Feeding America
Emeritus Board
Donor Impact Report
WINTER 2014-2015
FEED AND LEAD THE NATION TO END HUNGER IN AMERICA

The Feeding America network made excellent progress this past year thanks to the strength of our partnerships. Feeding America rose to number three on Forbes magazine’s annual list of America’s largest charities. The meals our network delivered were up 18 percent in the first quarter of our 2015 fiscal year alone, and we are now a $2.1 billion organization serving more than 46 million people in need.

Congruent with our success are glimpses of hope in the American economy. For the first time in years things are beginning to look up for the people we serve; wages are finally increasing, unemployment is decreasing as is SNAP enrollment. These are all encouraging signs that our achievements as a network are truly making a large impact in the lives of people in need.

Despite our accomplishments and hope on the horizon, an enormous challenge remains: 49 million Americans still face hunger. Feeding America is dedicated to meeting this challenge and is building a long-term plan to not only feed more people in need, but to shorten the line at food pantries by helping the people we serve achieve stability.

Food insecurity does not exist in isolation; it coexists with other basic needs such as health, employment and housing. Over the next ten years, we plan on partnering with multi-sector organizations to provide every single person facing hunger with access to enough nutritious food and help them achieve more stable lives. In this way, we hope to help the people we serve build a path to a brighter, food-secure future.

In this report, you will learn more about the growth we have achieved and how your support is enabling us to bolster our network through member grants, capacity institutes, advocacy and more to reach our bold and ambitious long-term goals.

We can only do the work that we do and strive for the ambitions we have because of committed partners like you. You inspire us with your dedication to serving your neighbors in need.

Thank you for being a part of our Emeritus Board and for investing in Feeding America and our mission. Together, we can solve hunger.

Very truly yours,

Bob Aiken
Chief Executive Officer
Feeding America
FOOD PANTRIES HELPED JEFF AND HIS FAMILY GET BACK ON THEIR FEET

I can’t say I ever imagined I’d end up using food pantries—both my wife and I have college degrees. But after moving to North Carolina a few years ago, the economy took a turn for the worse and brought our successful online business with it. I ended up having to take a job that paid only minimum wage. I was lucky to have any work at all, but minimum wage isn’t enough to support a family of four.

Thankfully, we were able to access food pantries—supported by Feeding America member MANNA FoodBank. They enabled us to put food on the table during this difficult time. I don’t like to think about what we would have done without them. My kids would have just gone hungry.

A few months after working for minimum wage, I was offered an opportunity to move up. I now have an amazing job that pays enough to support my family. I don’t think we’d be here today if it wasn’t for food pantries. They enabled us to feed our kids when we had no other means. They also provided nourishment so I had energy to go to work and move up out of poverty. And I think that’s what food pantries do—help families like mine get back on their feet.

With the help of his local food pantry, Jeff and his family were able to get through a difficult time.

FEEDING AMERICA BY THE NUMBERS

MEALS BY SOURCE FROM JULY THROUGH SEPTEMBER 2014

With your support, Feeding America sourced 921.7 million meals for Americans in need in the first quarter of fiscal year 2015, 18 percent more meals compared to the same quarter last year.

- **Purchased Food**: 125.0M Meals (9.1%)
- **Fresh Produce**: 153.6M Meals (12.1%)
- **Federal Commodities**: 181.1M Meals (52.9%)
- **Manufacturing Donations**: 164.7M Meals (22.9%)
- **Retail Donations**: 297.3M Meals (22.9%)

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.

NEARLY 2 MILLION VOLUNTEERS CONTRIBUTE MORE THAN 8.4 MILLION HOURS OF WORK EACH MONTH TO SUPPORT FEEDING AMERICA.

FEEDING AMERICA VOLUNTEERS HELP THOUSANDS OF PEOPLE EVERY MONTH

Feeding America is a vast, national network that includes 60,000 food pantries and meal programs, many of which are run by volunteers. Located in the heart of communities, food pantries are often the first place a family goes to find help, and volunteers are there to welcome and assist them.
FEED, LEAD AND STRENGTHEN: STRATEGIC ACTION HIGHLIGHTS

Feeding America’s strategic vision is to feed the nation and lead the movement to solve hunger. To support these objectives, we strengthen the Feeding America network of food banks to ensure we have the means and capacity to carry out our vision.

### FEEDING THE NATION

In the first quarter of fiscal year 2015, Feeding America sourced 921.7 million meals, an exceptional 18 percent more meals compared to the same quarter last year. In 2010, Feeding America set a goal to provide an additional 1 billion meals to our clients annually by 2018. Since that time, the number of people facing hunger has held steady at record highs. The Feeding America network galvanized to assist our country at a challenging moment. Because of the support and commitment of our generous partners to help the Feeding America network to increase capacity, improve efficiencies and create more food partnerships, we are on track to exceed that goal three years ahead of schedule.

The Feeding America network provides meals for more than 12 million children—more than any other charitable organization in the United States. While most children receive food through traditional food pantries, the network has built dedicated child hunger programs, like School Pantry, BackPack, Summer Food Service, Kids Cafe and Afterschool Snack, to serve children at times when they are most vulnerable. Through investments in these programs, we have achieved a tremendous increase in targeted meals for children over the last five years. ConAgra Foods Foundation recently committed $10 million over three years to support child hunger initiatives, helping to provide every child with the meals they need to grow healthy and strong.

### FEEDING MORE CHILDREN

Feeding America network programs have nearly doubled the number of meals provided in five years.

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<thead>
<tr>
<th>Year</th>
<th>Meals Provided</th>
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<tr>
<td>FY2014</td>
<td>103.7 Million Meals</td>
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<tr>
<td>FY2013</td>
<td>92.8 Million Meals</td>
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<tr>
<td>FY2012</td>
<td>84.3 Million Meals</td>
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<tr>
<td>FY2011</td>
<td>66.8 Million Meals</td>
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<tr>
<td>FY2010</td>
<td>56.2 Million Meals</td>
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LEADING THE MOVEMENT

Feeding America and Oxfam America released a new study about hunger among working households, *From Paycheck to Pantry: Hunger in Working America*. The data revealed that while many client households seeking charitable food assistance are employed, they still struggle to meet basic needs. A number of factors make it harder for working clients to put food on the table, especially low-wages, unemployment and underemployment, and competing household expenses. Fifty-four percent of all households served by the Feeding America network have at least one member who has worked in the past 12 months. Client households with children are even more likely to have at least one employed member (71 percent).

Feeding America teamed up with National Geographic on a project designed to tell the story of hunger and hope across America. National Geographic photographers traveled to unique places in the U.S., including California’s Central Valley and rural Tennessee. The project—funded by the Howard G. Buffett Foundation—will culminate in the publication of a book *Stories of Hunger and Hope*, which will also include photographs from winners of a National Geographic Your Shot assignment designed to capture images of hunger and hope in their communities. The purpose of the project is to raise awareness about hunger in America and inspire people to take action to help solve the problem.

Partnerships are the key to solving hunger in our nation. In September, we hosted the 2014 Partner Summit, bringing nearly 50 supporters from more than 30 dedicated corporate partners to learn about and discuss solutions to domestic hunger. Feeding America is deeply grateful to our partners for their support in feeding more than 46 million people each year.

STRENGTHENING THE SYSTEM

Through membership in the Feeding America network, Feeding America food banks have exclusive access to one of the largest pools of basic-needs funding. From July through September 2014, Feeding America distributed $2.47 million in member grants. The funds supported building the capacity of food pantries that need equipment such as freezers, coolers and thermal blankets to handle perishable food. Food banks also received funds to support child hunger programs and new food distribution facilities.

Because the Feeding America network of food banks serves virtually every county in the U.S., Feeding America is in a unique position to make a more profound impact on food security. To capitalize on our collaborative strength, Feeding America holds an annual Leadership Conference with executives from across the network. This year more than 150 food bank executives met in New Orleans to discuss the theme, “What is Possible?” and develop innovative strategies to distribute more nutritious food to more people in need.

From January 2014 to November 2014, Feeding America hosted The Child Grocery Capacity Institute to strengthen child-feeding programs throughout the network. Staff from 17 food banks met online each month, and twice in person, to discuss challenges and barriers to children’s participation in programs like BackPack and School Pantry. Participants set goals to drive their food bank’s child-feeding strategies forward and then leveraged each other’s expertise in order to meet those goals. One food bank staff member said, “Access to ideas and solutions and the courage to try new things are two of my biggest takeaways from the Institute.” Learnings from the Institute will be shared throughout the entire Feeding America network. Special thanks to C&S Wholesale Grocers, Inc. for making this opportunity possible.
BUILDING AWARENESS TO INCREASE ENGAGEMENT

Feeding America can only end hunger when the American public is aware of the full extent of the problem and understands that it is impacting their very own communities. We are grateful to have partners dedicated to leveraging their own brands to help us raise funds and awareness for fighting hunger. A handful of partners who have launched campaigns and commitments during the past few months include the following:

Best-selling author Tony Robbins has partnered with Feeding America to create the 100 Million Meals Challenge. Robbins donated all of the profits from his book *MONEY Master of the Game* and has invited the public to match his personal gift to provide 100 million meals for people facing hunger.

On ABC’s *The Chew*, Disney announced a gift of $1 million to sustain and expand child-feeding programs. The show featured talented chefs and nutrition staff who prepared simple, nutritious meals from ingredients accessible to families in need.

NBC’s *TODAY* partnered with Feeding America to help provide 1 million meals to people in need over the holiday season in their Million Meals by Christmas drive. They doubled their goal and raised 2 million meals.

Unilever launched its first corporate TV and digital campaign in the U.S. in November. The “Bright Future Speeches” campaign ran for five weeks, reached millions of people and raised awareness of the issue of child hunger in the U.S.

The Walmart Foundation and Walmart rallied the country through *Fight Hunger. Spark Change*. The campaign encouraged the public to direct funds to their local food bank through online voting. Individuals cast more than 362,000 votes, raising $3 million for Feeding America member food banks.

Target teamed up with TOMS on a limited-edition collection for the holidays, providing Target guests with a meaningful way to give back. For every purchase, a blanket, meals or shoes were donated through the American Red Cross, Feeding America and TOMS.

Now in its fourth year, the Bank of America Give a Meal campaign ran from September to December 31, 2014. For every $1 donated, Bank of America matched it by $2. Bank of America gave $2.5 million and helped raise 24 million meals.

From Black Friday to Cyber Monday, Zappos donated $1 for every order placed on Zappos.com to Feeding America. The campaign generated more than $500,000 for people facing hunger in just four short days.
NEW YEAR, NEW CONGRESS, NEW LEGISLATION

Federal nutrition programs play a critical role in the fight against hunger, and Feeding America works hard to protect them by educating and engaging new Members of Congress in our mission to solve hunger.

To emphasize our message, our advocacy team created a new hunger-action toolkit specially designed for freshmen legislators. The toolkit provides many ways in which Congress can help solve hunger and encourages Members to visit their local food bank to learn how hunger impacts people in their own communities.

While our advocacy efforts are a year-round activity, this year holds particular weight as the Child Nutrition and WIC Reauthorization Act (CNR) is scheduled to expire on September 30. Last authorized in 2010, the Healthy, Hunger-Free Kids Act supports all federally funded child feeding programs, including School Breakfast, National School Lunch, Child and Adult Care Food, Summer Food Service and WIC. Through protecting and strengthening this legislation we aspire to:

- expand states’ ability to reach kids during the summer
- streamline regulations for community-based providers
- allow flexibility to better reach kids during weekends
- leverage schools beyond the school day
- strengthen access and quality in-school meal programs and WIC

To prepare for the legislation’s congressional review, food banks across the country are inviting Members of Congress to visit child-feeding sites to learn about the prevalence of child hunger and the importance of reaching children both inside and outside of school. Site visits are critical to influencing legislation—a Congressional Management Foundation survey of Congressional District Directors found that 84 percent said the visits were very or somewhat important for generating ideas for legislation.

With an advocacy office in Washington and boots on the ground in every Congressional district in America, Feeding America is one of most powerful advocates for anti-hunger legislation in the country. Public programs provide a safety net for many of our country’s most vulnerable populations. At Feeding America we strive to engage the government in shaping policies that protect people in need.

SPOTLIGHT: WHY I SUPPORT FEEDING AMERICA

Tony Drake has given generously to Feeding America on behalf of his clients each holiday season since 2010. He says he was inspired when his twin sons started volunteering with their neighborhood mobile food pantry.

This year, Doris Christopher, founder of The Pampered Chef, set forth The Christopher Society Matching Fund Challenge to encourage individuals to increase their annual gifts to Feeding America and double their impact. Tony participated in the challenge and is now a member of The Christopher Society.

“I thought about the money that we would spend on other gifts like wine or chocolate, and I thought, ‘Why don’t we do something bigger?’ My employees at Drake Trading Group jumped on board and agreed that this makes sense—in this economy we should be taking care of our own.

Choosing Feeding America was a very simple decision. When we started vetting organizations we found that Feeding America’s reach all over the country was dramatic—there is a robust organization in every client’s community. We sat there and said, ‘This makes total sense.’ Knowing that my contribution will have an exponential effect through Doris Christopher is even greater this year. If we can turn these gifts into a bigger story and into making a bigger impact on food insecurity, we’re doing what this season’s spirit is all about.”

For more information on The Christopher Society Matching Fund Challenge, please contact Feeding America at 312-641-5611.
CONCLUSION

Thanks to support from our dedicated partners, including our Emeritus Board members, Feeding America is able to provide food and hope to millions of people facing hunger, including people like Jeff, a father and husband who needed a little extra help to get through a hard time. Together, we can help families across the U.S. have a brighter future. Thank you for your partnership and your commitment to solving hunger.

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