



Feeding America

Donor Impact Report

WINTER 2015-2016

THANK YOU FOR YOUR COMMITMENT TO SOLVING HUNGER

The fight to end hunger is not won in a day. In ways large and small, through the ongoing work of the Feeding America network of food banks and the continued support of hunger champions like you, we make impactful strides to bring more food to more Americans every day. These small steps add up. Last year alone we provided 3.7 billion meals to people in need.

A few of these strides are highlighted in the pages that follow. You'll read about Feeding America's leadership in the food recovery space with our inaugural Food Recovery Summit; how our multi-year diabetes work received recognition within the healthcare community; and the creative ways media partners bring attention to the issue of hunger.

I am inspired by so many experiences during my first few months at Feeding America. First-hand encounters with individuals, corporations and partners reveal not only the "how" but also the "why" we work tirelessly to feed America's hungry. During my time spent volunteering at Miriam's Kitchen in Washington, D.C., to serve meals to people who are homeless, connecting with Feeding America's long-time corporate partners or conversing with one of Feeding America's celebrity supporters, a steady light shines through: commitment.



As the economy struggles to improve, lines at food banks, soup kitchens and food pantries remain long. Although many people we serve will need only temporary food assistance, sometimes the men, women and children who seek our help become familiar faces, needing ongoing support. That is why Feeding America is here for the long haul. With corporate donors, celebrity partners and a host of volunteers, we'll work hard today to meet the need. And tomorrow, we will do it all again.

To our donors and partners, thank you for inspiring us with your dedication to end hunger. On behalf of the 48 million Americans who may not know where they will find their next meal, thank you for volunteering, providing financial support and raising awareness of food insecurity in the United States. Together, we can solve hunger.

Sincerely,

Diana Aviv
Chief Executive Officer
Feeding America

STEPHANIE AND DAVID FOUND HELP WHEN THEY NEEDED IT MOST

“My husband, David, had a great job in the transportation industry, but then the economic crisis took its toll. David was laid off. That was three years ago. He’s been employed on and off since then, but it’s been a challenge for him to find steady, stable work—and for me to find work as well. Sometimes we just aren’t able to pay our bills on time. It’s definitely stressful.

We found out about the food pantry while I was volunteering at my children’s school. We began volunteering at the pantry and also bringing food home to feed our children. We get fresh fruits and vegetables that would be very hard to afford otherwise.

After David was laid off and it became clear finding work wouldn’t be easy, we made the decision that I would go back to school. I knew that furthering my education would give us a better opportunity to provide for our family. I graduated just a couple of months ago and am looking for

work. I know that soon our family will be out of this tough time, but I will always be grateful that the food pantry provided us with extra help when we needed it most.”

 VIDEO: <https://www.youtube.com/watch?v=eYImFO0FCjo>



Stephanie, David and their family reside in San Diego, California

FEEDING AMERICA BY THE NUMBERS

MEALS BY SOURCE FROM JULY THROUGH SEPTEMBER 2015

With your help, Feeding America sourced 928.4 million meals for people in need in the first quarter of fiscal year 2016.



*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 analysis.



14% GROWTH IN RETAIL DONATIONS IN FISCAL YEAR 2015 COMPARED TO FISCAL YEAR 2014

Our retail strategy enables member food banks, food pantries and meal programs to connect with local stores for direct pick-up of perishable foods such as yogurt, fresh produce, meats and other proteins, ensuring timely distribution to the communities they serve.

MEET THE NEED AND STABILIZE LIVES

Every day, the Feeding America network works tirelessly to make progress in the fight to end hunger. From providing nutritious food to low-income families to participating in groundbreaking research to educating elected officials about food insecurity, Feeding America is a pioneer in the hunger-relief movement with impact that reaches across the nation.



Invest An Acre, a program that enables farmers and rural donors to donate a portion of their proceeds or income to help feed their neighbors in need, has raised more than \$3 million for rural hunger relief. As a result, Feeding America food banks have distributed more than 9 million meals in rural counties, where food insecurity rates tend to be higher than in urban areas according to the *Map the Meal Gap 2015* study. More than 70 food banks in the network have benefitted from the Invest An Acre program since its inception in 2012.

We are grateful to all of the Invest An Acre partners, including The Howard G. Buffett Foundation, Monsanto, ADM, Cargill, Farm Credit Services of America and an array of independent elevator groups and cooperatives.



In November, Feeding America launched **Facts and Faces of Hunger in America**, an online experience that follows the stories of four Americans who face hunger. The website enables visitors to FeedingAmerica.org to more interactively engage with the data from the *Hunger in America* study series, the nation's largest and most comprehensive insight into charitable food distribution in the United States. Feeding America conducts this series of quadrennial studies to develop comprehensive demographic profiles of people seeking food assistance through the charitable sector and to produce an in-depth analysis of the partner agencies in the Feeding America network that provide this assistance.





During September—National Preparedness Month—Feeding America President Matt Knott met with the **American Red Cross** at their national headquarters to formally renew our partnership by signing an updated Memorandum of Understanding. The national agreement reflects the evolving capabilities of both organizations, our shared commitment to help those in need following a crisis and our vision to build greater community resilience. Through this partnership, we anticipate even stronger community engagement and ongoing collective impact before, during, and following a disaster.



Healthy Cities, a program developed and funded by Morgan Stanley, brings together the fundamentals children need for a healthy start: wellness education, health screenings and services, access to nutritious foods and safe places to play and exercise. Three Feeding America food banks participated in a Healthy Cities pilot program that focused on addressing children’s nutritional needs. An assessment of the pilot completed by the Academy of Nutrition and Dietetics Foundation revealed that participating food banks successfully established integrated health services for their clients in collaboration with other local community organizations. Findings further demonstrated that satisfaction levels for such partnerships were very high among both food banks and their partners. The assessment concluded that Feeding America is well-positioned to scale this model with other food banks in the network, and provided recommendations to implement similar initiatives. Feeding America and Morgan Stanley recently awarded grants to two additional food banks to roll out Healthy Cities in their respective markets and invited two other food banks to submit proposals to expand the program into their service areas in 2016.

We are grateful to Morgan Stanley for helping to develop and fund the original Healthy Cities program, which launched in June 2014.



Health Affairs, a leading peer-reviewed health journal, published findings from an evaluation of Feeding America’s three-year diabetes pilot intervention in their November 2015 issue and highlighted the important work being done. The evaluation is the first formal assessment of a diabetes intervention that provides food to people who are food insecure. Research has shown that people who are low income and food insecure have an increased risk of

developing diet-sensitive chronic diseases, like type 2 diabetes. In other news related to **hunger and health**, the American Academy of Pediatrics recently released a new policy statement, “[Promoting Food Security for All Children](#),” which issues a first-ever recommendation that pediatricians screen all children for food insecurity. The policy statement highlights Feeding America’s [Healthy Food Bank Hub website](#) as one of three key resources for pediatricians to recommend to food-insecure households.

We are grateful for the Bristol-Myers Squibb Foundation’s support of the Feeding America Diabetes Pilot Initiative.



Feeding America is committed to enhancing access to fresh fruits and vegetables for network food banks. Since the launch of the **Produce Matchmaker** online ordering platform, food banks procured 5 million more pounds of produce from July to October when compared to the same period last year. Feeding America has received positive user feedback on Produce Matchmaker and will continue expanding the platform’s functionality to drive increased access to produce across the network.

We are grateful to the Walmart Foundation for their support of the Feeding America Produce Matchmaker platform.



Feeding America’s advocacy team helps to enhance the availability, accessibility and quality of federal nutrition programs by working with members of Congress to strengthen policies and programs that help food banks and food-insecure families. In December, we achieved significant victories for our network and the people we serve as Congress passed key year-end legislation. After years of work, the tax provisions from the America Gives More Act passed the Senate and, with it, a permanent extension and expansion of a tax deduction for donated food to qualified nonprofits. This will help provide millions of additional meals to people facing hunger. In addition, funding to store and distribute The Emergency Food Assistance Program (TEFAP) commodities was increased after years of flat funding. Meanwhile, Feeding America continued our efforts to raise awareness about hunger in America by joining several national anti-hunger organizations to launch the Vote to End Hunger campaign, which seeks to elevate the issue of hunger in America with presidential candidates during the 2016 election.

BUILDING AWARENESS TO INCREASE ENGAGEMENT

Many people are not aware that hunger exists in our country. We are grateful for media and celebrity partners whose efforts open conversations, raise funds and shine a light on the hidden issue of hunger.



Feeding America's Holiday Harvest Celebrity Volunteer Event brought together Entertainment Council members and celebrity friends to distributed fresh produce and pumpkins to families in LA. Gwen Stefani also stopped by with her family. The event resulted in coverage on EXTRA, in Us Weekly, The Huffington Post, POPSUGAR, Entertainment Tonight, Yahoo! and more.



On ABC's "The Chew," The Walt Disney Company announced a \$1.5 million donation to strengthen local produce programs at over 50 Feeding America member food banks. The episode featured Kate Stagliano, a teenager who donates vegetables that she has grown and harvested to Lowcountry Food Bank, the member food bank in her community.



Feeding America, Unilever and singer, songwriter and actress, Ciara, partnered to help "Share A Meal" to fight child hunger. Unilever helped provide more than 1 million meals and America helped provide 1 million more through various channels, including through the use of the hashtag #ShareAMeal—with Unilever donating one meal to Feeding America for each social post sharing the hashtag.



Bank of America was the exclusive holiday partner for Give A Meal, which ran from September 1 to December 31, 2015 and helped provide more than 37 million meals to people facing hunger. For every \$1 donated, Bank of America matched it by \$2.



On Giving Tuesday, December 1, Feeding America raised more than 2 million meals by encouraging supporters to contribute to Tony Robbins' 100 Million Meals Challenge. Tony provided a generous gift of 50 million meals to Feeding America and challenged the nation to match his contribution over the course of a year.



Feeding America was featured in an insert in *USAToday* during the busy Thanksgiving weekend. The supplement, created by Media Planet, included an article by Diana Aviv, Feeding America CEO, highlighting the complex issue of hunger.



The cast and crew of National Geographic Channel's special "Saints and Strangers" spent time volunteering at the Food Bank For New York City's Community Kitchen and at the Los Angeles Regional Food Bank.



Woman's Day Magazine devoted their November editorial to Feeding America, and listed Feeding America first in their annual gift guide in their "Little Gifts That Give a Lot" section.

SPOTLIGHT: WHY I SUPPORT FEEDING AMERICA



Andrew Zelman is the Chief Executive Officer of Euclid Media Group and a supporter of Feeding America.

"I had the opportunity to volunteer with the Greater Cleveland Food Bank, a member of Feeding America. We were handing out fresh produce and I saw how much it touched those who came for assistance, how badly they needed that food.

When I am looking at what kinds of causes I want to give to, I think a lot about how I can make a difference and help make someone else's life better in some way. I know that I can have a real impact by helping to provide people with something to eat—to address a basic human need.

I think it is important to give locally, but also to give nationally to an organization like Feeding America because they have the power, structure and ability to make the biggest difference with my contribution and, as a result, invoke the greatest amount of change.

I like that I can donate to a central location and know that Feeding America has its finger on the pulse of the organizations that serve those in need around the country."

NBC'S "TODAY" HIGHLIGHTS FEEDING AMERICA



From weather reports to weight loss, in various creative ways NBC's "TODAY" connects millions of viewers with Feeding America's mission to alleviate domestic hunger. In November, "TODAY"

weatherman Al Roker achieved a Guinness World Records title for the fastest time to report a weather forecast from all 50 U.S. states and Washington, D.C. The event's charity component, Feeding America by Storm, raised more than 500,000 meals for Feeding America.



Also, "TODAY's" 16 to '16 series challenged three fans as well as viewers at home to get healthy in the last 16 weeks of the year in order to start the new year out right. For every

pound the participants lost, "TODAY" made a financial contribution to Feeding America. To further the impact, contestants and crew members spent a day cooking and serving up meals at All Souls Friday Soup Kitchen in New York City, an agency of Food Bank For New York City, a member of Feeding America. The volunteer experience was filmed and aired on "TODAY" the day before Thanksgiving.

FEEDING AMERICA'S INAUGURAL FOOD RECOVERY SUMMIT

In October, Feeding America hosted its first annual [Food Recovery Summit](#) to elevate the conversation of fighting food insecurity through food recovery. Discussion focused on food safety, advocacy, best practices, capacity-building strategies and brainstorming how to best maximize our impact. Attendees included food-rescue organizations, food industry partners, academics, governmental regulatory agencies and thought leaders. The group identified areas in which we could better collaborate and gaps in strategies and stakeholder involvement, and discussed possibilities for the future of food recovery.

Feeding America is grateful to Unilever, Thompson Coburn LLP and A.T. Kearney for their generous support of the Food Recovery Summit.



CONCLUSION

You can make a difference to a family, older adult or child struggling with hunger. Volunteering, donating food or funds, reaching out to your Member of Congress or even sharing hunger stats through social media are small steps that bring big results. Each of these actions moves the issue of hunger forward and ultimately generates more meals for people in need. Thank you for your ongoing support.



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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.**