

Where to volunteer
Link with your
local food bank

Back-to-school meals
Pack smart lunches
and afterschool snacks

Obama's vow
Ending childhood
hunger by 2015

**MEDIA
PLANET**

A HUNGER-FREE AMERICA



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TIPS

LET'S WORK TOGETHER

Take An Active Role in Eliminating Hunger

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WE BELIEVE IN A HUNGER-FREE AMERICA.

One in six Americans struggles with hunger — including one in four children. That's more than 49 million Americans who are not sure where they will find their next meal. As the nation's largest domestic hunger relief organization, Feeding America and our network of more than 200 member food banks helps provide food to those in need to not only survive but to thrive. This September, during Hunger Action Month, we invite you to take action against hunger, one of our nation's most pressing issues. Visit us at feedingamerica.org.

*According to the United States Department of Agriculture Economic Research Service, November 2009.


**FEEDING
AMERICA**



CHALLENGES

The problems of **hunger and food insecurity** are far more widespread in our country than many realize, and their damage is significant for children and for adults, for our nation's health and educational systems and outcomes, for our nation's productivity, and for the economy as a whole and our fiscal well-being.

Eliminating hunger in the U.S.

The latest official data from the Census Bureau and the U.S. Department of Agriculture are for 2008, and they tell us that 49 million people were living in households facing food insecurity—the government phrase for families struggling with hunger. More than 16.7 million were children.

Solving this problem is essential because the damage is so great. Maternal under nutrition increases the risk of certain birth defects and contributes to low infant birthweight. Food insecurity among very young children can cause stunted growth, iron deficiency anemia and delayed cognitive development. Food insecurity harms children's physical growth and immune systems, causes weakened resistance to infection, and in both early childhood and the school years means that children lag their peers and learn less, and these learning deficits cumulate.

Everyone suffers

Food insecurity during the adult years means lower productivity, higher rates of hospitalization, and poorer health. And adult hunger

also harms children. Often parents do everything they can to protect their children from hunger: the children eat first, and get "enough" to eat (though it may be filling but not an adequate, healthy diet because of resource constraints). But the parents go hungry to protect the children. The resulting stress and depression harm not only the parents but the children's health and proficiency.

What all this comes down to is that hunger and food insecurity not only are unnecessary in our wealthy nation, but they are vastly counterproductive to our nation's goals.

An unnecessary problem

The good news is that we know what works to solve hunger in America: a strong economy with shared prosperity and rising wages for all; and common sense government supports for children, working age adults, and seniors who don't have enough income for a healthy diet.

Those supports include the nation's nutrition programs—school lunch and breakfast; the Women, Infants, and Children (WIC) program; nutrition in summer and afterschool programs for children, and in child care; and food stamps (re-

"What all this comes down to is that hunger and food insecurity not only are unnecessary in our wealthy nation, but they are vastly counterproductive to our nation's goals."



James D. Weill
President, Food Research
and Action Center

cently renamed "SNAP" for the Supplemental Nutrition Assistance Program). These programs already are boosting the health, early development, and productivity of millions of Americans.

But they need to do more. Often schools, cities, states, and the federal government don't take the actions needed to reach eligible people. Only two-thirds of those eligible actually receive SNAP/food stamps. Only 47 percent of eligible low-income children get school breakfast. And benefits in these programs often are not enough for purchasing healthy food.

Achievable goals

If we make sure that there is more outreach and less red tape, millions more hungry people can get the benefits they so desperately need. And if the already strong programs are made more effective by making benefits adequate to meet the daily needs of hungry people, we can eliminate this unnecessary scourge of hunger in the U.S.

President Obama has pledged to end childhood hunger and dramatically reduce adult hunger by 2015. These are goals we can and must achieve.



WE RECOMMEND



Aiding senior hunger
Learn how Meals On Wheels Association of America helps the elderly who can't leave their homes.

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"We serve over one million meals every day..."

Breaking stereotypes p. 10

Law students benefit from food stamps and choose to eat healthy.

MEDIA
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Hunger Relief

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Feeding families.
One community at a time.

Donating nutritious meals. Fighting senior hunger. Ensuring kids always have access to the healthy food they need to grow and learn. Our Foundation is working in local communities to create opportunities so people can live better. To learn more visit walmart.com/fightinghunger

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Walmart 

INSPIRATION

TIP

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VOLUNTEER
YOUR TIME
VOLUNTEER
 A pantry volunteer
 picks up a food
 order at Mid-Ohio
 Foodbank.
 PHOTO: JOHN HOLLIGER

DON'T MISS!


Vicki B. Escarra
 President and CEO,
 Feeding America

Taking a stand

Take a look around you. Today, odds are that one in six individuals you meet aren't getting enough to eat. Somewhere in your own community is a parent that willingly sacrifices a meal so that his or her child can have a decent breakfast. In your own town a senior citizen has chosen to pay the electricity bill instead of heading to the grocery store. They are a part of the ever-growing ranks of families turning to America's food banks—a stark reality that should not be ridiculed, especially when it comes to the 17 million children who struggle with hunger each year.

Instead, we must respond with the compassion, steadfast resolve, and solidarity that have always fueled our great nation. Adequate investment in food and nutrition programs is absolutely vital to food banks and the hungry Americans they serve. We must make no further delay as the stance against domestic hunger is ours to make.

Food pantries are feeding the hungry by the millions

Question: Where can we go if we are food insecure?

Answer: Your local food pantry will welcome you!

Thanks to the economic downturn, the nation's food pantries have seen a surge in new clients—often ones you wouldn't typically think you'd see shopping for free groceries. According to Feeding America, 36 percent of households served by their network of food banks have at least one adult working. But as salaries are slashed and costs of living go up, a single salary is often not enough.

"I was back in school working toward my RN, and my husband's job couldn't fully support our family of six," remembers Christina Hansen, whose family relied for a while on groceries from the Lutheran Food Pantry in Lancaster,



EAT FRESH. Increasing the nutritional value of the food that Mid-Ohio Foodbank supplies for partner agencies is an important priority. New in 2010 is a 2,000 sq. ft. garden maintained by Foodbank volunteers. PHOTO: JOHN HOLLIGER

Ohio. The staples they received there helped stretch their budget to cover other necessities. But Hansen got more than food during her visits. "They became my biggest supporters and coaches, encouraging me

to recognize that things were going to get better," she says.

Just as the faces of the clients have changed, food pantries are changing too. At the House of Neighborly Service in Loveland, Colorado, their

food baskets are designed by nutritionists and they even offer completely gluten-free baskets for those with celiac disease. At Emergency Family Assistance Association in Boulder, Colorado, local farmers often drop off fresh, organic produce.

Food pantries rely on volunteers—more than 700,000 according to Feeding America—to help their clients. And sometimes, the volunteers and clients are one in the same. "I'm looking forward to getting back on my feet so that I can volunteer," says Erin Channel, who has used the resources at the Gladden Food Pantry in Columbus, Ohio to feed himself and his two daughters. "I want to give back to those who helped me."

SALLY WADYKA

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It's about helping 49 million
of our neighbors, friends,
mothers, grandfathers,
children and others
struggling with hunger...

gain dignity
get strong
reach goals
hit a home run
be respected
feel good
laugh more
build confidence
dream big things
work hard
sleep well
jump rope
do better in school
smile a lot
be happy
stay together
make friends
read books
learn new things
grow taller

...and live a better life
with a brighter future.

NEWS

TIP

2

WRITE TO
CONGRESS

FILLING STOMACHS
Share Our Strength Founder Billy Shore and National Spokesperson for Share Our Strength's No Kid Hungry Campaign™, Actor Jeff Bridges, at a summer meals site in California.
PHOTO: MICHAEL ROBERTSON

GOV. VOWS TO END CHILD HUNGER BY 2015

■ **Question:** How many children will go to bed hungry tonight?

■ **Answer:** Nearly one in four American children don't have enough to eat.

When you think of hunger and malnutrition, chances are it conjures up images of starving children in third world countries. But sadly, even in a country as wealthy as our own, more than 17 million children don't have enough to eat. To address the issue, President Obama has set a goal for the United States to end childhood hunger by 2015. It will take the support of numerous organizations to make that goal a reality. The Food Research and Action Center (FRAC) has laid out several key strategies in support of Obama's pledge—including bolstering current government nutrition programs and increasing support for low-income families to ensure they are able to

provide nutritious food for their children.

Healthy, hunger-free kids

A recent vote in the US Senate passed Healthy, Hunger-Free Kids Act. Not only does this legislation help provide more funds for healthy school meals, but it also includes provisions for getting better foods into schools, making school cafeteria choices more nutritious and removing the junk food vending machines from school grounds. This will help feed all of our children better—which will, in turn, help them learn better and reach their full potential.

Feeding kids outside of school

Lots of children get free lunches during the school day, but many of those same children are lacking food at breakfast, dinner, weekends, and school vacations. The Sodexo Foundation—which supports many hunger-related

efforts—started 22 nationwide Backpack Food programs to help address this need. During the 2008/2009 school year, the programs distributed take-home food to more than 1,500 children every week.

Sometimes, the simplest solutions can have the biggest impact. Share Our Strength's No Kid Hungry™ campaign has focused some of their efforts on marketing and outreach to ensure that families who qualify for meal programs know how to get involved. "We did robo calls, bus advertisements, and notices in kids' backpacks to parents to let them know how to find a summer meal site for their kids," says Patricia Nicklin, managing director of Share Our Strength. "The result was an 11 percent increase in participation."

SALLY WADYKA

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✱ DON'T MISS

Of the many challenges we face, one issue is solvable: ending childhood hunger in America.

■ One in four U.S. children is now on food stamps and 62 percent of public school teachers use their own money to feed kids at school.

These kids aren't hungry because we lack food. They are hungry because they lack access to food programs. Every time we increase access to school breakfast, summer meals and SNAP / food



Billy Shore
Executive Director
and Founder, Share
Our Strength

stamps, we bring resources to hungry kids.

President Obama wants to end childhood hunger by 2015. Share Our Strength, working with governors, corporate partners and thousands of volunteers, believes we can achieve that goal.

What role do Federal nutrition programs—like SNAP, WIC, school meals—play in the fight against hunger?

■ USDA's 15 nutrition assistance programs, which serve one in four Americans in the course of a year, are the focus of the Federal effort to fight hunger and improve nutrition in the United States. Our programs are the first line of the defense against hunger as they provide millions of individuals, children and families access to nutritious food.



Kevin Concannon, USDA Under Secretary for Food, Nutrition, and Consumer Services

What key things need to happen in order to meet President Obama's goal to end hunger by 2015?

■ Ending childhood hunger by 2015 is notably an ambitious goal that can be achieved. First, we must vigorously implement all of our 15 Federal nutrition assistance programs in every community across the country. Achieving this goal requires that Federal, state and local governments, elected officials, community leaders, schools, citizen volunteers, businesses, faith and community-based organizations and agricultural producers commit to this goal and work together with persistence and creativity.

Research and our experience tell us that the fundamental cause of domestic food insecurity and hunger is principally

household poverty. While USDA programs provide a safety net that improves access to food to those with critical needs, addressing the causes of childhood hunger requires a broad strategy to improve economic opportunities, increase incomes and bolster other safety net programs.

■ The Obama Administration has worked with Congress on an aggressive program of actions to address poverty through a broad expansion of economic opportunity. The American Recovery and Reinvestment Act of 2009 made long-term investments in nutrition assistance to promote vibrant neighborhoods and communities. The Administration seeks to build on these efforts with groundbreaking improvements in the Child Nutrition Programs, which Congress is scheduled to reauthorize this year. Strong program reforms can help to combat child hunger, reduce obesity, improve the health and nutrition of children across the Nation, and enhance program performance.

Ben is going to school

without any breakfast, and since he didn't eat yesterday either, he will focus on his growling stomach instead of his math, and later when he falls asleep because he has no energy his teacher will label him as "lazy" which will be backed up by the math test he'll fail because he couldn't focus, and when he gets left behind a grade no one will think twice about it since he just "doesn't try hard," and after years of struggling through school on an empty stomach like 1 in every 4 kids in America, no one will be surprised when he drops out, and since he doesn't have his diploma he'll have a hard time getting a job and when he and his wife have a son they won't be able to afford to feed him enough and after not having any dinner, the next day his son will go to school

without any breakfast.

Sodexo
Foundation



To help break the cycle of childhood hunger visit SodexoFoundation.org.

NEWS

Choosing healthful food options

It is a cruel dilemma that in the United States hunger exists side-by-side with a national obesity epidemic, especially among children. There has never been a greater need to help individuals and families learn about accessing and choosing healthful food options.

Doing this requires different types of consumer nutrition education than have been tried before.

Nutrition education doesn't mean handing someone a nutrition brochure; it means providing people with expert guidance that is personalized, practical and affordable. Our country's food and nutrition experts—registered dietitians who are



Judith C. Rodriguez, PhD, RD, FADA, LDN
President
2010-2011,
American Dietetic
Association

members of the American Dietetic Association—are successfully creating new approaches to nutrition education that empower people to make positive behavior changes.

Students speak up

The ADA Foundation's Healthy Schools Program, a partnership with American Council for Fitness and Nutrition and PE4life, teams schoolchildren with registered dietitians (called RD Coaches) to show kids how food, nutrition and physical activity can be both fun

and educational. Statistics from pilot programs in Kansas City, Mo., and Des Moines, Iowa, show students are eating more fruits and vegetables, snacking healthier and incorporating more activity into their days.

Because of the atmosphere of trust created by these one-on-one relationships, students share information about their home life—foods that are available (if any), their families' economic situation and their parents' attitudes toward nutrition and healthful eating. This allows RD Coaches to help students identify practical solutions to their situations.

Registered dietitians are also involved with school and urban gardening, teaching kids how food is produced, how to stretch dollars by

growing their own and how to enjoy new foods. One RD said nothing is more satisfying than seeing a student's eyes light up when he or she tastes a new vegetable for

the first time. These are the successes that symbolize 21st-century nutrition education, creating and solidifying lifelong healthy eating behaviors.

BREAKFAST AT SCHOOL

The School Breakfast and School Lunch Programs offer a true lifeline to many of our nation's children. Our number one objective at school is education, and we must utilize whatever tools that aid that outcome, something as simple as a healthy school breakfast prepares a child for performance today, and lifelong achievement. Research shows participation in school breakfast programs improves behavior, attention, recall, and test performance. Particularly in low income areas, classroom

breakfast ensures all children receive a nutritious meal, without the stigma of identifying a hungry child who must go to the cafeteria. The cost is too small and the outcomes too great to not maximize the use of school breakfast as a tool to prepare children for learning. We can all help by demanding that if your school has many low income children, breakfast be served at their desks, in their classroom.

FORMER SENATOR GEORGE MCGOVERN



We need to fill their stomachs before we can feed their minds.

Today's school districts are faced with more challenges to teach, more students who need food, and less money to address these important issues. Fortunately, E S Foods brings you realistic, cost effective solutions for feeding more students breakfast, which can have a direct impact on educational outcomes. By implementing a classroom or alternate site breakfast program, your district can use your existing food service team and increase the number of breakfasts served each day. With nutritious, balanced breakfasts available to every student, your school could see better test scores, improved student behavior and an increased eagerness to learn.



Contact E S Foods at 516.682.5494 or visit esfoods.com today to learn about feeding more kids.



NEWS

Take an interest in your child's school meals

Schools play a critical role in helping parents teach children about healthy eating habits. After all, children don't stop learning when they step from the classroom into the lunchroom!

School meals have come a long way, and they continue to improve by offering more whole grains, fruits and vegetables and low-fat dairy products. Kid favorites are often baked instead of fried, and even pizza has gotten a makeover—many schools prepare pizzas with whole grain crusts, low-fat cheese and low-sodium sauce. School nutrition directors have also encouraged food com-

panies to make pre-prepared school foods healthier, like cereal that is lower in sugar and higher in fiber.

Tips to try at home

Parents who take an interest in their children's eating habits at school and at home can promote a lifetime of healthy choices. Try joining your students for lunch or making time to talk with them about the food they choose at school. When reviewing the cafeteria menu with your children, encourage them to try new menu items. And remember: sampling new foods, especially fruits and vegetables, at home can make children more willing to try these foods at school.



PHOTO: RICK BRADY/SCHOOL NUTRITION ASSOCIATION

Be in the know

Don't be shy about asking school nutrition staff about menu items, meal preparation methods, waiting time in line and so on. You can also get involved in updating your school district's Local Well-

ness Policies, which determine what foods can be sold in vending machines and a-la-carte lines.

NANCY RICE, M.ED, RD, LD, SNS
School Nutrition Association President
editorial@mediaplanet.com

↓ DID YOU KNOW?

A smart lunch

■ **Federal nutrition** standards require school lunches to limit fat, saturated fat and portion size, and contain protein, calcium and other critical vitamins and nutrients.

■ **Schools receive** little more than \$1 to purchase ingredients for each school lunch. Ask your member of Congress for more funds for school meals and federal nutrition standards for foods sold in vending machines and a-la-carte lines.

■ **Get more facts** about healthy school meals by visiting www.TrayTalk.org.



It's dinner time in America. But for 1 in 4 children, you'd never know it.

Dinner time is when families gather to share their day and create memories. But for nearly 17 million children, dinner time can be the cruellest part of the day. Right here in the United States, almost 1 in 4 kids don't know when they will have their next meal. You can help surround kids with the nutritious food they need to thrive. Pledge to make No Kid Hungry a reality. See how at NoKidHungry.org.



INSPIRATION

It may be easier to drive thru the fast food restaurant at mealtime, but that's not the healthiest—or even necessarily the cheapest—way to feed your family.

“No thanks!” to fast food

“Research has shown that when you sit down to a meal at home together, the nutritional quality of your meals goes up,” says Tara Gidus, RD, a dietitian based in Orlando, Florida.

And if you receive SNAP benefits (formerly called Food Stamps), you can use them to bolster the nutrition in your family's diet. “Now we can walk into a store, and instead of looking for the cheapest alternatives, we can look for the healthiest choices

for ourselves and our baby,” says Breandan O'Donnell, a law student in Ohio. He and his wife, who are expecting a baby this fall, started receiving SNAP benefits after they both went back to law school.

Setting the table for a successful day

Breakfast really is the most important meal of the day, and it affects an individual's success at work, in school, energy levels, and ability to focus. Gidus suggests these simple, inexpensive, and nutritious options:

■ **Eggs:** A cheap protein powerhouse. Pair the eggs with a slice of whole wheat toast and a piece of fruit or glass of juice.

■ **Oatmeal:** Skip the pricy, pre-flavored single serving packets and enhance the basic oats yourself by adding some raisins, fresh fruit, a dollop of yogurt or some nuts.

■ **Pancakes:** On weekends, make breakfast a family affair and get everyone flipping flapjacks. Add some berries to the batter or top with bananas and chopped nuts.

Smarter afternoon snacks

“Forget typical ‘snack foods’ like chips, cookies and pretzels,” says Gidus. “They have very little nutritional value, are expensive and can be high in calories.” Instead, feed your stomachs with real food to bridge the gap between lunch and dinner. Good options include: half a turkey sandwich on whole wheat bread, a handful of trail mix (with nuts, dried fruit and whole grain cereal), or yogurt with fruit.

TIP

4

MAKE MEAL
TIME A FAMILY
AFFAIR

↓ DID YOU KNOW?

Eat fruits and vegetables!

Want to know a secret to good health? Choices are endless in the world of fruits and vegetables! They come in a variety of colors, flavors, and forms: fresh, frozen, canned, dried, or 100 percent juice. Filling half your plate, both meals and snacks, with fruits and vegetables provides needed vitamins, minerals, fiber, and other health promoting compounds unique to fruits and vegetables. Fruits and vegetables are truly one of your best disease-fighting weapons. They aid in weight control and help reduce the risk of heart disease, high blood pressure, stroke, Type 2 diabetes, and some cancers.

ELIZABETH PIVONKA, PH.D., R.D.
President and CEO,
Produce for Better Health Foundation

SALLY WADYKA

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Join America's
more matters
pledge **Fruits & Veggies... Today and Every Day!**
FruitsAndVeggiesMoreMatters.org

LET'S MOVE!

It's time to get motivated and take America's More Matters Pledge!

- ✓ Start by adding more fruits and veggies to your meals and snacks. Think about color and using a variety of fruits and veggies in planning your meals.
- ✓ Include all forms—fresh, frozen, canned, dried, and 100% juice—to provide everyone with healthy choices.
- ✓ Take the pledge at **MoreMatters.org** and commit to healthier living!

Visit our website at www.FruitsAndVeggiesMoreMatters.org for more information about America's More Matters Pledge: Fruits & Veggies... Today and Every Day!

INSPIRATION



A cool path to better health

A trip to the grocery store these days presents Americans with a two-pronged challenge: how to eat healthy and eat on a budget.

Across America, there is a growing focus on the need for healthy living, but this increased focus comes at a time when many are struggling with limited budgets, and worry they must choose between eating smart and eating affordably.

Thankfully there is one choice consumers can make that offer both. Frozen foods, be they fruits or vegetables, family entrees, pizzas, dairy products and desserts—yes, even desserts—offer an easy way for Americans to eat smart and spend smart.

Are frozen foods healthy?

In a word, yes. The U.S. Food and Drug Administration concluded that frozen fruits and vegetables are nutritionally equivalent, or in some cases superior, to their fresh counterparts. Frozen fruits and vegetables are picked at their ripest, helping preserve

freshness, and are left in their growing environment longer, thus ensuring maximum nutrient uptake from the soil.

Are frozen foods affordable?

Aside from lower prices, the extended storage life of frozen foods helps stretch tight budgets. Longer-lasting products make economic sense, as they are far likely to be eaten, instead of thrown away due to spoilage.

To top it off, frozen foods help families manage busy schedules. Almost 87 percent of consumers who purchase frozen food highlight convenience as one of the primary factors that motivated their purchase.

So, the next time you're trying to juggle smart eating and smart spending, visit the frozen food aisle.

AFFI is the national trade association that promotes and represents the interests of all segments of the frozen food industry.

KRAIG R. NAASZ

President and CEO, American Frozen Food Institute
editorial@mediaplanet.com



What's for dinner? Check the freezer!

Nothing brings families together better than sharing a home-cooked, healthy meal.

Frozen foods are preserved at the peak of freshness. They arrive at your table with more nutrients intact, making them a healthy pick for your family. And with most of the prep done for you, choosing frozen foods saves precious time in your busy schedule.

Budgets everywhere are tightening. Choose frozen foods to help you stretch your family's dollar, while providing healthy, convenient nutrition to those you love.

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www.affi.com

**AMERICAN
FROZEN FOOD
INSTITUTE**

INSPIRATION

Aiding senior hunger

■ **Question:** Who are the forgotten faces in the battle against hunger?

■ **Answer:** The elderly are often overlooked when it comes to this issue, but several groups are working hard to change that.

While hungry children tug on our nation's collective heartstrings, an increasing number of seniors are also coping with food insecurity. According to the AARP, up to six million Americans over age 60 don't have enough to eat. Part of the problem, says Brian Hofland, director of economic justice at AARP, is that many of those in need aren't getting the help they're entitled to. "One of our goals is increasing the number of seniors using SNAP [Supplemental Nutrition Assistance Program] to purchase nutritional food," he says. As of now, seven



million older Americans are eligible for SNAP [formerly known as Food Stamps], yet only about one-third of them are receiving benefits.

Healthy food without leaving home

One program aims to ensure that seniors who can't leave their homes or have trouble cooking for themselves, aren't left without nutritious food. "We

serve over one million meals every day in seniors' homes or at community centers," says Michael Flynn, director of communications, Meals on Wheels Association of America. "By delivering to those who are homebound we are enabling seniors to stay in their homes and remain independent."

Keeping seniors fed requires many hands—and wallets. Meals on Wheels relies on an



PHOTOS: MOWAA, LINDSAY BENSON GARRETT

army of over a million volunteers, plus donations and grants from individuals and corporations. Walmart is one company that has stepped up to the challenge. The Walmart Foundation saw an opportunity to help the thousands of people who were on waiting lists to receive Meals on Wheels. A \$750,000 grant in 2008 was devoted to doing just that. And in 2009, another \$2.2 million was earmarked to help provide microwaves, refrigerators and transportation. "I think it's a sad statement that seniors—who've contributed so much to society—are going hungry," says Margaret A. McKenna, president of the Walmart Foundation. "A lot of people forget about this issue, but it's our hope that more attention will be paid to it."

JO ANN JENKINS

President, AARP Foundation

SALLY WADYKA

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* DON'T MISS



Thom Reilly
Executive Director,
Harrah's Foundation

How can I feed my family on a tight budget?

When money is tight, saving moneys on groceries is critical. Here are a few tips: 1) Buy in bulk. If you don't have the freezer space, think about splitting with another family; 2) Use scraps and leftovers; 3) Buy local from farmers markets and/or join a local community-supported agriculture co-op where you can get cheaper seasonal goods; 4) Cook seasonably—food in season is cheaper; and 5) Go heavy on vegetables and cut back on meat.

Why has your industry taken a more proactive approach to alleviating hunger?

Helping older individuals live longer, healthier, and more fulfilling lives...at every stage of the aging process is the primary focus of the Harrah's Foundation. Ensuring older individuals maintain optimal health, proper nutrition and avoid social isolation has been the cornerstone of our giving since our inception of our Foundation and extremely important to our employees.

Where can I volunteer?

Before you begin looking for a volunteer opportunity, determine what type of volunteering you want to do. Are you good with children or older individuals? Do you care about the environment? Check the local newspaper for organizations that need short or long term help, talk with your employer about special programs they support, have a discussion with your friends and see what volunteering they may do on their own.

FACTS

■ An astonishing six million seniors are going hungry in the U.S. today, and nearly 40 percent of Americans aged 65+ live on less than \$21,000 per year. The recession has slammed millions of older Americans into near-poverty, as counted-on retirement funds have shrunk or disappeared.

■ Help is available, but most seniors aren't using it. Just one-third of older people eligible for SNAP, the federal government's food assistance program, receive benefits. Other age groups participate at roughly twice that rate.

■ Why do so few seniors apply? Many don't know it exists, or are too embarrassed or proud to

ask for help...even though their taxes support it. To reduce hunger among seniors, we need to increase their participation in SNAP. That means raising their awareness and, even more important, reducing the stigma of asking for help.

FRAC

Food Research and Action Center

advocating for proven public policies
to end hunger in America

www.frac.org



DO YOU RECOGNIZE THE FACE OF **SENIOR HUNGER?**

She may look fine. But in fact, she's hungry. Research underwritten by the Harrah's Foundation has shown that many of the men and women most in need of meal services aren't sick, destitute or living in remote areas. Mostly, they're our neighbors. And they need our help. That's why, since 2002, the Harrah's Foundation has contributed millions of dollars in direct support and food delivery vehicles to organizations across the nation that provide meals to older individuals. We invite you to join us by donating generously to your local food pantry or meal delivery programs.

Learn more at www.harrahsfoundation.com.



The Will to do Wonders®

PANEL OF EXPERTS

	<p>George McGovern Former U.S. Senator from South Dakota, 1972 Democratic Presidential Candidate and now a world ambassador on issues of hunger.</p> 	<p>Jo Ann Jenkins President AARP Foundation</p> 	<p>Stephen J. Brady President Sodexo Foundation</p> 	<p>Margaret McKenna President Walmart Foundation</p> 
<p>Question 1: What is the most important tip you can give readers on a budget who need to feed their family?</p>	<p>Don't be afraid to use all the resources available to you. For children, make sure they are enrolled in the free or reduced price meal program during the school year, they participate in after-school feeding programs, and take advantage of the Summer Food-service Program. If any of these Child Nutrition Programs are not available, contact your state agency to find the nearest available resource.</p>	<p>Don't be afraid to ask for help! Budgets bend only so far, and sometimes they break. Local food banks and pantries can help, as can SNAP, the government's program to help low-income people buy healthy food. To see if you're eligible, go to www.aarp.org/snap. SNAP is easy to use—your benefits come on a special debit card that most grocery stores accept.</p>	<p>Families should know that they are not alone in their struggle to put food on the table. There are more than 49 million people at risk of hunger in the U.S., including 17 million children. In addition to the federally funded Nutrition Assistance Programs, there are many charitable and religious organizations that can help. Local food banks are a wonderful resource to not only provide food but to connect to other resources in the community.</p>	<p>If you need help to feed your family—ask. In the difficult economy, food banks are being accessed more than ever. Walmart has significantly increased its grants to hunger relief organizations and increased our donations of healthy food—we're now the largest donor of food in the U.S. Healthy food can cost the same or less than fast food and our Foundation is supporting organizations like Share Our Strength that teach families on a budget to shop for and prepare healthy meals.</p>
<p>Question 2: Why has your industry decided to take and even more proactive approach to alleviating hunger in our country?</p>	<p>Childhood hunger's lifelong effects on children are devastating. As a former educator, I can tell you that a simple change, such as ensuring children have received a nutritious breakfast at the start of school, prepares them for learning and achievement. A hungry child cannot learn, and an unschooled child's struggles will continue into adulthood.</p>	<p>Hunger at any age is unconscionable, yet hunger among older adults is often overlooked. Our mission is to serve vulnerable, low-income people 50-plus, including those who may not know where their next meal is coming from. We are shining a light on this problem because of the broad scope and devastating impact of hunger among seniors.</p>	<p>As a world leader in Quality of Daily Life Solutions, we serve nutritious meals to millions of people everyday in public school districts, private and independent schools, colleges, and university campus across the nation. Unfortunately, for many young children covered by the federal nutrition program, their school meal is their only meal of the day. This tragic reality has a terrible cost since malnourished children are absent from school more often, have an impaired ability to learn and suffer more illness. We see this issue first hand and believe that we can impact the quality of life for our nation's children by working to end hunger.</p>	<p>Grocery stores have a responsibility to our customers. And as the nation's largest grocer, we see how families are struggling, and we feel a responsibility to help. We've committed \$2 billion to hunger relief efforts through 2015 to ensure those who need extra help are getting the resources they need. Hunger is a problem that can be solved and we must work collaboratively—together we can reach a day where no individual in this country has to go hungry.</p>
<p>Question 3: Where can those interested in volunteering get started? What resources are available to them?</p>	<p>Those interested in assisting with local Child Nutrition Programs can contact their school district's main office, or the State Department of Health or Education or Agriculture, which monitor local programs on behalf the United States Department of Agriculture. See http://www.fns.usda.gov/cnd/contacts/statedirectory.htm for more information.</p>	<p>For ways to make a difference go to aarp.org/hunger. Or call your local food bank to see what they need. Some need volunteers with special skills, such as accounting or information technology. If you can't donate your time, donate your money, and try to get others to do the same. Hunger is a solvable problem—but only if each of us helps solve it.</p>	<p>There are at least three key things that you can do no matter where you live or work: donate money and food; volunteer at a local food bank or soup kitchen, and advocate through letting your elected representatives know that this is an issue of concern to you. Fortunately, there are many wonderful organizations that help people at risk of hunger. You can find many of these resources on www.helpSTOPhunger.org.</p>	<p>There are great websites that help match volunteers with nonprofit organizations. Also, many workplaces—including Walmart—will give funds to match the hours their employees volunteer. Our website, Walmart.com/fightinghunger, will connect a potential volunteer with a hunger relief organization by ZIP code, and we're encouraging our associates and customers to volunteer.</p>



Feeding America® brings hope to millions.

With one in six Americans lacking steady access to nutritious meals, someone you know could be struggling with hunger—like Jennifer, a Florida teacher who was laid off just weeks after her son was born; Bill from Ohio, who once had a middle-income job to support his wife, his three teenagers and the monthly mortgage on his dream home; or Judy and Steve, retirees constantly trying to maintain the delicate balance of their fixed incomes between food, bills and rising medical costs. Across the country, 49 million people with similar stories are facing hunger.

“Hunger is at a crisis level in our nation. Feeding America fed 37 million Americans in 2009, an increase of more than 12 million in just four short years. That’s the bad news,” said Vicki Escarra,

president and CEO of Feeding America. “The good news is that so many individuals and companies have stepped forward to help us end hunger. Last year more than 700,000 Americans volunteered for the Feeding America network, and donations of food and funds are at an all-time high. But more help is needed. We all need to continue our collective efforts to feed our neighbors.”

More than 200 Feeding America member food banks, a Chicago national office and a D.C. legislative office are working tirelessly to one day reach each and every one of the 49 million individuals that need our help. Keeping in step with President Obama’s efforts to End Childhood Hunger by 2015, Feeding America programs including Kids Cafe and Backpack, serve 14 million children annually.

Nearly three million seniors rely on the services of Feeding America to get the sustenance they need to thrive. With the help of generous corporate partners, the organization is creating accessibility to fresh produce and proteins through mobile pantry and retail store pick up programs. In the midst of childhood obesity pandemic, nutrition programs have been implemented to teach clients healthy ways to enjoy the billions of pounds Feeding America distributes each year.

Feeding America, the nation’s largest hunger-relief organization, can only provide such hope in times of need because of generous partners and supporters.

Learn how you can help fight hunger by visiting feedingamerica.org.

Thank you to our partners who support our vision for a hunger-free America.



Leadership Partners



The Lincy Foundation



Touching lives, improving life. P&G™

The Starr Foundation



Mission Partners



THE KRESGE FOUNDATION

Morgan Stanley



The Walton Family Foundation

WE CAN CHANGE THE FACT THAT
ONE IN FOUR
SENIORS
STRUGGLES
WITH POVERTY IN THE UNITED STATES.

Every day, through no fault of their own, nearly 25% of Americans age 65 and above are faced with heartbreaking choices. And the harsh reality is that many are forced to decide between medications and food on the table. Or heating their home and paying their mortgage.

It's sad but true, which is why AARP Foundation is here. We are a charity committed to ensuring that vulnerable seniors have the resources they need through community programs and services across the country.

But we can't do it alone. Your gift could mean the difference between hope and hopelessness. To find out how you can help today, call us at 1-888-OUR-AARP or donate online at aarp.org/hunger.

AARP[®]
FOUNDATION

