widening of this channel.

PEER TO PEER PROGRAM

One of the key components of the Capability Development department’s consultancy model, and their delivery of technical assistance, is leveraging the expertise and knowledge across the network through the Peer to Peer Program.

Through more than 30 years of service, the Feeding America network has amassed a great wealth of knowledge on the subject of hunger-relief, with specific areas often specializing in capacities geared towards the shade of hunger in their local communities. Food is getting to those in need, but more people can benefit from the network’s services. Our national office can offer great ways to learn about better service through conferences, online tutorials and direct response to food banks, but nothing can replace hands-on instruction from an expert. To better serve the food insecure, the national office has implemented the Peer to Peer Program, a mentoring program supporting network staff members seeking to build their capacity in a particular food bank area of practice. The goal is to provide these individuals with direct exposure to a high-performing program or subject matter exports who act as long lasting mentors.
Building a powerful national brand is at the heart of Feeding America’s engagement and advocacy programs. During the past two years, Feeding America has made significant inroads to enlist the support of the public and private sectors in our fight to end hunger—and to raise awareness of this important issue.

**Brand Awareness**

Raising public awareness of the issue of hunger in America and motivating both the private and public sectors to take more active roles in providing solutions to this devastating national problem is integral to Feeding America’s mission. Brand marketing generates awareness of the issue and helps to engage the public in the fight against hunger.

The Feeding America brand re-launch in 2008 was supported by a robust marketing plan that included a new website and online presence; national cause related marketing partners and campaigns; the creation of an Entertainment Council; and lastly, a public relations and a Public Service Announcement (PSA) campaign in conjunction with the Ad Council. All of these efforts have resulted in significantly boosting the public’s awareness of Feeding America. As of June 2010, awareness of Feeding America has tripled to 28 percent among the general public, which is a significant increase.

Feeding America’s PSA campaign and partnership with Ad Council continues to be a key vehicle to help drive public awareness of the hunger issue and of Feeding America as the solution. During fiscal year 2010, Feeding America’s PSA campaign received more than $50 million of donated media through television, radio, online, print and outdoor advertisements. The campaign appeared in more than 200 media markets throughout the country, and whenever possible, included local food bank information correlating to each media market. In addition, Feeding America received a number of high profile media placements, including articles in *TIME*, *Newsweek*, *People*, MSNBC.com and top-rated television shows.

During the latter part of fiscal year 2010, Feeding America launched a new outdoor PSA campaign which featured original artwork by renowned artist Shepard Fairey, who is a member of Feeding America’s
Entertainment Council. In partnership with Feeding America and the Ad Council, Fairey developed the PSA campaign to help raise awareness of the growing issue of hunger in America. This collaboration also marks the first time that a PSA outdoor campaign has been customized with local food bank information. The media response to the new outdoor PSA campaign was overwhelmingly positive, and received close to 2,000 donated placements in more than 100 markets and was supported by $11.5 million in donated media.

In addition, each summer, our Public Service Announcement campaign communicates to those in need about the availability of meals throughout the summer at their local Feeding America food bank. We let them know that even though school may be out, lunch is always in session. This PSA was supported by 72 food banks in 98 markets.

Tapping Into the Power of Social Media

Feeding America is expanding its presence in the realm of digital media. Through the redesign of FeedingAmerica.org, the launch of our first-ever Feeding America blog, and our identity in social media spaces, we are reaching new demographics and building a wider base of supporters and advocates for our mission.

Thanks to our digital media strategy, we are building connections that we didn’t have access to before. On Facebook alone, Feeding America has nearly 30,000 fans, giving us the potential to connect with six million new supporters, and we are gaining popularity among readers of the Huffington Post. We are increasing the Feeding America presence in online conversations about hunger and poverty and positioning the organization in all social media conversation, building connections on key social media sites like Facebook, Twitter and YouTube.

By nurturing existing digital media partnerships and building new relationships with bloggers and social influencers, Feeding America has been able to take a leading role in online conversations about hunger and garner more attention from popular writers of relevant human service issues. We are also providing education and guidance to our network members to help them expand their digital outreach and receive greater attention as both local hunger-relief leaders and as part of the larger movement to fight hunger across America.

Original artwork created by Shepherd Fairey.

Feeding America Twitter page
Feeding America’s Celebrity Support

In 2010, Feeding America was proud to work with more than 50 Hollywood celebrities through its Entertainment Council. Members OneRepublic and Spencer Day donated the proceeds of their album sales to end hunger. Several prominent Entertainment Council members, including Ben Affleck and Matt Damon, donated their time to be part of Feeding America’s new public service announcement campaign. NASCAR champion Kyle Busch drove the Snicker’s Bar Hunger race car. All of these high-profile individuals are proving the importance of rallying behind domestic hunger-relief.

One of the largest campaigns kicked off at the beginning of the year with “The Biggest Loser’s” Pound for Pound Challenge. The General Mills-sponsored campaign raised more than six million pounds of food for the Feeding America network, as more than 200,000 participants across the country pledged to lose weight. Entertainment Council member Alison Sweeney encouraged the popular NBC show’s audience to take the lessons learned from the show to make healthy changes in their lives.

Entertainment Council members also were at the front-lines of volunteering efforts during the course of the year. As 2010 marked the fifth annual commemoration of the Katrina efforts, frequent guest of “The Biggest Loser” and health-centric celebrity chef Curtis Stone joined Louisiana leaders as they packed disaster-relief boxes to mark the anniversary.

During Hunger Action Month 2010, actors Katherine McPhee and David Arquette joined numerous others as they shared their pledges for Hunger Action Month. American Idol winner Lee DeWyze, fresh off a Cheesecake Factory promotional tour, promised to lend his voice during the September campaign. Football

FEEDING AMERICA ENTERTAINMENT COUNCIL (as of July 2010)

Ben Affleck
Actor
Laila Ali Conway
Boxer/TV Personality
Jennifer Aniston
Actress
David Arquette
Actor
Mario Batali
Chef
Bernard Berrian
NFL Star
Curtis Conway
Former NFL Star
Courteney Cox
Actress
Marcia Cross
Actress
Sheryl Crow
Musician
Matt Damon
Actor
Spencer Day
Musician
Laura Dern
Actress
Rocco Dispirito
Chef/TV Personality
Shepard Fairey
Artist
Diane Farr
Actress
Sara Gore
Chef/TV Host
Josh Groban
Musician
Scott Hamilton
Olympic Champion
Ben Harper
Musician
Samantha Harris
TV Personality
Jimmy Jean-Louis
Actor
Dhani Jones
NFL Star
Ellie Krieger
Celebrity Chef
Nick Lachey
Musician/TV Personality
Ali Larter
Actress
Derrek Lee
MLB Star
Katie Lee
Chef
Kimberley Locke
Musician
Benji and Joel Madden
Musicians
Katharine Mcphee
Musician/TV Personality
OneRepublic
Musicians/Band
Tyler Perry
Actor/Producer
Rachael Ray
Chef/TV Host
Sanya Richards
Olympic Champion
Aaron Ross
NFL Star
Adam Shankman
Producer/Director
Curtis Stone
Chef/TV Personality
Alison Sweeney
Actress/TV Host
Phil Vassar
Country Artist
Kimberly Williams-Paisley
Actress
Scott Wolf
Actor
Legend Joe Montana, ESPN broadcaster Erin Andrews, and celebrity chef couple Gina and Patrick Neely also took the pledge—and then signed on to participate as spokespeople for the first annual Kraft Huddle to Fight Hunger Bowl.

Feeding America Entertainment Council members have also made appearances on Capitol Hill in support of hunger and nutrition legislation. Celebrity chef Rocco DiSpirito joined Feeding America President and Chief Executive Officer Vicki Escarra to testify on behalf of Feeding America for access to healthy and nutritious food at the House Agriculture Subcommittee Hearing in Washington, D.C. in April 2010. Following a November 2009 appearance in front of the House Committee of Ways and Means concerning child nutrition, actor Scott Wolf and his wife Kelley participated in the 2010 National Anti-Hunger Policy Conference. To help further promote child nutrition policies, daytime television host Rachael Ray joined Vicki Escarra to lead a town hall discussion that included participants from the Feeding America network.

Feeding America has been extremely fortunate to have such strong partnerships with passionate advocates. The effort of the 2011 Feeding America Entertainment Council promises to raise awareness of domestic hunger-relief to a new level.

IDOL GIVES BACK FOUNDATION

What do “American Idol,” child hunger programs, and The Campaign for a Hunger-Free America have in common? They are all a part of the incredible partnership between the Feeding America network and the Idol Gives Back Foundation, a long-term supporter of Feeding America’s work to end hunger in America.

Since the beginning of the partnership in 2007, the Idol Gives Back Foundation has continued to offer funding to promote innovation in some of the most important programs the network operates at times when additional resources were hard to find. Through significant support of Feeding America’s child hunger programs, the Idol Gives Back Foundation has provided funds to more than 190 network members. Funds helped expand existing child hunger programs by distributing millions of additional meals to children in backpacks filled with food to eat over the weekend; allowing for food pantry distributions of additional meat servings to bolster the protein intake of children served by the network; and increasing the number of summer feeding programs that help bridge the gap when school breakfast and lunch programs are unavailable.

The relationship with the Idol Gives Back Foundation and “American Idol” has been a tremendous boost to Feeding America’s profile. Feeding America was honored to return to this year’s “Idol Gives Back” television event as one of five participating charities selected to benefit from funds raised during this season’s fundraising event. Funding received from revenue generated by the April 2010 show and granted to Feeding America will support several priorities of The Campaign for a Hunger-Free America, ensuring that the Feeding America network can continue to fight hunger with innovative programming and persistent advocacy. Feeding America is truly grateful to the Idol Gives Back Foundation for its partnership and looks forward to many more years of impactful collaboration.
$12 million raised nationally.

Feeding America’s successful cause marketing programs made significant strides last year in supporting its mission to engage the public in the fight against hunger, resulting in Advertising Age’s recognition of Feeding America as the “go-to cause” for marketers. A number of corporate partnerships provided broad consumer awareness about the increased need for hunger relief and incorporated opportunities for local food bank engagement to enhance the overall impact of these programs. More than $12 million was raised nationally, including nearly $5 million that was granted directly to network members. Additionally, cause marketing campaigns were responsible for considerable high-value paid and earned media impressions, which helped to increase awareness of the Feeding America brand.

Highlights of fiscal year 2010 include:

**POUND FOR POUND CHALLENGE**

Year two of the Pound for Pound Challenge in partnership with General Mills and “The Biggest Loser” was even stronger than year one, incorporating additional corporate partners like Walgreens, Kroger, 24 Hour Fitness and Subway. Nationally, more than 6.2 million pounds of weight loss were pledged, which translated into more than $1 million to provide food to the network.

**MACY’S “COME TOGETHER”**

A new campaign with Macy’s kicked off during Hunger Action Month in September 2009, encouraging consumers across the country to “Come Together” and host dinner parties in support of Feeding America. Additionally, local events were held in Macy’s stores across the country, benefitting local food banks. For the very first time, Feeding America was a national recipient for Macy’s Shop for a Cause campaign. Total funding from the combined programs was more than $3 million, 75 percent of which was granted out to network members.

**CONAGRA FOODS “CHILD HUNGER ENDS HERE”**

ConAgra Foods’ first multi-brand program, “Child Hunger Ends Here,” helped tell the story of almost 1 in 4 children struggling with hunger across the country and inspired customers to help provide 2.5 million meals by redeeming coupons and hosting community rallies.

**SNICKER’S BAR HUNGER**

For a second year, Snicker’s Bar Hunger campaign helped to significantly raise brand awareness through the sale of millions of candy bars. The campaign increased its impact to 3.5 million meals by adding a text/enters code online option for customers to help generate more meals.

In fiscal year 2011, Feeding America’s cause marketing efforts kicked off with September’s Hunger Action Month. Highlights include:

**THE CHEESECAKE FACTORY’S “SHARE YOUR VOICE”**

The “Share Your Voice” campaign inspired American Idol Tour attendees and restaurant guests to “Take the Pledge for Hunger Action Month.”

**KRAFT’S “HUDDLE TO FIGHT HUNGER”**

As presenting sponsor of Hunger Action Month, Kraft’s “Huddle to Fight Hunger” campaign will provide the cash equivalent of 20 million meals to Feeding America—the largest cause marketing campaign in the history of both organizations. Many of Kraft’s iconic brands are participating with on-pack advertising, in-store displays in more than 55 retailers across the country, two national coupons, and print ads in many women’s and entertainment magazines, in addition to visibility in AMC theaters. The Huddle is providing unprecedented program awareness and customer engagement, which culminated with the Kraft Fight Hunger Bowl on January 9, 2011.
The Campaign for a Hunger-Free America

In a year of unprecedented need for food relief, fiscal year 2010 saw many fundraising firsts for Feeding America and its network members. In addition to traditional fundraising activities, the largest comprehensive campaign in the fight against hunger was launched. The Campaign for a Hunger-Free America is a collaborative five-year initiative that will provide funding for network-wide strategic priorities, such as sourcing and distributing more food more efficiently, broadening our programs to feed children and seniors, and helping more hungry Americans access government nutrition programs.

$125 million in campaign funds raised.

Additionally, the campaign will enhance fundraising capacity for network members. As of June 30, 2010, more than $125 million has been committed toward the $500 million campaign goal.

In response to the increased need for emergency food assistance across the country, new and existing corporate and foundation partners have increased their support to fight hunger, including:

• JP Morgan Chase made the largest one-time corporate gift to Feeding America to provide new trucks for the retail donation program.

• The Bank of America Charitable Foundation made a leadership gift in support of SNAP Outreach efforts.

• A leadership gift from Target enabled us to expand our school pantry pilot program to six additional communities across the country.

• Walmart was named Feeding America’s 2010 Donor of the Year for extraordinary donations of food, funds and vehicles in 2009. Food donations from Walmart and Sam’s Club in 2009 totaled more than 116 million pounds, the largest-ever annual food donation to Feeding America in the organization’s history.

• The launch of the Child Hunger Corps was made possible by a gift from ConAgra Foods Foundation.

• The Lincy Foundation, Feeding America’s largest financial donor to date, led to the implementation of several key priorities, including: building awareness by expanding our work with the Ad Council; strengthening cause marketing initiatives; and funding major initiatives including the National Produce Program and the Retail Store Donation Program.

• Feeding America’s partnership with General Mills and NBC’s “The Biggest Loser” continued to yield amazing support for hunger relief last year. In addition to raising awareness of the millions of families and individuals who are food insecure, the program resulted in more than six million meals for the Feeding America network.

• Through a new partnership with The Kresge Foundation, Feeding America launched its first combined grant and program related investment opportunity, awarding competitive program loans and grants to 17 network members for vehicle purchases and operations for Mobile Pantry and Retail Store Donation Programs.

• Feeding America was honored last spring to be a part of “Idol Gives Back,” the charitable initiative of “American Idol” on the FOX network. Feeding America was one of five national and international charities selected as recipients of support from the Idol Gives Back Foundation.

• A generous gift from the Nationwide Insurance Foundation supported the National Produce Program and hunger relief work in 19 communities across the country.

AMERICANS ANSWER THE CALL TO HELP FEED THE HUNGRY

The harsh economic climate has taken a huge toll on Americans, indicated by the staggering figure of 50 million people at risk of hunger. Feeding America’s mission to fight hunger resonates now more than ever: we must get food to those in need. In a time when many non-profit sectors are struggling with growth, Feeding America donors rallied around the cause. The combination of Feeding America’s sophisticated direct response program and the generosity of thousands of Americans who support hunger relief allowed the direct response program to raise nearly $24 million against a goal of $23 million, a 22 percent increase over fiscal year 2009, which equates to more than 166 million meals for hungry Americans.

Moreover, timely direct response fundraising activities during this period of immense need have resulted in a 16 percent increase in the number of new donors. Regardless of whether a donor is a long-time supporter or new supporter, the combined efforts of our donors created a nearly five percent year-over-year increase in the number and size of gifts. Longer-term strategies will help ensure continued donor support as this historic fight against hunger continues.
From its roots in soup kitchens and storage warehouses, the field of hunger relief has evolved greatly since the early 1960s. Today, food banks are providing an array of programs and services that help clients not only meet their immediate need for food, but assist them on their path to self-sufficiency. Through comprehensive research, public and private partnerships, and innovative programs, the Feeding America network is positioned at the forefront of domestic hunger relief.

To meet the growing need for food assistance, Feeding America is looking ahead to anticipate how to best meet the challenges of the next wave of domestic hunger. As more and more people find themselves in need of food assistance, Feeding America and its network members must be prepared to serve that need and minimize the chance that any American goes hungry.

**Hunger In America Today**

Anecdotal information Feeding America received from network members throughout 2009 pointed to an unprecedented increase in the need for emergency food assistance throughout the country due to the recession and skyrocketing unemployment rates. Therefore, it was not surprising when the results of Feeding America’s quadrennial hunger study revealed that a shocking 37 million Americans—including 14 million children and three million seniors—rely on the Feeding America network for food relief.

*Hunger in America 2010* measured the number of people who accessed emergency food assistance in 2009 through its network of more than 200 food banks and more than 61,000 agencies. The findings represent a staggering 46 percent increase in need since the last study was conducted in 2006. *Hunger in America 2010* is the first research study to capture the significant connection between the economic downturn and an increased need for emergency food assistance.

37 million

*Americans rely on the Feeding America network for food relief.*
Improving the Health of Our Nation

As the nation’s largest hunger-relief organization, Feeding America understands the nutritional challenges faced by low-income Americans. Many food banks are already addressing this issue and working to improve client health by providing more nutritious food and by educating clients about healthy diets. At a national level, Feeding America has worked to provide more nutritious food, incorporate nutrition education into its programs and advocate for government programs that increase low-income individuals’ access to nutritious food.

Factors like nutritional content, food choice and measurement introduce debate on the growing emphasis on nutrition and complexity to the emergency feeding system. To address these issues, Feeding America is strengthening our nutrition plan in partnership with a Nutrition Advisory Team, made up of nutrition experts to offer professional guidance on technical issues. Together, we can build a nutrition strategy to ensure that the larger nutrition agenda takes into account the needs of the 37 million people we serve annually.

Targeting Hispanic Hunger

Another population that has experienced a staggering increase in the need for food assistance is America’s Latino population. Research for Hunger in America 2010 revealed that the number of Latino individuals who seek assistance from Feeding America food banks has increased by an appalling 66 percent. Additional research, conducted in collaboration with the ConAgra Foods Foundation and the Urban Institute, also showed that one in three Latino children is a client of Feeding America—higher than the national average of all children who are served by our food banks. Further,
Latino families are less likely to participate in or even seek assistance from federal programs like SNAP for a variety of reasons, which include eligibility questions, inconvenient office hours, transportation issues and documentation concerns. Only 41 percent of families who receive food from network food banks also receive SNAP benefits.

Because Latino families tend to rely solely on the emergency food assistance system, Feeding America is working to address food insecurity among this vulnerable population. The importance of emergency food assistance in the lives of low-income Hispanic families indicates a growing need for culturally-competent services. The national office will be investigating options like offering culturally-diverse foods, increasing the Spanish-language web presence, hiring bilingual staff persons and distributing multilingual resource materials. Additionally, Feeding America is participating in national dialogues in hopes of increasing SNAP outreach in geographic regions that are home to a great number of Latino residents and eliminating significant barriers to SNAP eligibility. Recognizing and responding to the significant needs of Hispanic families served by the Feeding America network will greatly impact the lives of food assistance recipients.

Feeding the Growing Senior Population

Every day, fixed incomes, decreased mobility, age-related health issues and high medical costs put senior citizens at greater risk of hunger. Today, the Feeding America network is serving three million elderly Americans from all walks of life, and in the coming years, will be called upon to serve an even greater number of seniors who find themselves without enough to eat to maintain a healthy life. Between 2001 and 2007, the number of seniors facing hunger increased from 700,000 to three million people. That number is projected to increase by a staggering 50 percent by 2025, when the youngest of the Baby Boom Generation reaches age 60.

50% increase predicted in the number of seniors facing hunger by 2025.

In anticipation of the dramatic rise in seniors’ need for food assistance over the next 15 years, Feeding America established the Senior Hunger Task Force to develop strategies that will help prepare its food banks to handle the surge in demand. By examining the gaps in senior nutrition services and conducting case studies to understand the current ways in which Feeding America network members are specifically addressing senior hunger, we can provide effective support that better addresses the needs of seniors in their local communities.

Over the next five years, Feeding America aims to increase the number of meals served to the senior population through the Feeding America network by 25 percent by building awareness of senior hunger as an urgent social issue; increasing access to services for seniors in need; and providing appropriate interventions that address the distinct health and nutritional needs of seniors.

George lost his business and his home—a result of skyrocketing fuel prices, the recession and a severe car accident. Today he lives in a sedan, searching earnestly for full-time work, and visits an agency of the Capital Area Food Bank of Texas.
Mapping the Meal Gap

In 2010, Feeding America sought to understand the hunger needs of residents in every county in the country and the ways in which the needs in each county differ from one another. Generously funded by the Howard G. Buffett Foundation, the Map the Meal Gap project provides a first-time look at food insecurity rates at the county level. While Hunger in America 2010 revealed a surge from 25 to 37 million people served by the Feeding America food bank network, it also reminded us that there are millions more individuals in need who may not be getting the assistance they require to put food on the table.

Conducted in partnership with Craig Gundersen, associate professor in the Department of Agricultural and Consumer Economics at the University of Illinois, the Map the Meal Gap analysis gives a first-time perspective into the number of food-insecure people at the county level. These estimates are derived from the USDA’s annual state-level food insecurity information and other factors closely related to food insecurity, such as poverty and unemployment.

The resulting information shows the number of food insecure people in each county organized by income groupings (as a percentage of the federal poverty level). Because the poverty level is used by states and the federal government to determine eligibility for food assistance programs, we can now better understand the needs within a county and, critically, the potential for various food assistance resources to be able to meet those needs. The data is a powerful tool that food banks can use as part of their overall strategy to assess how to target their advocacy, outreach and food distribution in a way that will maximize impact.

In 2011, Feeding America, assisted by The Nielsen Company, will conduct complementary research to estimate the number of meals it would take to address food insecurity in each county. By accounting for the variations in local food costs, the future model will help the anti-hunger community determine the steps necessary to address hunger in virtually every community in America.
In a year of unprecedented need for hunger relief, countless corporations, foundations and individuals gave generously of their time, funds and food and grocery product to help provide emergency food assistance to more than 37 million Americans in fiscal year 2010.

On behalf of the families and individuals who benefitted from their support, Feeding America is proud to recognize and thank the extraordinary individuals and organizations that are making a real difference in the lives of others and who are committed partners in Feeding America’s fight against hunger.
Leadership Partners

From July 1, 2005 to June 30, 2010, Leadership Partners have made significant philanthropic investments, including aggregate contributions or commitments of $10 million or more, donations of 100 million pounds or more of food and grocery product to Feeding America, or combined gifts of funds, food and grocery product at this level.

AMERICAN IDOL/IDOL GIVES BACK
Simon Fuller, Creator of American Idol, President, Idol Gives Back Foundation

The Idol Gives Back Foundation is a proud supporter of Feeding America and The Campaign for a Hunger-Free America. Through the Feeding America network, the Idol Gives Back Foundation is able to use the power of “American Idol” and the entertainment industry to truly affect change and bring hope to the poorest and most vulnerable among us. We are committed to a vision of a hunger-free America and know that in partnership with Feeding America we are offering a vital assistance to individuals in need in communities across the nation.

CONAGRA FOODS AND CONAGRA FOODS FOUNDATION
Gary Rodkin, Chief Executive Officer

It's hard to imagine when you live the lives that we do, that there are 17 million kids in this country who are hunger-challenged or at risk. We never really hear about child hunger in this country. It's a serious problem, and it is our responsibility to do something about it.

FOOD LION LLC
Cathy Green Burns, President

Every day, families across our country struggle to put food on the table. At Food Lion LLC, we are strongly committed to helping eliminate hunger in our communities. Feeding America is an exceptional champion of the cause, and we strongly support its mission. Food Lion LLC proudly sponsors more than 36 Feeding America-affiliated food banks and agencies throughout the East Coast. Together, we are making a difference in the fight against hunger and will continue to serve our communities with pride, with passion and with purpose.

GENERAL MILLS, INC.
Ken Powell, Chairman and Chief Executive Officer

Our role as a top contributor to Feeding America reflects not only our dedication to fighting hunger, but also our confidence in the organization’s ability to make an impact on people’s lives each and every day.
KELLOGG COMPANY
David Mackay, President and Chief Executive Officer
Kellogg Company’s partnership with Feeding America and its national network of food banks spans three decades. We know that our financial contributions, product donations and committed volunteers are helping hungry children and families.

KRAFT FOODS AND KRAFT FOODS FOUNDATION
Irene B. Rosenfeld, Chairman and Chief Executive Officer
Leading America’s largest food company, I know how challenging it is for Americans to put nutritious, balanced meals on the table. To help our neighbors in need, we partnered with Feeding America to introduce the Kraft Foods Mobile Pantry Program. These 25 refrigerated trucks are a fresh food oasis on wheels, delivering fruit, vegetables and other meal-time staples to communities that need them most. In the third year of this effort, we’re well on our way to delivering 50 million meals. Together, we’re fighting hunger one mile—and one meal—at a time!

THE KROGER CO.
David B. Dillon, Chairman and Chief Executive Officer
Working closely with dozens of local food banks across the country, we see first-hand how great the need is in the communities served by our family of stores. The Kroger Co. has partnered with Feeding America and its network of affiliates to fight hunger for nearly 30 years. Kroger is committed to helping families put nutritious, wholesome food on their tables every day. We are proud to support Feeding America’s efforts to ensure that all Americans are able to do just that.

THE LINCY FOUNDATION
Jay Rakow, President
The Lincy Foundation is a proud supporter of the Feeding America network and The Campaign for a Hunger-Free America. In this time of unprecedented need, Feeding America has a unique responsibility to expand and deepen its service to the one in six Americans facing hunger. We share the vision of a Hunger-Free America and are pleased to partner with Feeding America in this challenge to advance its capacity to nourish, sustain and advance hope for children, seniors, families and neighbors all across the country.

NESTLÉ USA
Brad Alford, Chairman and Chief Executive Officer
Hunger is a growing problem in the United States—but it can be eliminated if all of us in the food and beverage industry work together. At Nestlé, we believe that the greatest support can be provided through Feeding America’s nationally-coordinated food donation programs.
PEPSICO
Jacqueline R. Millan, Director, Corporate Contributions
The strong partnership between PepsiCo and Feeding America is one that truly reflects the possibilities when organizations work together to help those in need. At PepsiCo, we believe in being a catalyst for positive change and investing in initiatives that strengthen the collective health of our neighbors, our future and our planet. By partnering with such an important agency as Feeding America, all of us at Quaker, Tropicana, Frito-Lay, Pepsi and other PepsiCo brands have helped to ensure that families across the country can visit their local soup kitchens or food banks and know that a meal will be there.

P&G LIVE, LEARN, AND THRIVE
Bob McDonald, Chairman of the Board, President and Chief Executive Officer
P&G’s Purpose is to touch and improve lives, now and for generations to come. Our Purpose guides and inspires everything we do and it comes to life in many different ways. One way is through P&G’s Live, Learn and Thrive programs. We have set a goal to improve the lives of more than 300 million children and youth in need around the world by 2012. By partnering with Feeding America to invest in child hunger initiatives and through product donations, we improve quality of life for families in need throughout the U.S. This, and our other Live, Learn and Thrive efforts, allow us to improve lives around the world.

THE STARR FOUNDATION
Florence Davis, President

SUPervalu
Craig Herkert, President and Chief Executive Officer
As ‘America’s Neighborhood Grocer,’ SUPervalu is dedicated to supporting the communities in which it operates. We believe affecting positive change in the neighborhoods we serve is among our responsibilities as one of the nation’s largest grocery companies. Our national partnership with Feeding America is one example of that commitment in action.

Walmart and the Walmart Foundation
Margaret McKenna, President, Walmart Foundation
At Walmart, we believe hunger is a problem that can be solved if we work together. Feeding America is a strong partner in the fight against hunger and together we can ensure that no American is worried about where their next meal will come from.
Mission Partners

From July 1, 2005 to June 30, 2010, Mission Partners have made generous, aggregate contributions or commitments of $2 million or more, donations of 20 million pounds or more of food and grocery product, or combined gifts of funds, food and grocery product at this level.
Supporting Partners

Feeding America’s Supporting Partners are recognized for their generous financial support of Feeding America’s mission to create a hunger-free America. From July 1, 2009 to June 30, 2010, the following **individuals and organizations** have made financial contributions of $100,000 or more to advance the fight against hunger through a variety of programs, including Kids Cafes and Summer Feeding sponsorship, produce procurement, retail sales pick up, mobile pantry procurement, and hunger advocacy programs at the local and federal levels. Supporting Partners also include **manufacturers and retailers** that have contributed one million pounds or more of food and grocery product to Feeding America during this time period.

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<td>Big Lots</td>
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<td>Bimbo Bakeries USA</td>
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<td>Bush Brothers &amp; Company</td>
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<td>C &amp; S Wholesale Grocers</td>
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<td>Cambell Soup Company</td>
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<td>The Clorox Company</td>
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<td>Coca-Cola Enterprises, Inc.</td>
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<td>Coca-Cola North America</td>
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<td>ConAgra Foods</td>
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<td>Cott Corporation</td>
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<td>CVS Pharmacy - CVS/Caremark</td>
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<td>The Dannon Company, Inc.</td>
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<td>Dean Foods Company</td>
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<td>Del Monte Food Company</td>
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<td>Dr. Pepper Snapple Group</td>
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<td>Food Lion, LLC</td>
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<td>General Mills, Inc.</td>
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<td>Hallmark Cards, Inc.</td>
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<td>Heinz North America</td>
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<td>The Hershey Company</td>
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<td>The J.M. Smucker Company</td>
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<td>Subway Franchise Advertising Fund Trust</td>
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<td>Tyson Foods, Inc.</td>
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<td>Unilever United States Foundation, Inc.</td>
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<td>U.S. Foodservice</td>
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<td>Walmart Foundation</td>
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<td>Weber Shandwick</td>
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<td>Welch’s</td>
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<td>The Western Union Foundation</td>
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<td>Mars, Inc.</td>
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<td>McKee Foods Corporation</td>
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<td>Nestlé USA</td>
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<td>Nutrisystem</td>
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<td>Pacific Foods of Oregon, Inc.</td>
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<td>Pepperidge Farm, Inc</td>
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<td>Pepsi Bottling Group</td>
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<td>Procter &amp; Gamble</td>
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<td>Ralcorp Holdings, Inc.</td>
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<td>Sara Lee Foods</td>
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<td>Welch Foods, Inc.</td>
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<td>White Wave Foods</td>
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Mr. and Mrs. Sam N. Varnell
Dina Vaz
Phyllis K. Veit
Elma B. Vlass
Eric and Antoinette Vortriede
David and Lila Voss
Lawrence and Bettine Wallin
Jane Warner
George Watton
Jean and James Waygood
Robert E. and Mona J. Weigle
Kathy Weiss
Elaine Wells
Elizabeth M. Whitman
Margaret R. Wiegandt
Albert J. Wiener
Mr. and Mrs. Gary Witzenburg
Carol M. Zanig
Arnold Zeman

In Memory of van Hengel Society members whose legacy to fight hunger was realized in 2009 and 2010.

Jeanne C. Armstrong
Mabel W. Ehliert
William C. Ezell Jr.
Harold F. Dysart
Mary G. Dysart
Clara Mae Hermann
Mildred O. Kleine
Dorothy Leinweber
Constance M. McCay
Elizabeth M. Munson
Judson C. Rhode
Annis Sandvos
Jeanne L. Stone
Beatrice E. Thompson
Dorothy Ann Turk
Eva S. Walther
Paul D. Whitney
Jane E. Whitney
Endowments

Feeding America deeply appreciates the generosity of the following individuals, family foundations and foundations, who have endowed funds to help support the fight to create a hunger-free America.

Anonymous Endowment Fund for a Hunger-Free America
The Dr. Sonya Woods Anderson Endowment Fund

The Brichta-Crawford-Scott Memorial Endowment Fund
The Melinda Diane Genberg Fund
The Genberg-Lerman Family Fund

The Kenneth and Ethel Haber Fund
The Harding Educational and Charitable Foundation Fund
The Korth Family Foundation Fund

The Alice S. Marriott Endowment Fund for the Prevention of Childhood Hunger

Matching Gifts

The following corporations and foundations generously supported Feeding America with contributions of $5,000 or more from July 1, 2009 to June 30, 2010 through a workplace giving campaign, an employee matching gift program, or both.

Abbott Laboratories Fund
Allstate
Ameriprise Financial
Applied Materials
Ashland, Inc.
The Atlantic Philanthropies (USA) Inc.
Bank Of America Charitable Foundation
Basic American Foods
Chevron Texaco - People Making A Difference Campaign

Corn Products International
Dell Direct Giving Campaign
Edison International
GE Foundation
The Goldman, Sachs Group, Inc.
Google
Grainger Matching Charitable Gifts Program
Grenzenbach Glier & Associates
Hasbro, Inc.

Hewlett Packard
IBM Corporation
Johnson & Johnson Family of Companies
Kraft Foods Foundation
Liberty Mutual
Macy’s Foundation
Merck Partnership For Giving
Microsoft
PepsiCo Foundation
Performance Food Group

Proctor & Gamble
Sur La Table
Tellabs Corporate Utilities Service Alliance, Inc
Walmart and the Walmart Foundation
Wellpoint Foundation
2010
NETWORK
MEMBERS
### Network Members

<table>
<thead>
<tr>
<th>Food Bank of Alaska, Inc.</th>
<th>Anchorage, AK</th>
</tr>
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<tbody>
<tr>
<td>Bay Area Food Bank</td>
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<td>FIND, Inc.</td>
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<td>America’s Second Harvest of Coastal Georgia, Inc.</td>
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<td>HACAP Food Reservoir</td>
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<td>Gleaners Food Bank of Indiana, Inc.</td>
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<td>Terre Haute Catholic Charities</td>
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<td>Evansville, IN</td>
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<td>Kansas Food Bank</td>
<td>Wichita, KS</td>
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</table>
Network Members

Dare to Care Food Bank
Louisville, KY
Feeding America,
Kentucky’s Heartland
Elizabethtown, KY
God’s Pantry Food Bank, Inc.
Lexington, KY
Food Bank of
Central Louisiana
Alexandria, LA
Food Bank of
Northeast Louisiana
Monroe, LA
Food Bank of
Northwest Louisiana
Shreveport, LA
Greater Baton Rouge
Food Bank
Baton Rouge, LA
Second Harvest Food Bank
of Greater New Orleans
and Acadiana
New Orleans, LA
The Food Bank of
Western Massachusetts
Hatfield, MA
The Greater Boston
Food Bank
Boston, MA
Worcester County
Food Bank, Inc.
Shrewsbury, MA
Maryland Food Bank
Baltimore, MD
Good Shepherd Food-Bank
Auburn, ME
Feeding America West
Michigan Food Bank
Comstock Park, MI
Food Bank of
Eastern Michigan
Flint, MI
Food Bank of South
Central Michigan
Battle Creek, MI
Food Gatherers
Ann Arbor, MI
Forgotten Harvest
Oak Park, MI
Gleaners Community
Food Bank of
Southeastern Michigan
Detroit, MI
Mid-Michigan Food Bank
Lansing, MI
Channel One Food Bank
Rochester, MN
North Country Food Bank, Inc.
Crookston, MN
Second Harvest Heartland
St. Paul, MN
Second Harvest North
Central Food Bank
Grand Rapids, MN
Second Harvest Northern
Lakes Food Bank
Duluth, MN
Harvesters - The Community
Food Network
Kansas City, MO
Ozarks Food Harvest
Springfield, MO
Second Harvest
Community Food Bank
St. Joseph, MO
Southeast Missouri Food Bank
Cape Girardeau, MO
St. Louis Area Foodbank
St. Louis, MO
The Food Bank for Central
& Northeast Missouri
Columbia, MO
Mississippi Food Network
Jackson, MS
Montana Food Bank Network
Missoula, MT
Food Bank of Central &
Eastern North Carolina
Raleigh, NC
Food Bank of the Albemarle
Elizabeth City, NC
Inter-Faith Food Shuttle
Raleigh, NC
MANKA FoodBank
Asheville, NC
Second Harvest Food
Bank of Metrolina
Charlotte, NC
Second Harvest Food Bank
of Northwest North Carolina
Winston-Salem, NC
Second Harvest Food Bank
of Southeast North Carolina
Fayetteville, NC
Great Plains Food Bank
Fargo, ND
Food Bank for the Heartland
Omaha, NE
Food Bank of Lincoln, Inc.
Lincoln, NE
New Hampshire Food Bank
Manchester, NH
Community Food Bank
of New Jersey
Hillside, NJ
Food Bank of South Jersey
Pennsauken, NJ
The FoodBank of Monmouth
and Ocean Counties, Inc.
Neptune, NJ
Roadrunner Food Bank
Albuquerque, NM
Food Bank of Northern
Nevada
McCarran, NV
Three Square Food Bank
Las Vegas, NV
City Harvest
New York, NY
Food Bank For New York City
New York, NY
Food Bank for Westchester
Millwood, NY
Food Bank of
Central New York
East Syracuse, NY
Food Bank of
the Southern Tier
Elmira, NY
Food Bank of
Western New York
Buffalo, NY
Foodlink, Inc.
Rochester, NY
Island Harvest
Mineola, NY
Long Island Cares, Inc.
Hauppauge, NY
Regional Food Bank
Northeastern New York
Latham, NY
Akron-Canton
Regional Foodbank
Akron, OH
Cleveland Foodbank, Inc.
Cleveland, OH
Freestore Foodbank
Cincinnati, OH
Mid-Ohio FoodBank
Grove City, OH
Second Harvest Food Bank
of North Central Ohio
Lorain, OH
Second Harvest Food Bank
of the Mahoning Valley
Youngstown, OH
Second Harvest Foodbank
of Clark, Champaign, &
Logan Counties
Springfield, OH
Shared Harvest Foodbank
Fairfield, OH
Southeastern Ohio Foodbank
Logan, OH
The Foodbank, Inc.
Dayton, OH
Toledo Northwestern
Ohio Food Bank
Toledo, OH
West Ohio Food Bank
Lima, OH
Community Food Bank
of Eastern Oklahoma
Tulsa, OK
Regional Food Bank
of Oklahoma
Oklahoma City, OK
Oregon Food Bank
Portland, OR
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<th>Network Members</th>
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<tr>
<td>St. Vincent DePaul Food Recovery Network Portland, OR</td>
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<tr>
<td>Central Pennsylvania Food Bank Harrisburg, PA</td>
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<td>Channels Food Rescue Harrisburg, PA</td>
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<td>Community Food Warehouse of Mercer County Sharon, PA</td>
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<td>Greater Berks Food Bank Reading, PA</td>
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<td>Greater Pittsburgh Community Food Bank Duquesne, PA</td>
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<td>H &amp; J Weinberg NE PA Regional Food Bank Wilkes Barre, PA</td>
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<td>Philabundance Philadelphia, PA</td>
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<td>Second Harvest Food Bank of Lehigh Valley and NE Pennsylvania Allentown, PA</td>
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<td>Westmoreland County Food Bank Delmont, PA</td>
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<td>Banco de Alimentos de Puerto Rico Bayamon, PR</td>
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<td>Rhode Island Community Food Bank Providence, RI</td>
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<td>Harvest Hope Food Bank Columbia, SC</td>
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<td>Lowcountry Food Bank Charleston, SC</td>
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<td>Feeding South Dakota Sioux Falls, SD</td>
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<td>Chattanooga Area Food Bank Chattanooga, TN</td>
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<td>Mid-South Food Bank Memphis, TN</td>
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<td>Second Harvest Food Bank of East Tennessee Knoxville, TN</td>
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<td>Capital Area Food Bank of Texas, Inc. Austin, TX</td>
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<td>East Texas Food Bank Tyler, TX</td>
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<td>Food Bank of Corpus Christi Corpus Christi, TX</td>
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<td>Food Bank of the Golden Crescent Victoria, TX</td>
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<td>Food Bank of the Rio Grande Valley, Inc. McAllen, TX</td>
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<td>High Plains Food Bank Amarillo, TX</td>
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<td>Houston Food Bank Houston, TX</td>
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<td>North Texas Food Bank Dallas, TX</td>
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<td>San Antonio Food Bank San Antonio, TX</td>
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<td>South Plains Food Bank Lubbock, TX</td>
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<td>South Texas Food Bank Laredo, TX</td>
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<td>Southeast Texas Food Bank Beaumont, TX</td>
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<td>Tarrant Area Food Bank Ft. Worth, TX</td>
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<td>Wichita Falls Area Food Bank Wichita Falls, TX</td>
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<td>Blue Ridge Area Food Bank, Inc. Verona, VA</td>
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<td>Central Virginia Food Bank Richmond, VA</td>
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<td>Fredericksburg Area Food Bank Fredericksburg, VA</td>
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<td>Vermont Foodbank Barre, VT</td>
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<td>Second Harvest Inland Northwest Spokane, WA</td>
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<td>Huntington Area Food Bank, Inc. Huntington, WV</td>
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<td>Mountaineer Food Bank Gassaway, WV</td>
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</tbody>
</table>
Financial Statements

In fiscal year 2010, Feeding America had operating expenses of $706 million, of which $678 million (96.1 percent) went to program activities designed to advance our mission and vision.

The program expenses included $94 million in cash and $584 million of in-kind contributions of which $583 million was donated food and grocery product. Feeding America and its member food banks across the country distributed those items to those in need.

Feeding America distributed $24.5 million in grants to member food banks and agencies, which included 112 vehicles, a 25 percent increase over fiscal year 2009, that were provided to network members to aid them in the distribution of food and grocery product. Additional grants to members provided assistance for the operation of important programs such as Kids Cafe, BackPack, Community Kitchen, Disaster Relief and the Technology Initiative.

Our auditors have expressed an unqualified opinion on our financial statements. These financial statements include associated notes that are essential to understanding the information presented herein. The full set of statements and notes is available at the website of Feeding America, www.feedingamerica.org.
Statement of Financial Position

As of June 30, 2010 and June 30, 2009

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>FY2010</th>
<th>FY2009</th>
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<tr>
<td><strong>CURRENT ASSETS</strong></td>
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<td>Cash</td>
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<td>Short-term investments</td>
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<td>Pledges receivable</td>
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<td>Other assets</td>
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<td>71</td>
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<td><strong>TOTAL CURRENT ASSETS</strong></td>
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<td>Investments</td>
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<td>Pledges receivable, net</td>
<td>6,962</td>
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<td>Notes receivable</td>
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<td>Other assets</td>
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<td>25</td>
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<tr>
<td>Furniture and equipment, net of accumulated depreciation of $1,448 and $1,063 in 2010 and 2009, respectively</td>
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<td>2,335</td>
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<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>$58,122</td>
<td>$37,486</td>
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| LIABILITIES AND NET ASSETS | (in thousands) | |
|--------------------------|----------------|
| **CURRENT LIABILITIES** | FY2010 | FY2009 |
| Accounts payable and accrued expenses | $9,656 | $7,312 |
| Deferred revenue | 645 | 97 |
| Current portion of loan payable and other obligations | 317 | 78 |
| Current portion of leases payable | 152 | 71 |
| **TOTAL CURRENT LIABILITIES** | 10,770 | 7,558 |
| Loan payable | 2,125 | — |
| Leases payable | 1,986 | 2,138 |
| Other obligations | 341 | 537 |
| **TOTAL LIABILITIES** | 15,222 | 10,233 |

<table>
<thead>
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<th>NET ASSETS</th>
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<td>Unrestricted</td>
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<tr>
<td>Temporarily restricted</td>
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<td>Permanently restricted</td>
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<td><strong>TOTAL NET ASSETS</strong></td>
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Statement of Functional Expenses

Year ended June 30, 2010

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<th>MEMBER SERVICES</th>
<th>FOOD PROCUREMENT</th>
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<td>Benefits and taxes</td>
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<td>1,515</td>
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<td><strong>TOTAL SALARIES AND RELATED EXPENSES</strong></td>
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<td>Professional services and fees</td>
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<td>6,071</td>
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<td>127</td>
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<td>667,203</td>
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**PERCENT OF TOTAL EXPENSES**

- Member Services 5.44%
- Food Procurement 89.07%
- Public Awareness and Education 0.75%
- Public Programs and Policy 0.53%
- Research and Analysis 0.29%
- Management and General 1.32%
- Fund Development 2.59%
### 2010 FINANCIALS

The full set of statements and notes is available at www.feedingamerica.org. A printed copy may be obtained upon request.

#### SUPPORTING SERVICES

<table>
<thead>
<tr>
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<th>Public Programs and Policy</th>
<th>Research and Analysis</th>
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<td>2,043</td>
<td>678,323</td>
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</table>

#### Management and General Fund Development Total Supporting Services Total Expenses

| $ 4,102                      | 3,434                     | 7,536                 | 17,267                 |
| 1,048                        | 796                       | 1,844                 | 4,048                  |
| 5,150                        | 4,230                     | 9,380                 | 21,315                 |
| 2,413                        | 3,352                     | 5,765                 | 15,404                 |
| 140                          | 2                         | 142                   | 170                    |
| 60                           | 50                        | 110                   | 346                    |
| 201                          | 87                        | 288                   | 495                    |
| 56                           | 24                        | 80                    | 145                    |
| 25                           | 3,395                     | 3,420                 | 3,462                  |
| —                            | —                         | —                     | —                      |
| 105                          | 545                       | 1,441                 |                        |
| 12                           | 10                        | 22                    | 78                     |
| 60                           | 41                        | 101                   | 470                    |
| 44                           | 5,862                     | 5,906                 | 6,467                  |
| 335                          | 305                       | 640                   | 2,622                  |
| 22                           | 5                         | 27                    | 284                    |
| 14                           | 4                         | 18                    | 434                    |
| 89                           | 17                        | 106                   | 113                    |
| 117                          | 124                       | 241                   | 554                    |
| 9,060                        | 18,269                    | 27,329                | 121,899                |
| 276                          | 14                        | 290                   | 584,043                |
| $ 9,336                      | 18,283                    | 27,619                | $ 705,942              |
Statement of Activities

As of June 30, 2010 and June 30, 2009

OPERATING ACTIVITIES

Public Support and Revenue

<table>
<thead>
<tr>
<th>PUBLIC SUPPORT</th>
<th>UNRESTRICTED</th>
<th>TEMPORARILY RESTRICTED</th>
<th>PERMANENTLY RESTRICTED</th>
<th>TOTAL</th>
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<td>Individual contributions</td>
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<td>—</td>
<td>584,043</td>
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<tr>
<td><strong>TOTAL PUBLIC SUPPORT</strong></td>
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Revenue

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<tr>
<td>Other revenue</td>
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<td>—</td>
<td>—</td>
<td>589</td>
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<tr>
<td>Food procurement revenue</td>
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Expenses

Program Services

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<td>38,430</td>
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<tr>
<td>Food procurement</td>
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<td>—</td>
<td>—</td>
<td>628,773</td>
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<tr>
<td>Public awareness and education</td>
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<td>Public programs and policy</td>
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Supporting Services

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Increase (Decrease) in Net Assets as a Result of Operations

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<th>TOTAL</th>
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<td>(193)</td>
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<td>(252)</td>
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<td>—</td>
<td>(628)</td>
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<tr>
<td>Loss on disposition of furniture and equipment</td>
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<td>$ 42,900</td>
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The full set of statements and notes is available at www.feedingamerica.org.
A printed copy may be obtained upon request.

## 2010 FINANCIALS

### Statement of activities

As of June 30, 2010 and June 30, 2009

#### OPERATING ACTIVITIES

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#### REVENUe

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#### expenses

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<td>Public programs and policy</td>
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#### increase (decrease) in net assets as a result of operations

<table>
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#### NONOPERATING ACTIVITIES

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<td>(33,860)</td>
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<td>628</td>
</tr>
<tr>
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<td>654</td>
<td>-</td>
<td>-</td>
<td>(448)</td>
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<tr>
<td></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>(203)</td>
</tr>
<tr>
<td></td>
<td>(11)</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>3,445</td>
<td>11,487</td>
<td>9</td>
<td>(16,632)</td>
</tr>
<tr>
<td></td>
<td>14,932</td>
<td>10,894</td>
<td>1,427</td>
<td>27,253</td>
</tr>
</tbody>
</table>
**Statement of Cash Flows**

As of June 30, 2010 and June 30, 2009

**CASH FLOWS FROM OPERATING ACTIVITIES**

<table>
<thead>
<tr>
<th>FY2010</th>
<th>FY2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CHANGE IN NET ASSETS</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Adjustments to reconcile change in net assets to</strong></td>
<td></td>
</tr>
<tr>
<td><strong>net cash provided by (used in) operating activities</strong></td>
<td></td>
</tr>
<tr>
<td>Depreciation</td>
<td>$554</td>
</tr>
<tr>
<td>Provision for uncollectible notes receivable</td>
<td>$212</td>
</tr>
<tr>
<td>Deferred lease obligation</td>
<td>$(71)</td>
</tr>
<tr>
<td>Net (gain) loss on investments</td>
<td>$1,339</td>
</tr>
<tr>
<td>Net loss on disposition of furniture and equipment</td>
<td>2</td>
</tr>
<tr>
<td>Contributions designated for long-term investment</td>
<td>$(1,480)</td>
</tr>
<tr>
<td><strong>Changes in operating assets and liabilities:</strong></td>
<td></td>
</tr>
<tr>
<td>Pledges receivable</td>
<td>$(17,770)</td>
</tr>
<tr>
<td>Accounts receivable and other assets</td>
<td>$(2,194)</td>
</tr>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$2,344</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>$548</td>
</tr>
<tr>
<td>Other obligations</td>
<td>$(214)</td>
</tr>
<tr>
<td><strong>NET CASH PROVIDED BY (USED IN) OPERATING ACTIVITIES</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$(3,761)</td>
</tr>
</tbody>
</table>

**CASH FLOWS FROM INVESTING ACTIVITIES**

<table>
<thead>
<tr>
<th>FY2010</th>
<th>FY2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Purchase of investments</strong></td>
<td>$19,061</td>
</tr>
<tr>
<td>Sale or maturity of investments</td>
<td>$29,928</td>
</tr>
<tr>
<td>Acquisition of furniture and equipment</td>
<td>$(84)</td>
</tr>
<tr>
<td>Issuance of notes receivable to members</td>
<td>$(2,469)</td>
</tr>
<tr>
<td>Notes receivable repayments</td>
<td>$353</td>
</tr>
<tr>
<td><strong>NET CASH PROVIDED BY (USED IN) INVESTING ACTIVITIES</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$8,667</td>
</tr>
</tbody>
</table>

**CASH FLOWS FROM FINANCING ACTIVITIES**

<table>
<thead>
<tr>
<th>FY2010</th>
<th>FY2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proceeds from issuance of loan payable</td>
<td>$2,500</td>
</tr>
<tr>
<td>Repayment of loan payable</td>
<td>$(125)</td>
</tr>
<tr>
<td>Contributions designated for long-term investment</td>
<td>$1,480</td>
</tr>
<tr>
<td><strong>NET CASH PROVIDED BY FINANCING ACTIVITIES</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$3,855</td>
</tr>
<tr>
<td><strong>NET INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$8,761</td>
</tr>
<tr>
<td><strong>CASH AT BEGINNING OF YEAR</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$3,667</td>
</tr>
<tr>
<td><strong>CASH AT END OF YEAR</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$12,428</td>
</tr>
</tbody>
</table>
Acknowledgments

Every effort was made to ensure the accuracy of the annual report. We would appreciate notification of any errors or omissions in order to correct our records. Please contact Rose Dalba, Vice President of Donor Stewardship & Communication, at rdalba@feedingamerica.org or 312.641.5660.

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