



SHARE OUR STRENGTH | ANNUAL REPORT 2009



SHARE OUR
STRENGTH[®]
NO KID HUNGRY

SHARE OUR STRENGTH | ANNUAL REPORT 2009

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letter from
the founder
& executive
director

It is the job of an annual report like this to tell you what has happened within an organization over the past year. But one of Share Our Strength's great friends, Timberland CEO Jeff Swartz, always insists "don't just tell me the 'what,' tell me the 'so what.'"

This report seeks to do both: to share some facts and figures on our quest to ensure there is No Kid Hungry™ in America, and to convey the transformative impact on the lives of kids in your own community and around the nation of our strategy to end childhood hunger.

Childhood hunger is at a level unlike anything America has seen for decades. But we also have the strategy, capacity and political will to do something about it.

One in four children in the United States is now on the Supplemental Nutritional Assistance Program (SNAP), formerly known as food stamps, for the first time in our history. A survey Share Our Strength commissioned in 2009 shows that 62 percent of public school teachers identify hunger as a problem in the classroom and are using their own money on a regular basis to buy food for those kids.

But our kids aren't hungry because we lack food or because of a lack of food and nutrition programs. They are hungry because they lack access to those programs. Every time we increase access to school breakfast, to summer meals, to SNAP, we increase the flow of already authorized and appropriated funds into your community.

We know that such programs, long established and with bipartisan support, work. But we also know that millions of children face unnecessary obstacles to participation in such programs. For example in Ohio last summer, only 16 percent of kids who receive school lunch participated in summer meals; unfortunately a similar gap exists in states across the nation. And only a fraction of school districts have made school breakfast universal to eliminate the stigma of being the poor kid who shows up early for breakfast.

Unless communities collaborate to develop plans that identify and eliminate these barriers, we are not just short-changing the kids, but we are short-changing the teachers, not to mention our own future.

In the pages that follow you will see how Share Our Strength has been leading the effort to provide such collaboration by building state partnerships that fed nearly 8,800 more students school breakfast in Maryland and increased summer meals participation in one Florida county by 76 percent, and by granting funds to anti-hunger nonprofits that develop innovative ideas.

Working with governors Martin O'Malley in Maryland and Bill Ritter in Colorado, we are proving what a little ingenuity can achieve even during a recession, or perhaps especially during a recession, to increase the enrollment of our most vulnerable kids. A nation that can find billions of dollars to rescue investment banks and car companies, ought to be able to find the modest resources to ensure that every child comes to school with enough food and nutrition to pay attention and learn.

President Obama set the bold goal of ending childhood hunger by 2015. We have taken that goal as a mandate. But neither presidents nor nonprofits can achieve something so important on their own. We need your help. I am confident that when you read about our progress toward our No Kid Hungry goal, you will want to join us.

Thank you,



Billy Shore
Founder and Executive Director



a holistic
approach
to ending
childhood
hunger...

At Share Our Strength, “No Kid Hungry” is much more than a tagline or campaign slogan: It is our reason for being. Every Taste of the Nation event we hold, each state partnership we forge, every Operation Frontline course we teach, and each new supporter who joins our network is a step toward the finish line—No Kid Hungry™ in America by 2015.

Since launching No Kid Hungry in 2006, we have taken major steps toward this goal —adding new state partnerships to end childhood hunger, setting the 2015 deadline, which the Administration endorses, and engaging a growing network of supporters in the No Kid Hungry Campaign™.

Share Our Strength’s No Kid Hungry Campaign operates on four key fronts:

- Creating public-private partnerships at the state level to break down barriers that prevent kids from accessing the food they need.
- Feeding hungry kids where they live, learn, and play. Over the years, we’ve started or supported meals programs that feed tens of thousands of kids each year. In 2009, thanks to a lot of team work, we helped provide 4.5 million more meals to needy children.
- Educating children and families about nutrition and healthy eating. Through Share Our Strength’s Operation Frontline®, we have reached nearly 60,000 families,

spreading knowledge on how to budget for groceries and cook great tasting and nutritious foods. We also fund other nutrition education programs in communities across the country. In 2009 Share Our Strength also began working with the White House to explore ways to engage chefs in improving school meals nationwide.

- Building awareness of the childhood hunger crisis and a drive for change among all Americans. Using as many channels as possible—from traditional media, to brand placement on products in grocery stores, to advocating for improved child nutrition legislation, to innovative online strategies for building community—we are making No Kid Hungry a shared national priority.

In 2009, we made progress in each of the four key areas, and we share highlights in the pages that follow. We hope that you will become inspired to join, or work harder for, the No Kid Hungry Campaign.



“STEP ONE IN THE HOW-TO MANUAL FOR ENDING CHILDHOOD HUNGER: PARTNER WITH SHARE OUR STRENGTH.”

**GOVERNOR MARTIN O’MALLEY,
MARYLAND (D)**

battling hunger...



...at home, in
our communities,
state by state,
and on the
national stage

Share Our Strength approaches childhood hunger from every angle in order to wipe out the inexcusable problem of childhood hunger in the world's wealthiest nation. Please read on to hear the latest on the four key tactics in our strategy.

BUILDING PUBLIC-PRIVATE PARTNERSHIPS THAT END CHILDHOOD HUNGER

More than 49 million Americans, a third of them children, don't have reliable access to the food they need to lead healthy, active lives. That's nearly 17 million kids struggling with hunger, right here in America.

We have effective federal nutrition programs that can help these children, but too often the programs don't reach the kids in need. To address this problem, Share Our Strength creates public-private state partnerships that involve policymakers, community and faith groups, government agencies, and businesses in developing action plans to identify and remedy gaps in services for children facing hunger. Together with our partners, we work to connect kids with nutritious food every day. Share Our Strength has partnerships to end childhood hunger in Colorado, Florida, Washington, Maryland, and the District of Columbia, and we plan to expand to five more states in 2010.

The partnerships help states maximize resources and avoid duplication of efforts, while removing

barriers and providing more kids access to nutritious foods. Some of our tactics include:

- Launching aggressive summer meals outreach and marketing campaigns to increase awareness among communities, families, and children.
- Providing grants to organizations running after-school, summer meal, and weekend backpack programs to give at-risk children nutritious food when school is out.
- Promoting in-class breakfast and alternative service delivery models that have proven effective in increasing participation rates in school breakfast programs.
- Advocating for policies that promote the sale of fresh fruit and vegetables in low-income urban areas that too often lack fresh produce; promoting the availability of farmers' markets in needy urban areas; and encouraging the acceptance of food stamps at farmers' markets.
- Working with states to implement policies and practices that increase access to SNAP.



SHARE OUR STRENGTH HAS SUPPORTED OR ESTABLISHED MORE THAN 1,000 AFTERSCHOOL AND SUMMER MEALS SITES NATIONWIDE SINCE ITS INCEPTION IN 1984.

**“KIDS ARE HUNGRY TODAY
BECAUSE THEY LACK ACCESS
TO [FOOD AND NUTRITION]
PROGRAMS. ... THERE ARE
GOVERNORS TODAY IN THIS
COUNTRY WHO HAVE TAKEN
THE PRESIDENT’S PLEDGE
[TO END CHILDHOOD HUNGER]
SERIOUSLY. ... THEY ARE
KNOCKING DOWN THESE
BARRIERS TO ACCESS.”**

**BILL SHORE, SHARE OUR STRENGTH FOUNDER,
ON MSNBC’S “THE ED SHOW”**

Share Our Strength's No Kid Hungry strategy goes a long way toward improving the dietary health of our children and the fiscal health of our partner states. When states enroll more hungry kids in these nutrition programs, they free up limited funds for low-income families that otherwise may be forced to choose among housing, healthcare and food. They also introduce millions of additional federal reimbursement dollars, producing a positive ripple-effect on local economies.

Share Our Strength's state partnerships achieved impressive results in 2009.

- **The Partnership to End Childhood Hunger in Maryland** produced impressive results. During the 2008-2009 school year, in Maryland public schools an average 8,735 more students ate breakfast at school each day, a 7 percent increase over the previous year's participation.
- With the knowledge that Thanksgiving isn't bountiful for all, in November 2009, Colorado Governor Bill Ritter issued an Executive Order creating the **Campaign to End Childhood Hunger in Colorado**. Since then, Share Our Strength and our local partner, Hunger Free Colorado, have been building a strong statewide coalition led by Lieutenant Governor Barbara O' Brien, which convenes an array of stakeholders, including the Colorado Department of Education and regional USDA staff.

- **The Partnership to End Childhood Hunger in the Nation's Capital** increased WIC participation by 17 percent in the last two years, reaching nearly 2,500 additional infants, children and pregnant women.
- **The Florida Partnership to End Childhood Hunger** launched an effective marketing campaign to increase participation in the summer meals program. In summer 2009, Florida served 5,100 more children in Orange County alone than the year before, an increase of 76 percent. As a result, the state was able to draw more than \$2 million in federal funds.
- **End Childhood Hunger Washington** successfully advocated for legislation to expand eligibility for Basic Foods (food stamps). Basic Food participation increased by 39.5 percent between December 2008 and December 2009, helping an additional 269,857 people.

FEEDING KIDS WHERE THEY LIVE, LEARN AND PLAY

Today, almost one of every four kids growing up in America struggles with hunger. In fact, half of all U.S. kids will end up on food stamps at some point in their childhood according to a 2009 study in the *Archives of Pediatrics & Adolescent Medicine*. That's millions of kids who struggle with schoolwork, suffer long-term health consequences, and cannot reach their full potential—all because hunger is holding them back.



“I DON'T KNOW IF MOST AMERICANS REALIZE THAT THERE ARE KIDS RELYING ON SCHOOL FOR EVERY MEAL.”

LAURA, HIGH SCHOOL TEACHER, MILWAUKEE, WI



INVESTING IN COMMUNITIES

Share Our Strength recognizes the important role community groups play in the fight against childhood hunger. Each year we fund more than 300 organizations across the country that combat hunger in America's rural, urban and suburban communities. **Grant-making is the second key element of our strategy.** We support food banks, afterschool programs, daycare centers, schools, summer meals programs, advocacy groups, nutrition education, and coalitions that develop lasting solutions to hunger, among others. In 2009, Share Our Strength raised \$5 million to grant to groups on the frontline of the fight against hunger.

A HEALTHY SCHOOL DAY FOR ALL

Hunger in America's Classroom: Share Our Strength's Teacher Report, released in November 2009 (see pg 23 for more), offered a startling window into our nation's schools, revealing the prevalence and severity of childhood hunger. Sixty-four percent of teachers said most or a lot of students rely on school meals for their primary source of nutrition.

Through the No Kid Hungry Campaign, Share Our Strength helps ensure kids have a healthy school day from start to finish by making sure that all kids in need receive nutrition assistance. Policymakers on both sides of the aisle have long supported school meals because they make a

demonstrated, positive difference. On an average school day in 2009, more than 19 million children received a free or reduced-price lunch through the National School Lunch program. Unfortunately, despite the undisputed importance of a healthy breakfast, only 8.8 million kids received school breakfast, which means that on an average school day more than 10 million eligible kids did not receive a free or reduced-price school breakfast.

Share Our Strength's No Kid Hungry Campaign is working with states to:

- Increase the number of low-income children participating in school breakfast.
- Simplify the process for enrolling kids and families in nutrition programs.
- Improve awareness and reduce stigma surrounding the programs.

PROVIDING NUTRITION WHEN SCHOOL IS OUT

For children who rely on school meals for the bulk of their nutrition, weekends, holidays and summertime become something to dread rather than a time of fun and relaxation. That's why Share Our Strength funds programs that reach children beyond the cafeteria. In 2009, Share Our Strength funded multiple weekend backpack programs and 76 afterschool snack programs across the country.



Share Our Strength is proud to host and benefit from **The Food Network New York City Wine and Food Festival**, an annual event featuring entertaining culinary demonstrations, delicious wine tastings, interactive children's programming, and the Grand Tasting, which showcases many of New York's finest restaurants and culinary artisans. Started in 2007 as a one-night dessert tasting extravaganza called SWEET, the festival now runs for three days and includes more than 100 exciting events hosted by some of the world's most popular and talented chefs. The 2009 festival drew more than 40,000 guests who helped fight hunger in New York and across the country by supporting Share Our Strength and the Food Bank For New York City.



Breaking Down Barriers: Eliminating Childhood Hunger in Tennessee

In Rogersville, Tennessee, Of One Accord Ministries, a small but powerful nonprofit, has knocked down one barrier after another to bring much needed services to families living in the foothills of the Appalachian mountains in eastern Tennessee.

Barrier 1: Kids in Rogersville aren't getting the nutrition they need in the months when school is out.

Barrier Broken: Of One Accord launches its own summer meals program.



Barrier 2: Transportation in rural Tennessee is a daily challenge for families. Gas is too expensive; distances are far. If a parent in the family is lucky enough to have a car and employment, kids are often left alone at home with no way of getting to a meals program.

Barrier Broken: Of One Accord obtains an old school bus and transforms it into “The Lunch Box,” a mobile cafeteria that takes meals directly to kids at parks, public pools, trailer home parks, and other community gathering centers.

Barrier 3: To obtain USDA reimbursement for summer meals, kids must receive and eat the meals in a “congregate setting.”

Barrier Broken: The Lunch Box has built-in lunch booths where the kids can eat in a community setting.

Barrier 4: Of One Accord gets calls from families in neighboring communities who beg for the bus to come to their areas.

Barrier Broken: Of One Accord receives funding from Share Our Strength and other local partners to secure a second bus and launch a second route.

“THE ONLY MEALS LITTLE KIMBERLY WAS GUARANTEED WERE SERVED AT SCHOOL. ANYTIME WE HAD LEFTOVERS, SHE WOULD ALWAYS WANT TO TAKE THEM HOME. SHE’D WRAP UP THE LEFTOVER FOOD TO TAKE HOME TO HER LITTLE BROTHERS AND SISTERS. SHE WAS A SECOND-GRADER TRYING TO MAKE SURE HER FAMILY GOT FED.”

KATE, MIDDLE SCHOOL TEACHER, SAN ANTONIO, TX

And, if weekends seem long to a hungry child, imagine the pain of a hungry summer. Double-dig- it unemployment and the ongoing recession led to a greater need for summer meals in 2009 than ever before. Along with our partners, we have redoubled our efforts to make sure more kids in more states get healthy meals all summer long.

Only one of every six children enrolled in the National School Lunch Program receives summer meals. That means more than 16 million kids are at risk of being hungry all summer. Despite these dire statistics, we are making progress. In 2009, nearly 50,000 more kids nationwide enrolled in summer meals programs than the year before.

Share Our Strength funded 103 summer meals programs in 39 states and worked to expand the number of summer meals programs nationwide.

In Florida all 67 counties now have summer meals programs, thanks to the Partnership to End Childhood Hunger in Florida. After a very effective marketing campaign, Orange County saw 76 percent more children receiving summer meals in 2009, and the state was able to claim \$2 million in available federal funds for these programs.

The Partnership to End Childhood Hunger in Maryland launched a marketing campaign that led to an 11 percent increase in the number of summer meals served in 2009 compared to 2008. And, thanks to our Partnership to End

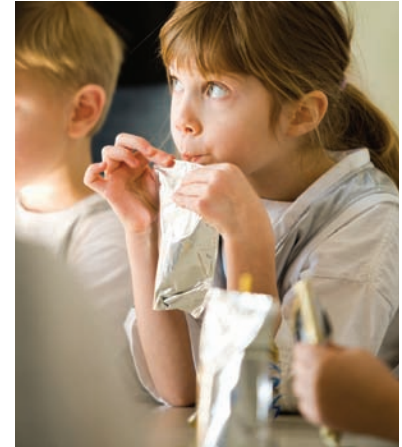
Childhood Hunger in Colorado the state will add 70 new summer meals sites in 2010. Each September, across the nation, we want well-nourished children arriving for a new school year ready to learn, which is why Share Our Strength funds summer meals programs nationwide. In fact, since its inception, Share Our Strength has supported or established more than 1,000 after-school and summer meals sites nationwide.

HELPING ON THE HOME FRONT

Getting healthy food to at-risk children at home helps prevent childhood hunger and its lifelong repercussions. That is why Share Our Strength supports organizations that educate families about how to enroll in SNAP and WIC and advocate for policies and procedures that expand access to critical benefits.

In 2009, Maryland received a federal waiver of the requirement for face-to-face interviews for food stamp applicants, rolled out an improved online application, and opened its first call center to assist applicants. From June 2008 to December 2009, Maryland saw a 38 percent increase in the number of Maryland children receiving food stamp benefits.

To address families' emergency food needs, Share Our Strength funds food banks and pantries. We also work with our partners to improve nutrition for families by increasing the supply of



Weight Watchers® is always looking for new ways to inspire its members. In fall 2008, Weight Watchers introduced Lose For Good™, a campaign that donated funds to Share Our Strength as members shed pounds. Over the past two years, thanks to Lose For Good, Weight Watchers contributed more than \$1.5 million to Share Our Strength and helped raise awareness of the childhood hunger crisis among its members and the general public. With funds raised through Lose For Good, Share Our Strength has provided critical funds to more than 50 organizations throughout the country, helping children access healthy, nutritious foods.

“I NEVER THOUGHT I COULD FEED MY FAMILY OF FIVE A BALANCED MEAL WITH \$10, BUT I DID IT—ALL THANKS TO WHAT I LEARNED IN CLASS. I HAD A WONDERFUL EXPERIENCE AND AM THRILLED TO PROVIDE MY FAMILY WITH MORE CHOICES AND HEALTHIER FOOD AT HOME.”

NANCY CARBAJAL, SHARE OUR STRENGTH'S OPERATION FRONTLINE® “EATING RIGHT” GRADUATE, LOS ANGELES, CA

fresh fruits and vegetables in low-income urban neighborhoods, advocating for acceptance of SNAP benefits at farmers markets, and teaching families how to cook healthy meals on a budget. In Washington state, 44 farmers markets now accept WIC and SNAP payments through electronic bank transfers (EBT), giving many more low-income families easier access to fresh, quality produce and other foods.

NUTRITION: A VITAL PART OF THE EQUATION FOR ENDING HUNGER

Share Our Strength's No Kid Hungry goal requires that all children in America have reliable access to nutritious foods each day and the information and tools they need to make healthy food choices and eat a balanced diet. To help low-income families obtain these skills and promote health while ending hunger, Share Our Strength runs Operation Frontline; funds 37 other nutrition education and healthy cooking classes nationwide; and is a leader in the movement to improve the quality of school meals.

OPERATION FRONTLINE: COOKING UP HEALTHY HABITS TO LAST A LIFETIME

Share Our Strength's Operation Frontline teaches families how to prepare healthy, tasty meals on a limited budget. Nationally sponsored by the ConAgra Foods® Foundation, Operation Frontline, engages professional chefs and nutritionists who

volunteer their time and expertise to lead hands-on cooking courses to low-income families.

Participants learn skills that last a lifetime and lead to permanent changes. In 2009 Operation Frontline grew by 24 percent and reached 7,670 families in 21 regions across the country. Since it began 16 years ago, it has conducted more than 5,000 courses, and taught more than 60,000 low-income families how to shop, budget, and eat better, which all leads to healthier living.

Operation Frontline offers eight courses, each lasting six weeks. Courses are geared to various audiences and include "Kids Up Front" for children aged 8 to 12, "Side by Side" for parents and school-aged children, and "Eating Smart from the Start" for childcare providers, among others. Courses are offered exclusively to low-income families; adult and teen participants take home a bag of groceries after each lesson so they can practice preparing the recipes taught that day. All graduates receive take-home manuals that include healthy recipes, tips, and techniques to continue the healthy cooking and eating habits learned.



Share Our Strength's Operation Frontline® is nationally sponsored by the ConAgra Foods Foundation as part of its long-term commitment to fighting child hunger and providing nutrition education to children.



ConAgra Foods® Foundation support helps Share Our Strength's Operation Frontline grow. As one of the nation's top food companies, ConAgra Foods® has made it its responsibility to fight for the nearly 17 million American children who aren't always sure when they will have their next meal. The philanthropic arm of the company, the ConAgra Foods Foundation, focuses on child hunger and nutrition education—a natural fit for partnership with Share Our Strength. In April 2008, the Foundation became the national sponsor of Operation Frontline, providing \$1.5 million per year for three years. The Foundation's investment has enabled Operation Frontline to nearly double the number of families it serves, add 10 new program locations, and expand into eight new states.



THIS PHOTO: After laying the groundwork in 2009, Share Our Strength helped recruit hundreds of chefs to participate in Chefs Move to Schools, which launched in June 2010, part of First Lady Michelle Obama's Let's Move initiative, which is fighting childhood obesity and encouraging fitness. Chefs Move to Schools will focus on improving the nutritional value of school meals and educating kids about healthy eating.

Photograph courtesy of Susan Biddle

MOBILIZING CHEFS TO COOK UP CHANGE IN THE CAFETERIA

Share Our Strength was honored when White House Assistant Chef and Senior Policy Advisor for Healthy Food Initiatives Sam Kass asked for help during National School Lunch Week (October 12-16) in matching expert chefs with D.C. public schools for a series of chef learning tours.

Because school lunch is so vital to the nutrition of more than 30 million U.S. children, especially those at risk of hunger, there is a growing desire to move toward meals with more fruits, vegetables, and whole grains and to encourage kids to eat more healthfully. In many communities, chefs have become closely involved in helping schools make this transition. Some chefs have even made career changes, leaving restaurant kitchens behind and taking over the kitchens of entire public school systems.

On the heels of National School Lunch week, Share Our Strength and the FEED Foundation convened a group of chefs and stakeholders who are striving to ensure kids get the healthfully food they need at school. The group of innovators shared best practices, challenges, and success stories. Deputy Undersecretary Janey Thornton, head of the U.S. Department of Agriculture's Food and Nutrition Service, participated in the dialogue with the chefs, many of whom run

school food services and are in the forefront of the movement to bring healthier ingredients into the school cafeteria. Share Our Strength is pleased to report that these efforts led to the Chefs Move to Schools initiative, which launched on the White House lawn in June 2010, and we look forward to continuing to play an active role in improving the quality of our nation's school meals.

GARNERING NATIONAL ATTENTION FOR CHANGE

At Share Our Strength, we realize we cannot end childhood hunger alone. Reaching our goal will require political will and awareness of the problem among all Americans—to fuel a drive for change, a cultural shift in which childhood hunger becomes socially unacceptable, much like drunk driving has become intolerable in the public eye.

Consequently, the final key element of the No Kid Hungry Campaign is a focus on education and outreach. Share Our Strength educates policy-makers who can make a difference locally and nationally, urging them to do their part to ensure that all kids in need have access to nutrition programs; we are broadening our network of supporters and employing award-winning online communication techniques; and we have stepped up our media outreach.



Photograph courtesy of Stephen Bobb

“I THINK SHARE OUR STRENGTH IS DOING A BEAUTIFUL JOB IN GIVING YOUNG PEOPLE PRACTICAL TOOLS.”

WHITE HOUSE ASSISTANT CHEF AND SENIOR POLICY ADVISOR FOR HEALTHY FOOD INITIATIVES SAM KASS



NPR Reports: Kids Taste a Sweeter Veggie, White House Style

"*Morning Edition*" featured a lengthy story on Share Our Strength's Operation Frontline on December 21, 2009. Graduates of a "Kids Up Front" course were treated to a tour of the White House garden and kitchens by White House Assistant Chef Sam Kass. The report by NPR consumer health correspondent Allison Aubrey is excerpted here.

"Do you grow pizza here?" asks Eric Melton. No pizza, Kass says. But there are rows of spinach.

Kass invites the kids to taste the spinach, bending down to snip off some leaves. "It's pretty sweet." The kids give him quizzical looks, but they all tasted a leaf or two. "Pretty cool, huh?" says Kass.



The visit is a chance for Kass to show off the garden. But it's also an opportunity for him to listen. He came to the White House from Chicago, where he cooked for the Obamas. He still spends a lot of his time preparing meals, but he's got a second, "wonkier" title, too: As Food Initiative Coordinator [now Senior Policy Advisor for Healthy Food Initiatives], he's the point person in the East Wing on matters related to children's nutrition and promoting healthy lifestyles — both of which First Lady Michelle Obama has made high priorities. The focus comes at a time when only 13 percent of adolescents eat the recommended servings of fruits and vegetables, according to a Centers for Disease Control report. And one in four children in the nation is overweight or obese....

For the last few months these kids have been slicing, baking, touching and smelling all kinds of new foods and recipes. They're learning as part of an afterschool program that's up and running in cities around the country. It was started by Share Our Strength, a non-profit leader in fighting hunger and poor nutrition. Teaming up with volunteer chefs, in what the group dubs "Operation Frontline," the group enrolls children in nutrition-education classes. In Washington, D.C., a partner organization, the Capital Area Food Bank, organizes and staffs the class with registered dietitians. A big part of the program is teaching kids how to use good ingredients to make simple, healthy food, all while staying within a budget."



ADMINISTRATION SHARES GOAL

Share Our Strength is pleased that the Administration shares our goal: No Kid Hungry by 2015. Speaking at a 2009 “A Tasteful Pursuit” dinner, U.S. Secretary of Agriculture Tom Vilsack brought the Administration’s goals to light: “President Obama was very clear when he instructed me to address childhood hunger and end it by 2015.” In pursuit of this goal, Share Our Strength continues to work closely with the U.S. Department of Agriculture.

Secretary Vilsack also served as guest of honor at the planting of a Share Our Strength-Food Network Good Food Garden at the SEED School in Southeast Washington, D.C. The SEED school garden is one of dozens planted around the country throughout 2009. The gardens provide fresh fruits and vegetables to children from underserved communities; those planted at schools are often integrated into the curricula. In his remarks, Secretary Vilsack emphasized the importance of proper nutrition in fighting childhood hunger and stressed the USDA’s commitment to nutrition education and the importance of providing healthy foods in federal nutrition programs.

Share Our Strength continues to coordinate with the U.S. Department of Agriculture and the Obama Administration including:

- Hosting USDA Under Secretary for Food, Nutrition and Consumer Services Kevin Concanon for a roundtable discussion on reauthorization of the Child Nutrition Act;
- Providing chef volunteers to demonstrate healthy cooking at a series of USDA farmers markets;
- Working with the Administration on ways to make school meals healthier and to foster healthier eating choices among children.

SEEING CHILDHOOD HUNGER THROUGH A TEACHER’S EYES

Share Our Strength commissioned Lake Research Partners to conduct a national survey of 740 public school teachers in fall 2009. The results, published in the report *Hunger in America’s Classroom: Share Our Strength’s Teacher Report* (www.strength.org/teachers), reveal that hunger in our schools is a crisis that runs broad and deep. Teachers nationwide witness hunger in their classrooms and recognize its devastating effects on students’ ability to succeed in school.

- More than 80 percent of teachers want childhood hunger to be a high priority for their school systems, and nearly 90 percent want childhood hunger to be a high priority for the nation.



Photograph courtesy of Jeff Vespa

Will Ferrell and Chef Ben Ford

“I’M DISMAYED... TO HEAR HOW PREVALENT CHILDHOOD HUNGER IS IN OUR COMMUNITY, BUT I’M ENCOURAGED BY THE WORK SHARE OUR STRENGTH DOES. I HOPE WE CAN ALL HELP THEM REACH THEIR GOAL OF ENDING CHILDHOOD HUNGER BY 2015.”

ACTOR & COMEDIAN WILL FERRELL

AFTER KESHAN'S THIRD HELPING, I
REMARKED ON THE 7 YEAR-OLD'S
LOVE OF PASTA.

“WE NEVER GET THIS AT HOME,”
KESHAN REPLIED.

“YOU NEVER GET SPAGHETTI AT
HOME?” I ASKED.

“NO. I MEAN WE NEVER GET
DINNER,” SAID KESHAN.

DAVID WEAVER, SHARE OUR STRENGTH GRANTEE AND CEO
OF THE SOUTH PLAINS FOOD BANK, LUBBOCK, TX

- Sixty-three percent of teachers buy food for their classroom with their own money. Elementary school teachers spend an average of \$27 per month, and middle school teachers spend an average of \$38 per month.
- Nearly 65 percent of teachers report that most students in their school rely on school meals for their primary source of nutrition.
- Survey results revealed hunger in rural, urban, and suburban communities alike.

Funded by C&S Wholesale Grocers, the Teacher Report provided new and powerful data along with a compelling, if sobering, story to tell about childhood hunger in the United States. The media listened and took the story to the American public. *Hunger in America's Classroom* generated more than 40 media interviews, a lengthy piece in The Huffington Post, inclusion of key statistics in *Time* and *Harpers* magazines, and helped secure an appearance by Share Our Strength Founder Bill Shore on MSNBC's "The Ed Show."

GETTING THE MESSAGE OUT THROUGH MAINSTREAM AND SOCIAL MEDIA

In 2009, Share Our Strength increased its media coverage substantially. During the holidays, as part of our "Share Your Season" campaign to raise awareness of childhood hunger and funds to help fight it, Share Our Strength secured stories in more than 300 community newspapers

across the country. Highlights of major media coverage in 2009 include:

- **Television.** During an interview on MSNBC's "The Ed Show," Bill Shore discussed the record number of Americans enrolled in food stamps program and the repercussions of hunger on kids. He also offered solutions: enrolling children in federal meals programs, engaging the national leadership of governors and the President, and building public-private partnerships that engage local organizations and officials in states across the country.
- **Radio.** NPR's "Morning Edition" in a story by NPR health reporter Allison Aubrey, featured an Operation Frontline "Kids Up Front" class touring the White House kitchen and garden.
- **Print.** A May 2009 *Family Circle* article profiled Operation Frontline graduates, the Ramirez family of Commerce City, Colorado. It shared the sobering statistics on hunger, the hard choices the Ramirez family faces, and the valuable and life-changing results Operation Frontline produces.

Share Our Strength also ramped up its online outreach, launching the No Kid Hungry blog (www.strength.org/blog), activating Facebook and Twitter, building a network of supportive food bloggers, and conducting its most successful online holiday fundraising campaign ever.



A key to accomplishing our mission is spreading our message. As Share Our Strength's exclusive national television partner, **Food Network** dramatically extended our media reach to the more than 96 million U.S. households that receive Food Network. Public service announcements, which aired twice daily, told the story of childhood hunger and called upon viewers to take action to end it. Celebrity chefs Sandra Lee, Duff Goldman, and Aaron McCargo, Jr. also showed their support for Share Our Strength through special programming and event appearances that encouraged fans to join the fight against childhood hunger. Fans listened. Food Network's support helped nearly double donations to Share Our Strength during the 2009 holiday season.



funding the fight



Share Our Strength's innovative culinary events engage chefs and restaurants, food lovers, corporate partners and individual donors, providing opportunities for people to share their strength and support the No Kid Hungry Campaign.



SHARE OUR STRENGTH'S
**TASTE OF THE
NATION**
NO KID HUNGRY

TASTE OF THE NATION®

The nation's premier culinary benefit dedicated to making sure no kid grows up hungry. Each spring and summer, the nation's hottest chefs and mixologists donate their time, talent and passion at nearly 40 Taste of the Nation events across the United States and Canada to raise funds to end childhood hunger. Each Taste of the Nation event takes on the flavor of the local community. Cities showcase their top culinary talent at either tasting events or seated dinners.

Since 1988, Taste of the Nation has raised more than \$73 million (\$4.6 million raised in 2009), helping Share Our Strength support hundreds of organizations in the United States, Canada and abroad. Taste of the Nation is sponsored by American Express, Sysco, Food Network, Brown-Forman, S. Pellegrino Sparkling Natural Mineral Water and Stella Artois. TasteOfTheNation.org



SHARE OUR STRENGTH'S
**A TASTEFUL
PURSUIT**
NO KID HUNGRY

A TASTEFUL PURSUIT®

A national touring dinner series that features some of the nation's most renowned chefs working together to end childhood hunger in America. The chefs take their talents to top culinary cities to create delicious, multi-course dinners at some of America's finest dining establishments. Guests enjoy the chefs' company and cuisine in an intimate setting, and have the opportunity to participate in live and silent auctions that include one-of-a-kind culinary, travel and lifestyle items.

Some of the award-winning chefs involved in the 2009 A Tasteful Pursuit Season included Michelle Bernstein of Michy's, Daniel Boulud and Zach Bell of Café Boulud, Michael Laiskonis of La Bernardin, and Charlie Palmer of Charlie Palmer Steak, among many others. A Tasteful Pursuit is sponsored by Stella Artois. In 2009 the chefs helped raise nearly \$890,000 for the No Kid Hungry Campaign. ATastefulPursuit.org



Photograph courtesy of Dakota Fine

“AS THE PREMIER CULINARY BENEFIT DEDICATED TO ENDING CHILDHOOD HUNGER, TASTE OF THE NATION UNITES THE MOST CREATIVE CULINARY MINDS BEHIND A CRITICAL ISSUE AFFECTING OUR COUNTRY'S CHILDREN EVERY DAY.”

**CHEF DAVID BURKE,
DAVID BURKE RESTAURANTS**

“FOR THOSE OF US WHO MAKE
OUR LIVING FEEDING PEOPLE, IT
MAKES PERFECT SENSE TO ME
THAT IF WE ARE INVOLVED WITH
ONLY ONE CHARITABLE ACTIVITY, IT
SHOULD BE HELPING FEED THOSE
PEOPLE WHO CANNOT AFFORD TO
FEED THEMSELVES.”

CHEF STEPHAN PYLES, STEPHAN PYLES RESTAURANT,
HOST CHEF, A TASTEFUL PURSUIT, DALLAS



SHARE OUR STRENGTH'S
GREATAMERICAN
DINEOUT
NO KID HUNGRY

GREAT AMERICAN DINE OUT®

A week-long national event that brings together thousands of restaurants and millions of consumers to make sure there is no kid hungry in America. For one week in September, participating restaurants raise funds in a

variety of ways to support Share Our Strength's No Kid Hungry Campaign. The 2009 Share Our Strength's Great American Dine Out was a big success: nearly 4,000 restaurants, 15 sponsors and millions of consumers participated and raised more than \$950,000 for the fight against childhood hunger. Share Our Strength's Great American Dine Out is sponsored by Sysco, Ecolab, American Express, USA Today and the National Restaurant Association. **Great AmericanDineOut.org**

In 2009, we provided millions more meals to needy children through school breakfast, after-school and summer meal programs; started or supported meal sites that fed tens of thousands of kids; removed transportation, language and administrative barriers to nutrition programs that families often face; found creative ways to bring affordable fresh foods to low-income neighborhoods; and helped thousands of low-income families learn how to eat better for less.



SHARE OUR STRENGTH'S
GREATAMERICAN
BAKE SALE
NO KID HUNGRY

PRESENTED BY
DOMINO SUGAR AND C&H SUGAR

GREAT AMERICAN BAKE SALE®

Presented by Domino® Sugar and C&H® Sugar,

Share Our Strength's Great American Bake Sale is a national effort that encourages Americans to host bake sales in their communities to help end childhood hunger in America by 2015. The 2009 Great American Bake Sale raised \$1.1 million to help feed hungry kids. Great American Bake Sale is supported by national television partner Food Network and national magazine partner *Family Circle*. **Great AmericanBakeSale.org**

Funds raised through Great American Bake Sale support Share Our Strength's No Kid Hungry Campaign. Organizations receiving proceeds have used them to buy equipment, supplies and utensils to serve meals to low-income children; cover the cost of opening additional meal sites for children; hire more staff to serve meals to children; provide mobile food pantries or cafeterias for kids without transportation to traditional meal sites; establish gardens to teach kids how to plant, harvest and prepare fresh produce; and teach kids and their families how to plan, shop for and cook healthy, low-cost meals that everyone enjoys.



Photograph courtesy of Jaime Windon

“I THINK GREAT AMERICAN BAKE SALE IS A WONDERFUL WAY TO HELP YOUR COMMUNITY AND GET KIDS INVOLVED. IT ALSO HELPS BUILD THEIR SENSE OF SELF-WORTH.”

**CHRISTINE BARTON,
GREAT AMERICAN BAKE SALE
PARTICIPANT, HAINES CITY, FL**



share our vision

NOW IS THE TIME TO GALVANIZE THE COUNTRY AROUND FEEDING ALL HUNGRY KIDS AND ENDING CHILDHOOD HUNGER IN AMERICA. Our goal is ambitious, and our benchmarks are high. But we see a future in which all of America's children are surrounded by nutritious food where they live, learn and play, and No Kid Hungry is a reality.

- At the end of 2010, we plan to have 10 No Kid Hungry partnerships in states or cities across America.
- We will increase our grant-making by \$1 million in 2010 and grant an additional \$2 million in 2011 because we know how important it is to fight hunger at the community level.
- We will continue to expand Operation Frontline with our sights set on programs in all 50 states and the ability to reach all low-income families interested in participating.
- As we approach 2015, we will demonstrate measurable progress in increasing participation in nutrition programs, such as school breakfast, summer meals, Child Care Food Programs, SNAP and WIC.
- Our national grassroots movement will be larger, stronger and more committed, with supporters numbering close to 1 million.

- Consumers will see No Kid Hungry on their favorite products in retail outlets, raising awareness of the childhood hunger crisis and inviting consumers to support the campaign simply by purchasing their favorite brands.

We've set a deadline and are taking it seriously. We need your help to accomplish all of this in such a short time.

Please share our vision with your family, friends and colleagues, and share your strength in one of the many opportunities available for supporting the No Kid Hungry Campaign. Together we will create a hunger-free future for our kids.



The Cause Marketing Forum selects one business and one nonprofit for the Golden Halo Award each year. The award recognizes leadership and outstanding efforts in the pursuit of "doing well by doing good."



Share Our Strength is proud to be the 2009 recipient of the **Cause Marketing Forum's Golden Halo Award**. In honoring Share Our Strength, the Cause Marketing Forum stated: "Share Our Strength is a paragon example of a nonprofit that invested in developing relationships, expertise and brands that make it a sought-after partner. Share Our Strength works with the culinary industry to create engaging, pioneering programs that help all involved do well by doing good."



Lisa

Middle School Teacher
Saegertown, PA

“YOU DO NOT NEED TO ASK WHICH CHILD IS HUNGRY, BECAUSE YOU CAN SEE IT IN THEIR EYES AND THEIR ACTIONS. THESE KIDS WORRY A LOT ABOUT GETTING SOMETHING TO EAT.”