



Your Investments in Action
Spring 2017 Impact Report

YOUR GIFTS EMPOWER FEEDING AMERICA TO ACHIEVE GREATER IMPACT

With your generous support, the Feeding America network provides food and groceries to 46 million people each year, including 12 million children. Providing meals is critically important, yet you have helped us enhance our work so we are able to accomplish even more. We have developed new ways of sourcing a wider variety of nutritious foods. We have also devised creative strategies for offering impactful nutrition education in addition to groceries. Our recent work demonstrates how you enable us to provide meals and so much more.

During National Nutrition Month® in March, Feeding America highlighted how we help families facing hunger receive both healthy food and nutrition education. We shared with the public that 69% of the food that the network receives is classified by Feeding America as *Foods to Encourage*, or food that promotes good health, such as fruits, vegetables, dairy, whole grains and proteins. We also shed light on how food banks provide nutrition education through leveraging nutrition resources from Feeding America and offering programs that include [cooking demonstrations](#), [healthy food samples](#) and much more. You help us provide nutrients to many people—including millions of children, who need nourishing meals and nutrition education to keep up with their classmates on the playground and in the classroom.

In April, Feeding America is celebrating Earth Day by sharing how we divert good food away from landfills and instead provide it to people in need. As the largest food-rescue organization in the nation, Feeding America rescues billions of meals from a broad range of food-related businesses every year. And thanks to you, we are investing in pioneering approaches to food rescue, including [building new partnerships](#) that will achieve significant scale and [expanding new technologies](#) that will unlock more meals.

Providing nutrition education and preventing food waste help us maximize our positive impact on the 1 in 8 people in our country who struggle with hunger. Thank you for joining us as we meet the need for meals in America while also seeking to enhance our work. Together, we can provide families facing hunger with the tools they need to reach for success.

Kind regards,



Diana Aviv
Chief Executive Officer
Feeding America



YOU'RE HELPING US SERVE VETERANS LIKE HAROLD

On Memorial Day, Feeding America will honor the men and women who gave their lives for our country, while also recognizing the service of all veterans—including people like Harold. Tragically, Harold's service to his country resulted in an injury and depression so severe that he lost his steady job. These challenges eventually led his family to lose their home and their savings. Harold earned veteran benefits through his time in the military, but they took a long time to come in. At one point, his family had to dig through their dresser drawers to try to come up with enough money for groceries. Thankfully, they learned about their local food pantry, served by a Feeding America food bank, and received help immediately. Today, Harold volunteers at his local food pantry three days a week. "Living is not enough; you've still got to have something to live for," says Harold. "I am helping others, just like my family was helped when we needed it most."



Harold faced challenges after his military service that impacted his whole family. Your kindness has helped him recover and begin helping others.

FEEDING AMERICA BY THE NUMBERS

MEALS BY SOURCE FROM OCTOBER THROUGH DECEMBER 2016

With your support, Feeding America sourced more than 1 billion meals for people in need in the second quarter of fiscal year 2017, 4% more meals compared to the same quarter last year.



*Prepared meal providers such as restaurants, hotels and convenience stores.
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.

**MORE THAN HALF
OF ALL**

AGENCIES THAT OPERATE FOOD PANTRIES AND MEAL PROGRAMS IN THE FEEDING AMERICA NETWORK RELY ENTIRELY ON VOLUNTEERS.

PLEDGE TO VOLUNTEER TO HELP PROVIDE FOOD TO YOUR NEIGHBORS IN NEED.



THANKS TO YOU, FEEDING AMERICA IS MEETING THE NEED AND ENDING HUNGER

Every day, your support helps Feeding America do more. We help provide more nutritious food to children facing hunger by facilitating access to fresh produce. We develop more robust strategies for alleviating hunger by collaborating with top academic and research professionals to better understand the face of hunger. And we rescue more food from going to waste by working with food companies and sharing our food rescue expertise with partners. Read the updates below to learn more about our recent innovations and achievements, which were fueled by your commitment to our mission.



Feeding America helps provide not only healthy food but also nutrition education and resources. During March, National Nutrition Month®, we released a new report that was developed in partnership with the Center for Health Law Policy & Innovation at Harvard Law School, [*Food Banks as Partners in Health Promotion: How HIPAA and Concerns about Protecting Patient Information Affect Your Partnership*](#). The report highlights important information that food banks need to know about HIPAA (Health Insurance Portability and Accountability Act) regulations to responsibly and effectively collaborate with health care organizations in their communities to address hunger and health. We also launched [*HungerandHealth.org*](#) to educate, connect and engage people interested in learning more about hunger, nutrition and health.



In January, Feeding America convened a gathering of the [*Technical Advisory Group \(TAG\)*](#), a team of academic and research professionals that review and provide ongoing feedback on Feeding America research projects in order to ensure our ability to deliver the highest quality information to the network. Members of the TAG play a critical role, providing valuable insights and collaborating with Feeding America on key research projects and initiatives. At the meeting in January, the TAG provided guidance on the development of Feeding America's Strategic Research Agenda, which will serve as a roadmap for prioritizing and addressing the research questions that are most important to meeting our goals and fulfilling our mission, while aligning our resources to maximize impact.



In America, 1 in 6 children face hunger. With your support, Feeding America provides children in need with nutritious food in locations where they gather, such as public playgrounds.



Fresh fruits and vegetables are critically important to a healthy diet, yet research shows that people with the lowest incomes are the least likely to purchase fresh produce. Additionally, because produce is seasonal and perishable, it is challenging for food banks to consistently offer it to people in need.

Feeding America is developing creative ways of sourcing more fresh produce, with the goal of doubling the number of meals provided through this healthy source by 2025. One of our strategies involves helping food banks establish regional cooperatives that centralize produce sourcing and distribution. Regional cooperatives help food banks that are close to one another pool their resources so they can source more produce of a wider variety at a lower cost than they could on their own. In 2016, Feeding America supported the launch of regional cooperatives in the Southwest and the Upper Midwest. The Southwest Regional Cooperative is providing all 21 Feeding America food banks across Texas with approximately 700,000 pounds of fresh produce per month. The Upper Midwest Regional Cooperative is sourcing approximately 600,000 pounds of produce each month for 15 member food banks across six states. This spring, new regional cooperatives will also start operating in the Mid-Atlantic and Southeast, providing food banks and the

people they serve in those regions with increased access to nutritious food.

We are grateful to Cargill for supporting the launch of the Mid-Atlantic Regional Cooperative.



No matter what happens in the world, you have the power to make a difference in the lives of others. This is the message that Feeding America promoted early in the new year while inviting the public to create positive change by pledging to volunteer at a local food bank. More than 5,000 people responded to Feeding America's call, and committed to give their time to help families facing hunger. These volunteers and many others across our nation are the fuel that drives the Feeding America network to reach 46 million people in need every year.

Feeding America is grateful to those who generously volunteer with Feeding America network members, including our partners at Allstate Insurance Company, Ameriprise Financial, Bank of America, Conagra Brands, Joy in Childhood Foundation, Nielsen, PepsiCo and Prudential, among many others.

DONOR SPOTLIGHT: WHY I SUPPORT FEEDING AMERICA

For Michelle Buelow, one impactful moment solidified her commitment to hunger relief. While sharing tangerines with first and second-graders, Michelle discovered that some of the children had never heard of the fruit. And before she could explain that the peel should be discarded, several students bit into them like apples. But then came the biggest surprise. "Some children chose to continue eating the rind because they were so hungry," said Michelle. "You cannot know that happens and not do something about it."

A mom-turned-entrepreneur, Michelle is a savvy businesswoman with a heart for people in need. She is the CEO of Bella Tunno, a baby and parenting accessories company. Michelle helped create the Buy One Give One Initiative, through which Bella Tunno donates one meal to Feeding America for every product sold. The initiative has helped provide more than 888,000 meals to children and their families.

Michelle is passionate about hunger relief, and she isn't alone in her commitment. Her husband Todd and two daughters are also deeply committed to helping their community fight hunger and other pressing social challenges. "The more we do, the more we want to do," Michelle said. "It hurts your heart to see children facing hunger."



BUILDING AWARENESS TO INCREASE ENGAGEMENT

Your generosity has helped Feeding America become the nation's largest domestic hunger-relief organization. Today, we not only provide more meals in our country than any other anti-hunger organization—we also lead the way in building impactful partnerships with celebrities and companies. These partnerships enable Feeding America to engage new audiences, helping us establish a growing community of supporters so we can help provide more meals across the nation.



Thanks to General Mills, Jennifer Nettles and other Big Machine Label Group artists, the 2016 Outnumber Hunger campaign helped provide more than 8.5 million meals for families facing hunger in communities nationwide.



Suave's Share the Beauty Buy One, Give One campaign was held exclusively at Walmart stores in January 2017 and resulted in a donation of 1 million bottles of shampoo to Feeding America. The local store events gave shoppers the opportunity to donate products to food banks in their communities.



Through its We Promise initiative, French's helped provide more than 11 million meals to people facing hunger through sales of specially-marked products. The campaign garnered more than 200 million impressions.



Camila Alves helped pack fresh produce at Second Harvest Food Bank of Orange County and donated an entire truckload of baby food from her organic baby food company Yummy Spoonfuls to the food bank.



Tony Robbins and Feeding America rang the [NASDAQ Opening Bell](#) on February 27 in celebration of the success of the 100 Million Meals Challenge in 2016 and the release of Tony's newest book, *Unshakeable*. Tony is donating all proceeds from the book to Feeding America.



Elizabeth Olsen helped serve 1,000 hot meals to children and their families at the holiday celebration of Para Los Niños, an organization served by the Los Angeles Regional Food Bank.



The success of the BoxLunch and Feeding America partnership is evident in the results from this past year, as BoxLunch had helped provide a total of 4 million meals to people facing hunger by the start of January 2017.



Priyanka Chopra helped serve dinner to 310 people in need at The Bowery Mission, an organization served by Food Bank For New York City.

ALLEVIATING HUNGER AND REDUCING FOOD WASTE

On Earth Day, April 22, Feeding America is highlighting how we help provide food to people facing hunger and at the same time rescue food from going to waste. Last year, we diverted 2.8 billion pounds of good food to families in need—food that may have otherwise gone to landfills, leading to increased greenhouse gas emissions.

As we look to the future, Feeding America is developing innovative ways of rescuing more meals. One of our most promising solutions is MealConnect, a web-based application that leverages Feeding America's unparalleled food safety expertise and food bank network to rescue small quantities of excess food. MealConnect has already facilitated the donation of 300 million pounds of food, and in April, we will open up the application to [any food-related business](#) interested in donating food.

Offering this free service nationwide will help a growing number of businesses avoid food waste while also enabling Feeding America to access a greater variety of nutritious foods for the people we serve.

We are also leveraging our expertise to bring together public, private and nonprofit organizations to rescue more food. In January, Feeding America was one of 12 organizations to launch [FurtherWithFood.org](#), an online repository for information and solutions to reduce food waste. In April, Feeding America also launched [FoodRescueHub.org](#) to provide food-rescue organizations with resources that will help them rescue more wholesome food for people struggling with hunger. Feeding America is committed to helping our country efficiently and safely rescue more food for our neighbors in need.

Special thanks to General Mills, Google.org and the Walmart Foundation for their generous support for MealConnect.



Many children do not get the nutrients they need, yet at the same time, billions of pounds of food are wasted each year. Your gifts have helped Feeding America rescue good food for children and families.

INFLUENCING POLICY BY TRAINING STRONG ADVOCATES

Feeding America trains and equips member food banks so they can effectively advocate for strong anti-hunger programs. Advocacy is a key component of our work because we believe that federal and state programs play a crucial role in alleviating hunger in America. Our advocacy takes many diverse forms, and includes an innovative program called the Advocacy Academy, which we developed in 2015 in partnership with the Congressional Management Foundation (CMF) to train and grow network food bank staff into national advocacy leaders.

Nearly 50 participants have graduated from two Advocacy Academy classes since the program began, and a third class began in March. According to research conducted after the most recent class graduated, 97 percent of congressional staff who the graduates met with reported that they were “very prepared” for their

advocacy meetings. By comparison, just 12 percent reported that the typical constituent is “very prepared.”

The Advocacy Academy is featured in *Citizen-Centric Advocacy: The Untapped Power of Constituent Engagement*, a new report released by CMF that explores the impact that citizens have on congressional decision-making. According to CMF research cited in the report, constituents have more influence on legislators' decision-making than other advocacy strategies. The report highlights how the Advocacy Academy helps people become advanced citizen advocates so they can tap into the potential impact they can have on their representatives.

Feeding America is grateful to The Angell Foundation for supporting our advocacy work.

CONCLUSION

Thanks to dedicated supporters like you, the Feeding America network serves every county in our nation. There are food pantries served by a Feeding America food bank in major urban centers, sparsely populated rural areas and everything in between. Your investments in Feeding America allow these food pantries to consistently provide food and groceries to the people they serve—from nutrient-rich milk to fresh produce to much-needed diapers. Thank you for your compassion—it helps prevent food waste and makes a world of difference for families doing everything they can to make ends meet.

COMING SOON:

Curious about food insecurity rates in your own county? Visit map.feedingamerica.org on May 4 when Feeding America is scheduled to release *Map the Meal Gap 2017*. You'll be able to explore updated local food insecurity and food cost data and read our latest annual research report.

During May, **Older Americans Month**, Feeding America raises awareness of senior hunger. Since 2001, food insecurity has more than doubled among seniors age 60 and older. To help address senior hunger, Feeding America provides meals to 7 million seniors each year. Share a #SolveSeniorHunger photo on social media to join the movement!

Summer is just around the corner. Sadly, when schools close their doors for the summer, children who qualify for free or reduced-price school meals suddenly have to go without. Millions of children will be on the brink of hunger this summer, but your family can do something and Feeding America is here to help. Learn more at FeedingAmerica.org.



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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.**