

# Your Investments in Action

Spring 2018  
Impact Report



  
**FEEDING**  
**AMERICA**

**A LETTER FROM  
OUR PRESIDENT**

## HELPING PEOPLE AND THE PLANET

In recognition of Earth Day, Feeding America is raising awareness of the huge problems of hunger and food waste in our country. Every year, billions of pounds of good food go to waste in landfills while millions go to bed hungry.



The good news is that concerned citizens like you are helping us change the world. Thanks to your support, the Feeding America nationwide network of food banks is playing a leading role in food rescue in the United States. We develop creative ways of accessing food donations from hundreds of partners. We work hard to deliver this food to our neighbors who need it most. And we unite thought leaders committed to food rescue, catalyzing greater partnership and innovation.

Every gift matters because it allows us to do more. Your dedication to Feeding America is critically important, enabling food banks across the nation to provide healthy meals to struggling children, parents and seniors. Thank you for helping us protect the environment and nourish communities in need.

Kind regards,

A handwritten signature in black ink that reads "Matthew M. Knott".

Matt Knott  
President  
Feeding America

## BECAUSE OF YOU, WE SERVE STRUGGLING SENIORS LIKE VICKIE

“My husband spent about 18 months in and out of the hospital before he passed away. On top of that, we had two granddaughters in the house for two and a half years. We worked hard when we were young, but his medical bills just wiped out anything extra.

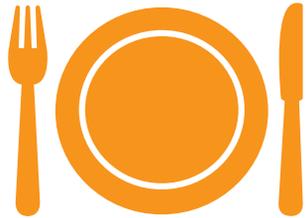
In the last year and a half of my husband’s life, taking care of him was the priority. I kind of put myself on the back-burner, and now I’m trying to play catch-up. But I’m too young to qualify for widow’s benefits, so I try to pay the important things and juggle the other stuff. I supplement my small pension by working, but sometimes I have to let a payment go for a couple months and play catch-up later. I’ve always been a frugal shopper—I keep a garden, search for markdowns and accept meat from hunters in my neighborhood. It’s a humbling experience, but the food pantry has been a big help.”

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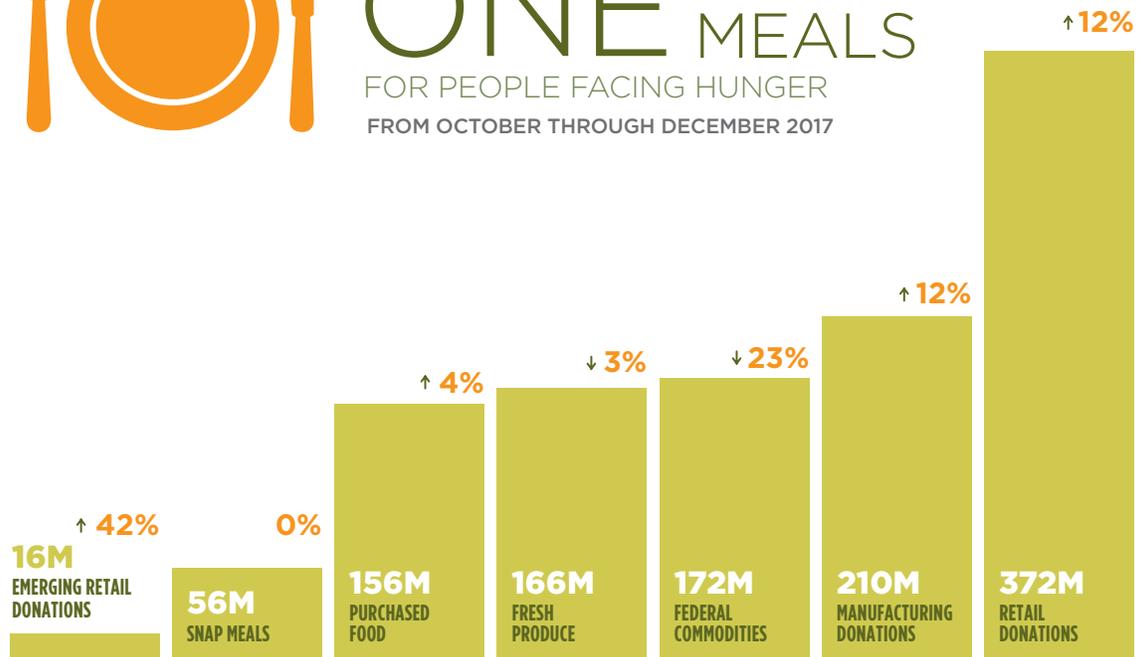
“It’s a humbling experience,  
but the food pantry has  
been a big help.”



Vickie has always put her family first. Now a widow, it’s tough for her to make ends meet even though she doesn’t waste anything. Your kindness is helping her stay strong.



YOU HELPED PROVIDE MORE THAN  
**ONE BILLION** MEALS  
 FOR PEOPLE FACING HUNGER  
 FROM OCTOBER THROUGH DECEMBER 2017



Meals by source are compared to the same quarter last year.  
 A meal from Feeding America is 1.2 pounds of product, based on USDA guidelines.

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

<b>EMERGING RETAIL DONATIONS</b> Donations from restaurants, hotels and convenience stores.	<b>SNAP MEALS</b> SNAP (Supplemental Nutrition Assistance Program) meals enabled by our SNAP referral and application assistance programs.	<b>PURCHASED FOOD</b> Groceries bought from manufacturers and distributors to fill donation gaps.	<b>FRESH PRODUCE</b> Donations from farmers and growers.
<b>FEDERAL COMMODITIES</b> Food provided by government programs.	<b>MANUFACTURING DONATIONS</b> Donations provided by manufacturing companies.	<b>RETAIL DONATIONS</b> Donations provided by grocery and retail companies.	



### DID YOU KNOW?

**72 BILLION POUNDS** OF FOOD IS LOST IN AMERICA EACH YEAR, NOT INCLUDING WASTE AT HOME

# THE IMPACT OF YOUR GENEROSITY

We are pushing forward on all fronts at Feeding America, and you are the hero in the story. In recent months, we have won legislative battles for our neighbors in need and developed more sustainable and effective ways of pursuing our mission. We are enhancing our outreach to struggling families, and we have you to thank for our success. You are among an exceptional group of people committed to alleviating hunger in America, and together we are creating a better world.



## THINKING CREATIVELY TO SOLVE SENIOR HUNGER

Feeding America convened food banks and nonprofit partners at the Senior Hunger Solutions Lab to develop strategies for making meals more accessible to seniors. At the event, participants discussed challenges and solutions identified through serving older Americans. These discussions helped shape the next steps of our senior hunger work, which will include testing new, innovative models for providing more seniors with the food they need to be healthy and strong.

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



## INCREASING EFFICIENCIES TO FEED MORE PEOPLE

Feeding America and Southface are working together to save energy, water and money with support from The JPB Foundation. The partnership with Southface has already enabled three network members—East Texas Food Bank, St. Louis Area Foodbank and West Alabama Food Bank—to install high-performance LED lighting, web-based thermostats and other improvements in their facilities. These enhancements are reducing food bank utility costs, so they can direct more of their dollars toward serving their communities.



Thanks to caring supporters like you, Feeding America has increased the amount of food that we rescue annually by more than 120% over the past ten years.



## IMPROVING OUR OUTREACH WITH DATA

Feeding America is helping food banks leverage data so they can do even more to understand and fight hunger in their communities. We recently rolled out a tailored framework and comprehensive set of tools that network members can use to start or improve electronic data capture programs. These programs use software to responsibly collect information from people facing hunger, helping food banks make more informed decisions. We plan to continue supporting the network's efforts to use data to better reach families in need.

*Feeding America is grateful to the Laura and John Arnold Foundation for its generous support for this initiative.*



## SUPPORTING HURRICANE SURVIVORS

When disaster strikes, Feeding America is ready to help. Our staff help food banks prepare for disasters before they hit, offer relief to victims in the midst of a catastrophe and help rebuild lives and communities from the rubble. As part of aiding with recovery efforts, we advocate for federal funding that will offer food assistance to struggling families as they heal and push forward. Following Hurricanes Harvey, Irma and Maria, we reached out to Congress to request disaster funding, and recently, \$24 million in additional support was granted. We will partner with government agencies to ensure that this funding puts food on the table in communities with the most acute need for meals.

# WHY OUR SUPPORTERS GIVE MONTHLY TO FEEDING AMERICA

*"If I make a commitment to support somebody then I want to do it as best as I can. And putting it on a monthly payment...makes it easy for me and makes it predictable for Feeding America." — Chris Roop*

*"I like to know our donation is being used in an efficient way to do the most good. Hunger is a first priority for those in need." — Jon Monday*

Thousands of people have committed to become monthly donors to Feeding America. They provide support that we know we can count on when planning future hunger-fighting initiatives. Plus, it's a convenient, automatic and budget-friendly way to help our neighbors in need.

## GIVE MONTHLY AND FIGHT HUNGER ALL YEAR.

To learn more, visit [supportfeedingamerica.org/monthly](http://supportfeedingamerica.org/monthly).



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

Because of our celebrity and corporate supporters, many people don't have to face today with an empty stomach. We work closely with our partners to develop impactful campaigns that help provide nutritious meals across the nation.



General Mills' Outnumber Hunger campaign secured nearly 6.5 million meals to fight hunger in local communities with support from Thomas Rhett and other Big Machine Label Group artists.



In February, Food Lion's Shop & Earn rewards program helped channel 1 million meals to local food banks to support people facing hunger.



ACN's third annual Project Feeding Kids campaign concluded in March, raising more than 1 million meals to help children and families facing hunger.



Sam's Club helped provide many meals to people in need through the Meals From Members campaign thanks to its members, General Mills, Westrock Coffee Company and Nature Nate's.



Produce for Kids provides nutrition education to families and supports Feeding America. Their Power Your Lunchbox Promise campaign donated nearly 450,000 meals to families in need and encouraged parents to pack healthier lunchboxes.

# YOU ARE HELPING US MEET THE NEED AND END HUNGER



Chef Tim Ma of Kyrisan, a critically-acclaimed restaurant in Washington, D.C., spoke at the Food Rescue Summit. Your support helps us convene key influencers to rescue food and fight hunger.

## FOSTERING COLLABORATION AND IMPACT

At Feeding America's third Food Rescue Summit, more than 200 leaders gathered to explore strategies for rescuing food from going to waste to alleviate hunger. Author Jonathan Bloom, chef Tim Ma and many other thought leaders spoke about topics including food industry innovation, food policy opportunities, challenges to rescuing more food and best practices for creating food rescue advocates across generations.

*Special thanks to MGM Resorts International and The Kroger Co. for making this event possible.*

## INSPIRING HEARTS AND MINDS

Feeding America's new public service advertisement (PSA) campaign, called "Stories of Hidden Hunger," exposes the truth about the hidden problem of hunger in the United States. Created in partnership with the Ad Council, the campaign seeks to overcome misconceptions and biases about hunger in America by demonstrating that it can affect people from all walks of life. The PSAs are reaching people via television, web, radio, print publications and outdoor venues such as billboards and bus stop signage.



With your help, we are growing the anti-hunger movement. To see one of our new PSAs and share it on social media, visit [FeedingAmerica.org/storyofhunger](https://FeedingAmerica.org/storyofhunger).

# CONCLUSION

None of the people we serve have asked for difficult times. But each one of us can do something to help ease the pain they feel. Feeding America is able to rescue food from going to waste and provide it to struggling families because of generous supporters like you. Your gifts make it possible for families in need to enjoy healthy meals together. Thank you for helping us protect the planet and deliver groceries to people in need.

## WAYS TO ENGAGE

**1** Interested in learning more about hunger in your community? Visit [map.feedingamerica.org](http://map.feedingamerica.org) on May 2 to check out *Map the Meal Gap 2018*, our latest research on food insecurity rates and food cost information for every county in America.

**2** There are many ways that you can help struggling families in your hometown. April is National Volunteer Month—a great time to [find your local food bank](#) and [pledge to volunteer](#).

**3** When school is out, millions of children can no longer rely on free or reduced-price meal programs to get the food they need. Join Feeding America as we help provide healthy meals to kids at risk of hunger this summer.



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*Feeding America is a nationwide network of food banks that feeds more than 46 million people through food pantries and meal programs in communities across America and leads the nation in the fight against hunger.*

**Support Feeding America and help solve hunger.  
Donate. Volunteer. Advocate. Educate.**