



# Feeding America

## Donor Impact Report

FALL 2013



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# COMING TOGETHER AND ACTING CREATIVELY TO SOLVE HUNGER

Across our network we have food banks large and small, food banks that serve one urban county and those that serve many. Despite some of these varying factors, Feeding America food banks share a common mission, communicate with a common message and operate with a common proficiency that enables the optimization of national programs to best meet the need in the diverse communities that make up our great country.



**Bob Aiken on the Inter-Faith Food Shuttle teaching farm**

This year, I spent time traveling the country and listening to the staff at many of our food banks. At every stop, I met smart people working to end hunger for their neighbors through both established and new, innovative ways.

One recent stop brought me to Raleigh, North Carolina, where I had my first experience participating in a food bank agriculture training program on a teaching farm. Through the program, run by Inter-Faith Food Shuttle, sustainably grown fruits, vegetables, and proteins are sold to local restaurants and Farmers Markets and distributed to families in need.

I am consistently impressed by the creativity and passion with which our members develop solutions to hunger. It is thanks to you that the Feeding America network has the resources to pilot original programs and expand scalable opportunities with a meaningful and lasting impact on hunger.

During the month of September, our network—as well as government leaders, corporations and thousands of hunger advocates across the nation—united as one for Hunger Action Month™. Nearly 8,000 calls were made through our hotline to Congress in opposition to the severe cuts to SNAP. We are acutely reminded that by working together we can spread the word that hunger is real, hunger is solvable and action matters.

In this report, you will read about some of the ways your support is helping us exceed our annual goals to provide more food and build a more food-secure future for the people we serve. You will also meet a few of the people who have been touched by your generosity and see the numbers that demonstrate how your commitment enabled Feeding America to achieve a triumphant close to our fiscal year 2013.

Thank you for your investment with us.

Very truly yours,

A handwritten signature in black ink, reading "Bob Aiken".

Bob Aiken  
Chief Executive Officer  
Feeding America

## MEET WENONA, AGE 9

My name is Wenona and I'm nine years old. I live in Lafayette, Indiana, and each day during summer the food program comes to my neighborhood. I think a lot of kids here are happy to get this food because they aren't always fed at home. I know it helps my family because my mom has gone without so many times. She feels like my sister and I aren't getting enough to eat. It makes me feel very bad that my parents struggle so much.

This program makes me happy though, because it helps kids here get a balanced meal every day. All kids should be able to have a good meal each day. This is a very good program and it needs to continue. They should have it in lots of different places because it's not just kids in my neighborhood that need help—kids need help all over.



*Food Finders Food Bank in Lafayette, Indiana, runs a summer feeding program at the low-income housing community where Wenona lives. Like most Feeding America members, Food Finders provides lunch for kids at multiple sites throughout summer, when parents often struggle*

*to make up the extra meals their children receive for free or at a reduced cost when school is in session.*

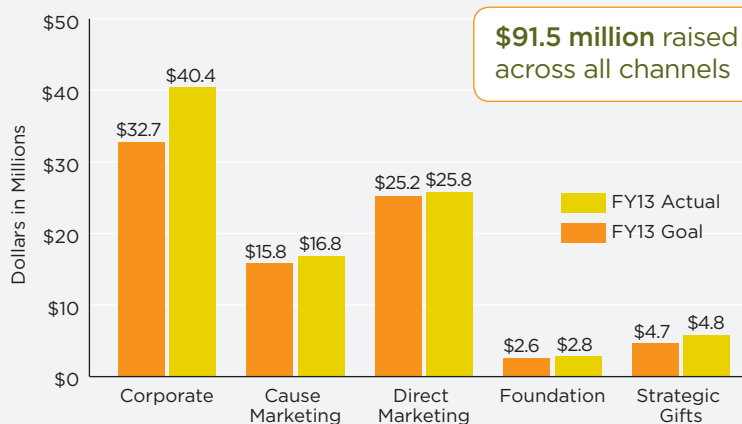
Wenona shared her story on video as well at [youtube.com/feedingamerica](https://www.youtube.com/feedingamerica).

## FEEDING AMERICA BY THE NUMBERS

Feeding America closed the year by sourcing nearly 3.2 billion meals—more than ever before—achieving nearly 15 percent total growth over last year. Tremendous gains in the manufacturing and produce channels in the fourth quarter of the fiscal year helped us exceed our goals and get more nutritious food to people in need. Thank you for your incredible efforts to drive this success.

### Number of Meals by Source from April to June 2013 (in millions)

MANUFACTURING	RETAIL	PRODUCE	FEDERAL COMMODITIES	PURCHASED
205.4	245.8	126.1	193.2	100.8
▲ 22.1%	▲ 2.7%	▲ 15.1%	▼ 9.7%	▼ 4.7%



### Fiscal Year 2013 Funding Numbers By Category

Thanks to your generosity, Feeding America closed the fiscal year exceeding fundraising goals in every category. On behalf of the Feeding America network and the people we serve thank you for investing in our mission.

# RECENT HIGHLIGHTS

Because of you, Feeding America continues to forge a path towards a hunger-free America. Every day we feed more people in each corner of our nation. Together, we are making a difference in the lives of clients we serve.

## FEEDING THE NATION



In fiscal year 2013, our Regional Fresh Produce Sourcing team alone generated nearly 40 million pounds of produce for hungry Americans. Sourcers help local food banks establish and expand relationships with farmers and growers while facilitating the passage of excess produce from one food bank to another, ensuring that no extra food is wasted. We believe this approach has the potential to revolutionize our produce program. Currently, Feeding America is in the process of expanding this program in Georgia and Michigan. Feeding America and our network of members will have a total of 10 sourcers working in the field to deliver even more produce in 2014.



Another way we reduce waste and ensure safe, good food is provided to people in need is by working closely with manufacturing partners. Feeding America accepts bulk ingredients, mislabeled or underweight packaged foods and any product that might be out of specification but is still good food, like misshaped meat patties or off size fruit pieces. Volunteers package and label items so that **clients receive accurately labeled, nutritious food that might otherwise have gone to landfills.** Our work with national manufacturers helped increase food donations in this channel to more than 734 million meals in 2013 and will continue to drive future growth.

## Spotlight: Why We Support Feeding America

Friends and partners of Feeding America, Robert and Karen May, have generously contributed over the years to support the fight against hunger in America.



living a happy life becomes a difficult, or even impossible, hurdle.

We realize that having a place to live or having enough food to eat are serious concerns for so many people. Without the basic necessities of food and housing, every other aspect of

To us, it's just common sense to help people who are struggling. We receive the updates from Feeding America and read the stories of individuals that are fighting hunger. Each story is meaningful and it is clear that tough times can happen to any family.

We trust Feeding America to know better than we do on where the support is most needed. We support Feeding America because it has the national reach, knowledge and expertise to effectively address the hunger crisis in America.

Feeding America works across many areas throughout the country to comprehensively tackle hunger to help people overcome their hardships and get a start toward a better life.

## LEADING THE MOVEMENT



In June, Feeding America released our third annual *Map the Meal Gap* study with the generous support of ConAgra Foods Foundation, Nielsen and The Howard G. Buffett Foundation. *Map the Meal Gap* is a groundbreaking tool for fighting hunger that provides critical information that was not available prior to the beginning of this study in 2011—food insecurity rates for every county and congressional district in the country. This year's data makes a powerful point: people face hunger in every community in the United States at a magnitude that has remained essentially the same when compared to 2012 findings. **Feeding America's exclusive *Map the Meal Gap* study and interactive digital map have garnered more than 1.5 billion total media impressions.**



In the U.S., obesity and diet-related disease and food insecurity coexist. Feeding America is uniquely positioned to help improve the health of our clients by providing healthful food and nutrition education.

Beginning in February 2013, Feeding America teamed up with the Academy of Nutrition and Dietetics to host a six-part Kids Eat Right Hunger webinar series to raise awareness of food insecurity as a public health issue.

**More than 3,200 registered dietitians have participated to date.** The series is part of a larger Future of Food project with the National Dairy Council.



Many of Feeding America's corporate Leadership, Mission and Supporting partners were invited to Chicago in June for the annual **Feeding America 2013 Donor Summit**. Each year, key stakeholders have the opportunity to network with one another, meet with Feeding America CEO Bob Aiken, take a close look into Feeding America's strategic priorities, and collaborate on innovative partnership models. This year's participants included Allstate, Ameriprise Financial, Bank of America, ConAgra Foods, Kroger, Panera Bread, Target and The Dunkin' Donuts & Baskin Robbins Community Foundation, among other generous partners.

## STRENGTHENING THE SYSTEM



Because the Feeding America network is both a national organization and a direct-service organization that delivers food at the community level, we are one of the most powerful voices for people who are hungry in America. To ensure our **food banks have the support and tools they need to spread awareness about the hunger crisis and drive support for our mission**, Feeding America holds the annual Mobilizing the Public conference for network members. This year, more than 400 network staff attended the conference. The CEO of partner organization Goodwill Industries International, Jim Gibbons, gave the keynote address.



Nearly 16 million children face hunger in America. **To reach more hungry kids Feeding America developed the Child Hunger Corps to help scale effective programs.** Each Child Hunger Corps member is placed at a Feeding America food bank for two years with the support of ConAgra Foods Foundation. This summer, the second cohort of corps members completed their service term and the fourth cohort of six motivated young professionals began their training. The new cohort underwent lessons in food banking, food insecurity, child feeding programs and community building to prepare them for their positions.



## STRATEGIC CAMPAIGNS TO RAISE AWARENESS AND INCREASE ENGAGEMENT

Our efforts to engage the nation around the issue of domestic hunger have already had a profound effect. This summer, the awareness of Feeding America among charitable givers reached a tremendous 38 percent. Additionally, we have learned that the public associates Feeding America with qualities like innovation, vibrancy and optimism, efficiency and trust. Feeding America is grateful to our generous partners that help us achieve high levels of awareness and a strong reputation as the leader in domestic hunger relief. Here are four of the high-profile campaigns that helped promote the Feeding America brand over the past few months.



### FEED USA + Target

From bags to bikes, FEED USA + Target is a socially conscious collaboration between FEED, a social business with the mission of "Creating Good Products that Help FEED the World" and Target. The exclusive collection of products, co-designed by Lauren Bush Lauren, is available for a limited time only at Target stores and Target.com. The campaign raised more than 10 million meals for Feeding America. Lauren, CEO and Founder of FEED, additionally filmed a series of videos documenting her trip to five Feeding America food banks. She is the most recent addition to the Feeding America Entertainment Council. [Lauren's Food Bank Road Trip](#) ▶



### New Feeding America Farm to Pantry PSAs

In September, Feeding America launched our newest PSA campaign which tells the story of food banking from farm to pantry and emphasizes our uniquely valuable position as a nationwide network. In 2012, we received \$52.7 million in donated media from the Ad Council. We look forward to realizing the reach of this promising new campaign. In addition to television, billboards, social media and print, Feeding America partnered with Kelly Clarkson, Laila Ali, Curtis Stone and others to record radio PSAs to raise awareness and encourage the public to become hunger-relief heroes. [Farm to Pantry PSA](#) ▶



### ConAgra Foods Foundation Hunger-Free Summer

Only 2.3 million children participate in the USDA's Summer Food Service Program—a fraction of the 21.5 million who qualify for free and reduced-price lunches during the school year. This means millions of kids may struggle with hunger during the summer. For the past four years, the ConAgra Foods Foundation has supported Hunger-Free Summer grants to help food banks alleviate summer hunger and pilot innovative, scalable program models. Through this year's grants, 29 food banks in 20 states brought healthy food to children in rural or low-income areas. A PSA featuring Chris O'Donnell, a team of 30 blogger ambassadors, and other awareness-building initiatives helped educate the public to ensure kids have a Hunger-Free Summer. [Watch the Video](#) ▶



### Cloudy with a Chance of Meatballs 2

Sony Pictures Animation, in collaboration with leading growers in the fresh produce industry, is raising awareness of the issue of hunger in America in connection with the release of Cloudy with a Chance of Meatballs 2. The campaign includes specially-marked produce packaging that drives consumers to an interactive website where they can make a donation to Feeding America and learn about Hunger Action Month. The website offers games, recipes from our produce partners and a rewards site to redeem prizes from their gift with purchase program. On September 9, our produce partners in this campaign donated more than 200,000 pounds of fresh produce to families and children at risk of hunger through food bank events nationwide. [Watch the Trailer](#) ▶



## TURNING THE NATION ORANGE FOR HUNGER ACTION MONTH



Throughout the month of September, the Feeding America network commemorated Hunger Action Month with national and local events to inspire action and raise awareness around the 49 million people in the U.S. who face hunger. Celebrities, government leaders, corporations and grass-roots volunteers came together to support the multi-faceted effort to mobilize the public around this year's theme, "Together We Can Solve Hunger.™"

Events included a celebrity packing event in Los Angeles with the cast and characters from Sony Pictures Animation's "Cloudy with a Chance of Meatballs 2"; major monuments and buildings lit up orange including the Empire State Building in New York, Houston City Hall, and the Jeweler's Building in Chicago; and a collaboration with AARP and AARP Foundation through Drive to End Hunger that included meal packing events to help the 4.8 million seniors in

America who struggle with food insecurity. Throughout the month, many of our corporate partners and hunger advocates across the country spread awareness by lighting buildings and dressing in orange.

Feeding America CEO Bob Aiken, Panera Bread Founder and CEO Ron Shaich and ConAgra Foods Vice President, Foundation and Cause Kori Reed participated in the SNAP Challenge. The executives undertook the symbolic week-long awareness effort to experience a small taste of what life is like for millions of low-income Americans living on the average daily food stamp allowance of \$4.50 and to share the experience with others through media outlets.

At Feeding America, we remain deeply inspired by the tremendous amount of support and actions taken by our partners to advocate for a hunger-free America. However you chose to participate, thank you for your commitment to ending hunger in your community.

## CONCLUSION

Thanks to your partnership, Feeding America is progressing toward our goal to provide 1 billion additional meals for people facing hunger by 2018. Your support makes it possible for our network to provide more than 3.2 billion meals to the people we serve each year and foster a more food secure future for our nation.

Partners like you are at the core of our work. Your contributions of food, funds, volunteer hours and promotional support help families put food on tables where there would otherwise be none. You help alleviate our clients' worries about how they will get their next meal and enable them to focus on building a brighter future for their families. Thank you for investing in our mission of ending hunger in America.



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Feeding America is a nationwide network of food banks that feeds more than 37 million people through food pantries, soup kitchens, and shelters in communities across America and leads the nation in the fight against hunger.

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