

Your Investments in Action

Winter 2018-2019
Impact Report



A LETTER FROM OUR CEO

USING OUR “SUPER POWERS” FOR SERVICE

Have you noticed that the best action movies feature superheroes who are strong and powerful, while also thoughtful and compassionate? As I think about the many superheroes I have seen “save the day” in books and movies, I am convinced that they are inspired by reality. The creators of those heroes must know real people who commit to not only care for their friends and family members, but also for their communities—including people they have never met. Real people like you.



Your generous gifts made 2018 a remarkable year for Feeding America. You helped provide more than 4 billion meals to people facing hunger. You also enabled us to offer food banks more grant funding than ever before and advance our mission through research, innovation, technology and so much more.

Your kindness toward others shows true heroism, helping people get the meals they need so they can focus on what truly matters and achieve their full potential. I am filled with gratitude as I reflect on the milestones we reached together last year, and how we will help struggling families make progress in 2019.

Kind regards,

A stylized, handwritten signature in black ink, appearing to read 'C. Fontenot'.

Claire Babineaux-Fontenot
Chief Executive Officer
Feeding America

THANKS TO YOU, WE HELP COMMUNITIES HIT BY DISASTERS

Richard Nuval never imagined that he would need to skip meals to make sure his mom, dad and brother had enough to eat. But that was before Hurricane Michael ravaged his hometown in Florida this fall.

“When the storm hit, we had to throw away all the food in our fridge,” he said. “We rationed the rice and crackers that were in the pantry, but after that was gone, there was nothing left to eat.”

And the hurricane didn’t only take away the Nuval family’s food. It also flooded their home and devastated their workplaces. With none of them able to earn a paycheck to repair the damage and cover the grocery bill, the family turned for help to a local food pantry served by Feeding the Gulf Coast Food Bank, a member of the Feeding America network.

At the pantry, Richard’s family not only received meals, they also found a new opportunity to give back. In the weeks after Hurricane Michael, the entire Nuval family volunteered at the food pantry nearly every day.

“It’s heart-breaking to see the devastation around us,” said Richard, “But it’s cathartic to volunteer at the food pantry. It feels good helping others.”



When hurricanes hit, you make it possible for families like Richard’s to get the nourishment they need in the midst of disaster.

Supporters like you help struggling households get meals after fires, hurricanes and other disasters. Read more disaster-relief stories from food banks in *The New York Times*’ [After 2 Terrible Storms, ‘The Food Bank Came to Our Rescue’](#)



YOU HELPED PROVIDE NEARLY
ONE BILLION MEALS
 FOR PEOPLE FACING HUNGER
 FROM JULY THROUGH SEPTEMBER 2018



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.

FEEDING AMERICA HELPS PROVIDE MEALS TO PEOPLE IN NEED FROM SEVEN SOURCES:

EMERGING RETAIL DONATIONS

Donations from restaurants, hotels and convenience stores.

SNAP MEALS

SNAP (Supplemental Nutrition Assistance Program) meals enabled by our SNAP referral and application assistance programs.

PURCHASED FOOD

Groceries bought from manufacturers and distributors to fill donation gaps.

MANUFACTURING DONATIONS

Donations provided by manufacturing companies.

FEDERAL COMMODITIES

Food provided by government programs.

FRESH PRODUCE

Donations from farmers and growers.

RETAIL DONATIONS

Donations provided by grocery and retail companies.

DID YOU KNOW?



ON #GIVINGTUESDAY, FEEDING AMERICA RAISED OVER 5.8 MILLION MEALS FOR HUNGRY FAMILIES THANKS TO DONATIONS FROM CARING SUPPORTERS LIKE YOU AND MATCHING GIFTS GENEROUSLY PROVIDED BY THE KROGER CO. FOUNDATION.

THE IMPACT OF YOUR GENEROSITY

Your support helps the Feeding America network provide meals and so much more. From helping food banks achieve their goals to identifying the most effective ways to reach seniors and students struggling with hunger, our work spans the nation. Thank you for partnering with us so we can end hunger for families and communities in need.



DEVELOPING INSIGHTS FOR SERVING SENIORS

Feeding America recently partnered with food-security experts at the University of South Carolina to conduct the largest qualitative senior hunger study in over a decade. By studying 17 senior hunger programs at nine food banks, the evaluation shed light on the difficulties program providers face in reaching large numbers of seniors while also meeting their unique needs. It also highlighted the value of senior hunger programs. Many seniors reported that food assistance helped them budget, save and stretch their food more easily throughout the month.



EXPLORING DATA AND INNOVATION

This fall, Feeding America shared a presentation at the Google Food Lab on how we are unlocking the potential of data to evolve the charitable food model of the future. As part of the event, staff from our innovation and data teams participated in engaging discussions on important topics that are closely connected to our mission, including nutrition, wasted food and more. We exchanged ideas with experts working across the food system, enabling us to learn from organizations from all over the world and share how we are using data and human-centered design principles to transform our work.



Your generosity helped Feeding America provide **\$94 million** in grants last year, enabling food banks across the nation to reach families in need.





HELPING FOOD BANKS INVEST IN THE FUTURE

Feeding America awards grants to food banks to support planning and growth for promising initiatives. For example, we provided funding to 17 food banks to create strategic plans for their child hunger programs. At a recent summit, grantees gathered to share how the funding is helping them fight child hunger in their communities and plan for future growth. We also provided grants to 84 food banks to grow their retail food rescue programs, which offer more food to the network than any other source. The program recently concluded, and food banks reported that it significantly enhanced their collaboration and commitment to retail store donations, among many other achievements. We will leverage key elements of these successful programs in future grant opportunities.

Thanks to Walmart Foundation, Morgan Stanley and many other generous donors who support strategic planning at food banks.



ENGAGING STUDENTS TO FIGHT COLLEGE HUNGER

As part of our commitment to helping students facing hunger, Feeding America is participating in the 2018 Integrated Design Innovation Consortium Design Challenge. This exciting challenge brings together 60 students across five master's level design programs. Over the course of four months, groups of students will perform "sprints" to address the following key questions: *What is the current experience for students facing food insecurity? What solutions are meaningful and why? How do offerings need to work to be successful?* This project is a part of a broader two-year exploration by Feeding America to study efforts by food banks to fight college hunger across the country. Our goal is to identify and analyze the most effective models for programs, partnerships and coordination in the college hunger space as we seek to reach more students struggling with hunger on campus, from Alaska to Florida and everywhere in between.

GIVING BACK MAKES JOE DIAL SMILE

When Joe Dial donates, he says it feels wonderful. "I get a huge smile on my face," he explains, "I am blessed with abundance and there are people who need our help. It is so easy to make a difference. I sit in my comfortable chair, go to Feeding America's website and donate, and it feels great to help fill children's and their families' bellies."

Joe has been personally touched by hunger. Growing up, money was often tight and food sometimes scarce. He talks about how food not only provides nutrition but also enjoyment and says, "It makes me crazy to think about people not having enough to eat." He supports both Feeding America and his local food bank because he sees how they both play a valuable role in ending hunger. "It would be wonderful to see a world in which people are not hungry," he says.

Challenged by a friend to donate at least 10% of his income, Joe gives as generously as he can. He is careful to be a good steward of his money and is impressed with how Feeding America puts his donations to good use. He explains that he doesn't give for any reward or glory but because he feels blessed in his life and is further blessed by sharing with others.



THANKS TO OUR SUPPORTERS, WE ARE GROWING THE HUNGER-RELIEF MOVEMENT

Feeding America is making strides against hunger because of our generous supporters. Our corporate partners launch inspiring campaigns that mobilize people across the nation, enabling struggling families to get groceries during the cold winter months and throughout the year.



Bank of America helped provide more than 26 million meals through Give A Meal, reaching their 2:1 donation match goal of \$1.5 million more quickly than ever before. For every \$1 donated, Bank of America donated \$2.



Kiehl's helped provide more than 1 million meals by donating net profits from select products in the Kiehl's X Andrew Bannecker collection and hosting packing events in New York, Chicago and Los Angeles attended by influencers including Hunter McGrady.

Crate and Barrel celebrated the holidays by helping provide 5 million meals to Feeding America through an associate drive with a company match and customer engagement at the register and online.

Disney donated \$1 million to Feeding America to support fresh produce and volunteer initiatives as part of its commitment to providing access to nutritious foods to families who need it most.

The Wells Fargo Holiday Food Bank Program helped provide more than 40 million meals thanks to a \$4 million donation, matching every dollar donated up to \$1 million, and collecting non-perishable donations at 5,700 branches across the country.

This holiday season, The Starbucks Foundation raised awareness of hunger and helped donate 500,000 meals to reach people facing hunger through the Match the Magic campaign.

YOU ARE HELPING US MEET THE NEED AND END HUNGER

YOUR GIFTS FIGHT FOOD WASTE

On World Food Day, October 16, Feeding America raised awareness of hunger and food waste and highlighted how we are addressing these problems in partnership with supporters like you. We collaborated with Upworthy and The Rockefeller Foundation on a food rescue story, [“Local farmers are stepping in to ensure no families in need go hungry.”](#) We also published a letter to the editor in the [Minneapolis Star-Tribune](#), co-authored with General Mills and Second Harvest Heartland, highlighting the growth of our food rescue tech platform MealConnect. Additionally, we launched an [innovative donation campaign](#) with Kellogg’s and Amazon that helped meet the needs of many people facing hunger.



THANK YOU FOR GIVING BACK DURING THE HOLIDAYS

Hunger-relief advocates nationwide supported the Feeding America network during the holiday season. Celebrity volunteers spread good cheer at Felices Fiestas, a fun-filled family event at Para Los Niños Gratts Primary School, a partner of Los Angeles Regional Food Bank. More than 800 families received holiday meals and fruit-infused water thanks to our caring volunteers. In communities across the country, millions of others also generously donated time, talent and funds to food banks and food pantries before the holidays. Every volunteer shift, financial gift and social post shared in support of the Feeding America network made a difference, increasing awareness and support to help make the season merry and bright for families in need.



Eva LaRue, Samantha Harris, Alexandra Shipp, Darby Stanchfield and Julie Bowen (along with her sons) provided hundreds of children and families with holiday meals at an event in Los Angeles this December.

CONCLUSION

When you don't know where you will find your next meal, it's hard to think about anything else. As millions of Americans struggle to access meals this winter, the Feeding America network is ready to help—and it's all because of caring people like you. Your dedication to your neighbors in need lends power to the anti-hunger movement. Your gifts provide Feeding America with the resources to help families tap into their own strength. For all you do to fight hunger, thank you.

WAYS TO ENGAGE

1 Feeding America is solving hunger today and ending hunger tomorrow because of your generous support. To learn more about our recent achievements, read the [2018 Annual Report](#).

2 Registration is open for the [2019 National Anti-Hunger Policy Conference](#), the nation's largest annual gathering for anti-hunger public policy work. Attend the event to participate in networking, training, advocacy and more.



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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.**