



# Feeding America

## Donor Impact Report

### SUMMER 2015

TOGETHER WE'RE **FEEDING**<sup>®</sup> AMERICA

# FEEDING FAMILIES AND ENGAGING THE NATION

July is here, bringing warm breezes and sunny skies. It is in July that Feeding America begins a new fiscal year—a time to reflect on the many ways our partners have helped advance our mission to end hunger and look forward to the ways we will come together to reach even more people in need.

For the 46 million people we serve, even the nicest of summer days cannot mask the feeling of hunger, especially for children who need fuel to play and grow. Each year, nearly 22 million children receive free or reduced-price meals through the National School Lunch program. Yet the majority of those children, four out of five, lose access to those meals as public schools close for the summer months.

Across the country, at day camps, libraries, playgrounds and parks, Feeding America is meeting the need. Thanks to your support, last summer our network sponsored more than 3,200 Summer Food Service Program sites to help feed children at risk of hunger. Because of your continued partnership, we will be able to do even more this year.



In these pages you will read about Deb, who faces the challenge of providing her four grandchildren with the additional meals they need in the summer. And you'll learn about our efforts in Washington to influence child-hunger policies as well as the USDA's outreach to Feeding America food banks to better understand their experience operating summer meal programs.

Summer brings a time of transition for Feeding America leadership. With gratitude we extend good wishes to Bob Aiken, former CEO, whose strong leadership enabled the Feeding America network to achieve our goal of distributing 3.6 billion meals to individuals in need; distribute nearly \$40 million in grants to our network members this year alone; and reach an all-time high brand awareness of 45 percent among a national audience of charitable givers.

Looking ahead, we are excited that Diana Aviv will be joining Feeding America as our new CEO effective October 1. Currently President and CEO of Independent Sector, she has led non-profit organizations in their efforts to serve low income and vulnerable people in the U.S. for more than 30 years and brings a proven ability to create collaboration among groups of all kinds.

With confidence, we move into a new fiscal year set on course to achieve our bold, strategic goals. Your partnership is key to our success as we work to feed more families, engage our nation in the fight to end hunger and create lasting impact by helping to stabilize the lives of the people we serve.

Thank you for all you do. Together, we can solve hunger.

Sincerely,

A handwritten signature in blue ink that reads "Leah Ray".

Leah Ray

Senior Vice President of Development  
Feeding America

# THE FOOD BANK HELPS DEB MAKE ENDS MEET IN THE SUMMER MONTHS

I began raising my four granddaughters a few years ago, after my son passed away. All of a sudden, I found myself with children again. The circumstances were tragic, but it's been a blessing to have them around.

It has put an unexpected strain on our budget, though. My husband is a truck driver, and while he works full time, he can't put in the miles like he used to. We weren't financially prepared to raise four grandkids in our senior years, so we pinch our pennies to put food on the table.

It's particularly hard for us to make ends meet in the summer. During the school year the girls get free breakfast and lunch at school—but in the summer we struggle to come up with the extra meals. I do my best—we garden, hunt, pick berries and can food—but still, without this summer feeding program, I don't know what we would do.

The people who run this program are doing a good thing for our community. My family might not always need help, but I'm sure that someone else here will.

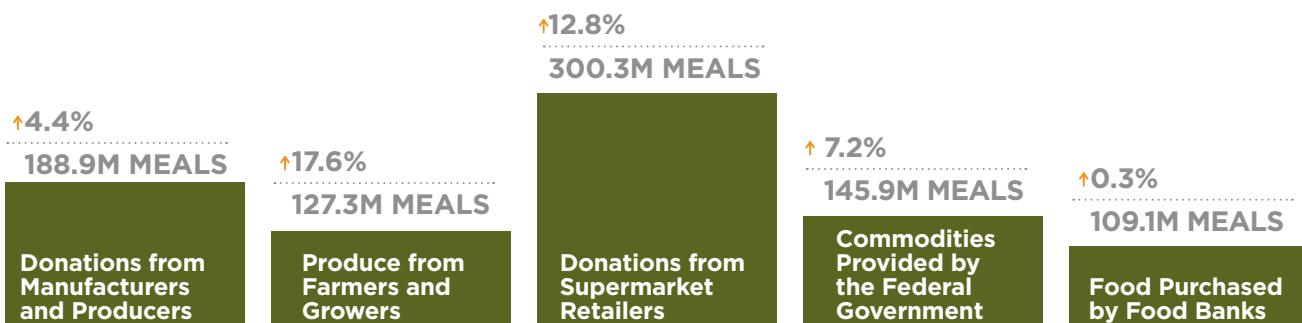


Gleaners Food Bank in Indianapolis, Indiana, provides free lunches to kids through a variety of summer feeding programs—including the “Summer Meals for Kids” program Deb’s granddaughters attend in North Vernon, Indiana.

## FEEDING AMERICA BY THE NUMBERS

### MEALS BY SOURCE FROM JANUARY THROUGH MARCH 2015

With your support, Feeding America sourced 871.5 million meals for Americans in need in the third quarter of fiscal year 2015, 8.9 percent more meals compared to the same quarter last year.



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.

### FOODS TO ENCOURAGE



Of the nearly 4.1 billion pounds of groceries Feeding America distributed in 2014, 67.8 percent, or 2.8 billion pounds, were categorized as Foods to Encourage.\*



Of all Foods to Encourage, 38.9 percent, or 1.1 billion pounds, was produce.



According to *Hunger in America 2014*, of all client households with children, 54% would like to receive more fresh produce from their local food pantry.

\*Feeding America's approach to estimate the nutritional contributions of food categories in food banks' inventories.

# FEED, LEAD AND STRENGTHEN: STRATEGIC ACTION HIGHLIGHTS

With your support we will continue to feed our nation's hungry, lead the movement for a hunger-free America and strengthen our network of food banks and agencies to feed more people struggling with hunger.

## FEEDING THE NATION



In July, Feeding America introduced the Produce Matchmaker, a new supply and demand matching platform intended to better connect members with donors of produce. Increasing speed to market for millions of pounds of nutritious fruits and vegetables, this new system will enable the Feeding America network of food banks to increase the sourcing and distribution of fruits and vegetables to the equivalent of 1.7 billion meals of produce by 2025.

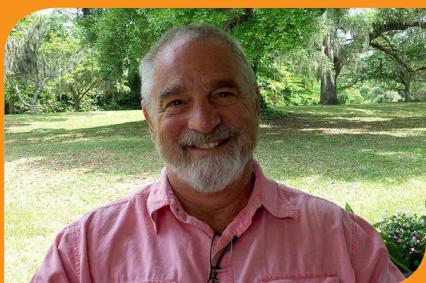
*Feeding America is particularly grateful to all of the donors that contributed to our produce strategy this fiscal year, including General Mills Foundation, Mondelēz International, the Nationwide Foundation, the Kraft Foods Group Foundation, The Walt Disney Company and the Walmart Foundation.*



Hurricanes, tornadoes, blizzards, floods, fire – disasters strike throughout the year. From strategically staging emergency food boxes at food banks in commonly affected areas to speaking at national conferences focused on disaster, the Feeding America network is a leader in disaster preparedness, response and recovery. In June, the Feeding America network provided much needed relief to victims of flooding in Texas, moving 2,500 disaster packs, food and cleaning supplies to people in need.

*Feeding America is grateful to all of our disaster-relief partners, including Abbott, Allstate Insurance Company and The Allstate Foundation, AmeriCares, Kellogg Company, Lipsey Logistics Worldwide LLC, Margaret A. Cargill Foundation, Pinnacle Foods and The Sun Products Corporation.*

## SPOTLIGHT: WHY I SUPPORT FEEDING AMERICA



Giving back is an integral part of Robert Andrew's life. Retired now at 66, this Massachusetts native enjoys many activities including gardening and volunteering.

A monthly giver to Feeding America, Mr. Andrews began donating in 1998 after receiving a brochure in the mail. "I investigated and found that Feeding America was a very efficient organization with great ratings." It was important to Mr. Andrews that Feeding America would, in his words, "Steward my money well to serve people."

He continued, "I give to organizations that sustain human life. Giving food fulfills a need and lets people accomplish things in life. Good food helps children do better in school and grow properly, parents can work better and accomplish more. Food is essential to have a good quality of life."

As with many people, Mr. Andrews is astonished at the impact of his donations exclaiming, "What is amazing is that for a small amount of money, Feeding America can feed so many!"

We thank Mr. Andrews for his generosity and support. One person, one gift, one meal—multiplied many times over—brings not only food but hope to the 46 million people served each year by the Feeding America network.

We invite you to join Mr. Andrews, and others like him, who are providing hope today. To learn more about the various ways to support Feeding America, visit [FeedingAmerica.org/give](http://FeedingAmerica.org/give).

## LEADING THE MOVEMENT



Feeding America strives to educate Congress about the need to strengthen and protect federal programs that feed children and their families. To that end, our advocacy staff held briefings on summer feeding programs with House and Senate staff and the Senate Agriculture Committee and testified before the House Agriculture Committee and at the USDA Hunger Commission hearings on summer child hunger, SNAP and other federal programs. Thanks to partners that support our advocacy efforts, Feeding America also provided our first ever member grants for advocacy and launched an advocacy training program with the Congressional Management Foundation whereby network members will learn the skills needed to become professional-level advocates. Feeding America was also profiled by the National Journal for our Advocacy Index measurement — a food bank advocacy assessment tool — highlighting it as a best practice in the field of government relations.



The Feeding America network provides food to millions of older Americans in need each year. Because of challenges like decreased mobility, fixed incomes, health issues, or specific dietary needs, older adults are particularly

vulnerable to food insecurity. Based on data from *Hunger in America 2014*, the report titled **Baby Boomers and Beyond: Facing Hunger After Fifty**, released July 9, provides a close look at the 13 million adults age 50 and older, and their households, who use the Feeding America network. The data will help educate service providers, advocates, policymakers and others about the circumstances faced by many low-income older adults.

*We are grateful to the AARP Foundation for providing funding for this important research.*



In cooperation with Harvard Law School's Center for Health Law Policy and Innovation, Feeding America created a report called **Food Banks as Partners in Health Promotion**,

outlining partnership opportunities for food banks resulting from the Affordable Care Act. The report, released earlier this month, is designed to provide food banks with a better understanding of changes in the healthcare landscape and the resulting opportunities for partnerships to support community health efforts.

*Support for this project was made possible by the Bristol-Myers Squibb Foundation.*

## STRENGTHENING THE SYSTEM



Thanks to generous support from donors, Feeding America was able to provide members with nearly \$40 million in grant funding during fiscal year 2015. These grants support a variety of food bank initiatives to improve and expand the sourcing and distribution of food and implement strategic initiatives including retail store donation, produce sourcing, child hunger programs, SNAP outreach, advocacy and food safety. Feeding America has also continued to pilot a new Grants Management System, making the Feeding America member grant funding process more efficient.



In April, more than 300 Feeding America network food bank executives and local board members attended the 2015 Spring Network Leadership Conference held in

Scottsdale, Arizona. Topics included solutions to strategic challenges, maximizing our produce opportunity, and charting the course for the Feeding America long-range strategic plan. Inspiring speakers included David Beckmann, President of Bread for the World.



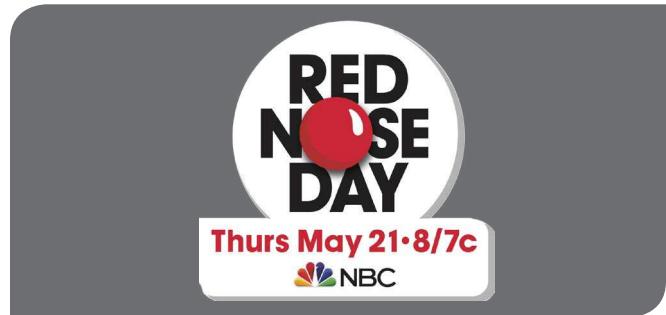
Feeding America network staff joined USDA's Food and Nutrition Services Administrator, Audrey Rowe, on a call to learn more about food bank staff experiences with operating afterschool and summer meal programs. USDA staff also shared current initiatives that will strengthen participation in the two programs. Feeding America recommended that more options be created in order to deliver food to children who are not able to reach a summer feeding site.

# BUILDING AWARENESS TO INCREASE ENGAGEMENT

It was a busy spring and you may have seen the Feeding America name in your local media, neighborhood store or mailbox. From raising awareness to collecting food, we thank our partners who amplified the message of hunger and brought millions of meals to Americans in need.



Nick Cannon supported **Walmart's 2015 Fight Hunger. Spark Change. campaign** which raised \$10.7 million from Walmart, their customers and suppliers including Campbell Soup Company, ConAgra Foods, General Mills, Kellogg Company, Kraft Foods Group and Unilever.



Red Nose Day, a campaign dedicated to raising money for youth in poverty through entertainment, debuted in America on May 21 and **raised more than \$21 million** for organizations including Feeding America.



Feeding America, General Mills and Big Machine Label Group's Outnumber Hunger campaign concert, featuring Reba McEntire and other artists, garnered more than **12 million impressions**, with placements in top media outlets.



Hunter Hayes and the Academy of Country Music Awards partnered with ConAgra Foods' annual Child Hunger Ends Here campaign, aiming to **donate 3 million meals** to Feeding America.



Land O'Lakes' third annual Pin A Meal, Give A Meal campaign secured **3.5 million meals** for Feeding America and involved a partnership with the Pioneer Woman, Ree Drummond.



Feeding America, in partnership with the Ad Council and celebrities Scarlett Johansson and Jeremy Renner, launched **new public service announcements** designed to raise awareness about child hunger in America.



Carla Hall of ABC's "The Chew" promoted Stamp Out Hunger, the National Association of Letter Carriers' annual food drive and the largest single-day food drive in the nation. This year, **180,000 letter carriers collected more than 70 million pounds of donated food.**



During June Dairy Month, The Great American Milk Drive hosted "The Mooovement," a digital milk drive that **raised 4,000 gallons of milk for families**.

Feeding America is also grateful for the following new cause marketing partners—IKEA US, Outshine and Panda Express—who helped raise funds and awareness during the summer months.

# THE CHRISTOPHER SOCIETY

*The Christopher Society* recognizes individuals and small businesses for giving increased gifts from \$5,000 to \$99,999 this fiscal year. These donors' contributions will have twice the impact on the fight against hunger thanks to *The Christopher Society Matching Fund*, made possible through the generosity of Pampered Chef® founder, and former Feeding America board member, Doris Christopher. Her transformational matching gift fund is helping the Feeding America network provide nutritious food to families across the country today and develop innovative strategies to create a more food-secure nation tomorrow.

## \$50,000+

Anonymous

## \$25,000+

Joanne Balling

Beazley USA Services, Inc.

The Bunting Family Foundation

Cogan Family Foundation

Sandra Davidson

The Thomas R. and Deborah A. Davidson Foundation

Emser Tile, LLC

Human Arc Family Foundation

The Alice Lawrence Foundation Inc.

Michelle and Jeffrey Saye

Spiritual Gangster

The Wasily Family Foundation

## \$10,000+

Anonymous

Joseph and Sophia Abeles Foundation

The Agency Worldwide

Anisa Ali

Bella Tunno

Katherine K. Brobeck

Combs Family Fund

Daniel Culley

Teresa and RJ Devick

J. Anthony Drake

William H. Donner Foundation

John Druva

Laurie and Scott Dubchansky

Fast Tempos and Odd Time Signatures

Fed By Threads, LLC

Richard Fried

Lou Ann Galibert and Edward Croen

Ann B. Gipson

Stephanie and Josh Goldstine

Great American Restaurants

James Greenwald

Cheryl Harris

Michael A. Herman

Karuna Foundation

Marilyn and Steven Katzman

Jennifer Kemme

Charlotte A. Koenigsaeker and  
George J. Koenigsaeker III

Henry Kohring

Lawrence Kostrzewa

William P. Lanigan

Chani and Steven Laufer

Laurie and Lew Leibowitz

Cynthia Lewis

Heidi Lynch and Daniel Greenstone

John Martie

E.F. Merkert 1996 Charitable Foundation

Old World Traditions

Charmee Padilla

Jane and Rick Parod

Genine and Oscar Pulido

Veronica Rynn and Bob Gerber

Cynthia Scalzo and Henry Brown

Harold Schiferl

Richard Segal

Karen and Ben Sherwood

Pheodora and Myung Shin

Vicki Smith and Gregory Venburg

Margaret Anne Stavropoulos

Todd Swanson

Christine Taylor and Alfred J. Thiede

Raymond L. Umstead

Elsie Procter Van Buren Foundation

Nancy Woo

## \$5,000+

Anonymous (5)

Angelina and Patrick F. Adams

Joan and Edward Anders

Sara Anschuetz

D. King Aymond

Elizabeth and Donald Ballard

Kenneth Barro

Alejandro Benes

John Berookhim

Michael Bielamowicz

John R. Blair

John W. Bloom

James Bogaski

Phillip W. Bode

Anne C. Buehl

and Peter A. Schwartzman

Emilie Kyle Chenault

Wesley M. Clark

Laurie and Larry Cohen

Luisa Contreiras

Emily and John Costigan

John Cotton

Cycle House

Fay Dresner

Kenneth Dumas

Dara and Karl Farmer

Peggy and John Field

Jody Fleischer

Russell J. Gaines

Carolyn and John S. Gardner

Phyllis M. and Phil Grisanti

Roberta Guillory

Meliss Hankin and Sheldon J. Warren

Heathfields Charitable Fund

Sue Keller

Kellogg Collection Inc.

Marlise Konort

Merrilee W. Kullman Living Trust

Lark Foundations

Catherine and Daniel Leasure

William Leidy

Abe Littenberg Foundation

Brian Loos

Anne E. Marlotte

The Nielsen-Massey Foundation

Susan Noahforsberg

Elizabeth Soener O'Connor

Lisa Orberg

Amy Sherman-Palladino

and Daniel J. Palladino

Jessica Plowgian

Michelle and Tim Ruder

Sally Rudoy

Mark Schupack

Bradlee Shattuck

Patricia Shaw

Diane and Paul Sherwood

Jay Siwek

Vincent H. Stack

Sidney Steinberg

Julia and James Streit

Carol A. Stuhr

Joseph Sylvia

Ben A. Tallman

JoAnn and Mark Wainwright

Linda and Richard Ward

Mary C. Warren and Stanley Case

William V. Weber

Ann White

Nancy and Glen Whitney

Albert Wieners

Wendy J. and Steven N. Ytterboe

George Zimmerman

## CONCLUSION

Thank you for all that you do. Your support helps the Feeding America network provide healthy meals and snacks to millions of children facing hunger this summer. Lend your voice to help food-insecure children receive the nutrition they need. Call Congress and urge them to pass a strong child nutrition bill that invests and improves child nutrition programs so that our nation's kids have the fuel they need to grow up healthy and succeed. Learn more at [feedingamerica.org/take-action/advocate/](http://feedingamerica.org/take-action/advocate/).



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Feeding America is the nationwide network of 200 food banks that leads the fight against hunger in the United States. Together, we provide food to more than 46 million people through 60,000 food pantries and meal programs in communities across America. Feeding America also supports programs that improve food security among the people we serve; educates the public about the problem of hunger; and advocates for legislation that protects people from going hungry.

Individuals, charities, businesses and government all have a role in ending hunger.

**Donate. Volunteer. Advocate. Educate.**  
Together we can solve hunger.