



SHARE OUR  
STRENGTH<sup>®</sup>  
NO KID HUNGRY

NO KID HUNGRY

# SHARE OUR STRENGTH'S<sup>®</sup> PLAN TO END CHILDHOOD HUNGER IN AMERICA





## OUR VISION

Share Our Strength® works to end hunger and poverty in the United States and abroad.

## OUR MISSION

Share Our Strength works to end hunger and poverty in the United States and abroad by mobilizing industries and individuals, and creating community wealth to promote lasting change.

## OUR PRIORITY

Share Our Strength is a national organization working to make sure no kid in America grows up hungry. We weave together a net of community groups, activists and food programs to catch children at risk of hunger and surround them with nutritious food where they live, learn and play.





## THE INVISIBLE HUNGER

It invades our schools.  
It preys on children.  
It destroys families.  
And it tears communities apart.

You can't see it by looking.  
The victims are black, white,  
Asian and Hispanic.  
You can't measure it in pounds.  
It affects short and tall, thin and chubby.

### **You can't see it, but it lives next door.**

The problem is hunger.  
A shameful, unthinkable hunger.  
Child hunger.  
In the wealthiest nation in the world.

### **By the end of the year, more than 12 million children in America will worry about having the food they need.**

That's one in six.  
Next time you see a playground,  
count heads.  
One, two, three, four, five... hungry.  
The invisible hunger is everywhere.

### **No child should grow up hungry.**

### **We are Share Our Strength. We connect families with food.**

Our volunteers and community organizations find the invisible hunger where it hides. We surround those children with food where they live, learn and play. We're weaving a net to make sure no kid in America grows up hungry.

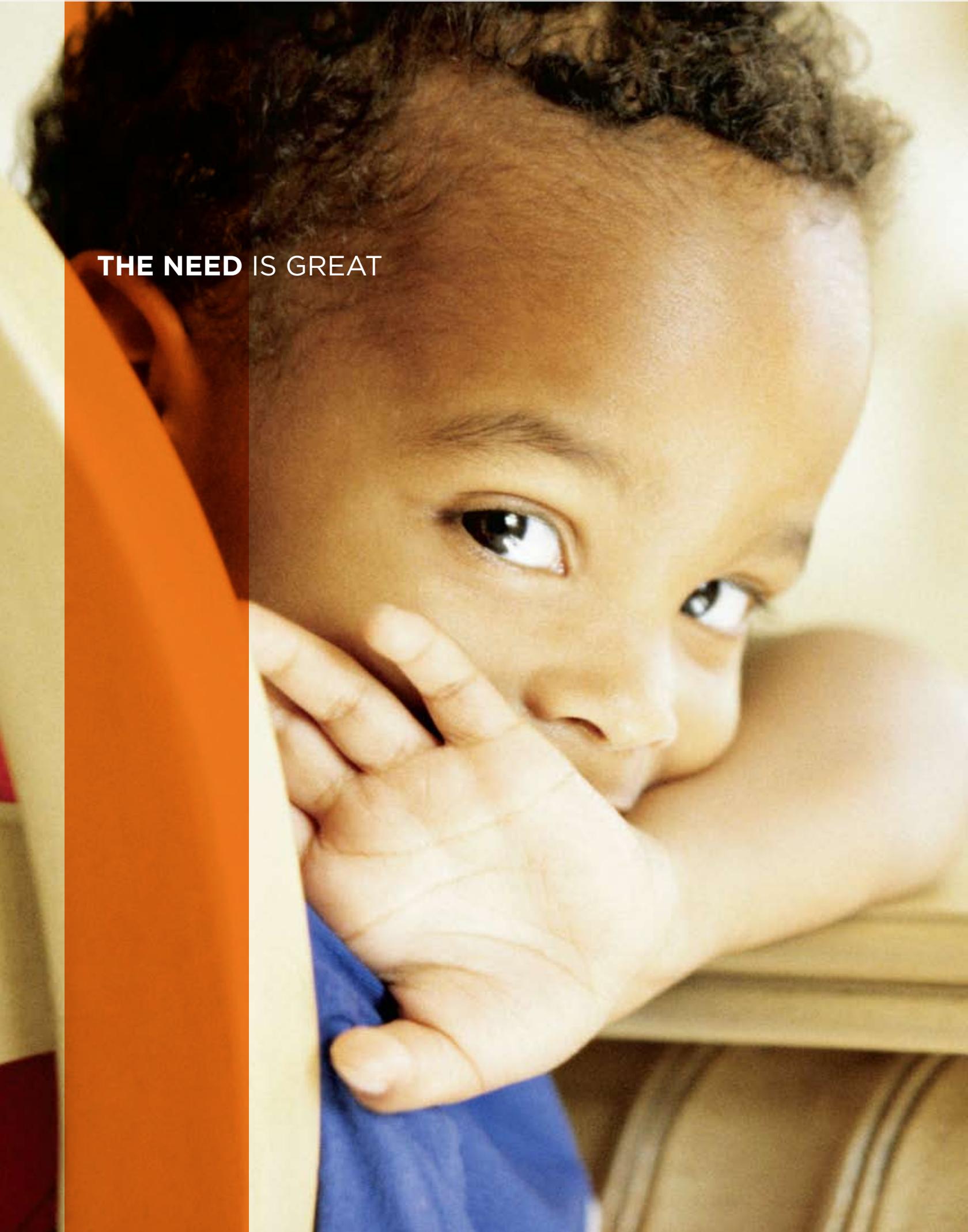
### **And we want your help.**

Poverty is complex;  
feeding a child is not.  
Everyone has a strength,  
and everyone has something to share.  
Chefs, companies, volunteers  
and everyday Americans who care.

### **It's time to roll up our sleeves and put an end to childhood hunger.**



**THE NEED IS GREAT**





**It's hard to believe** that in the world's wealthiest nation, 12.6 million children are at risk of hunger.<sup>1</sup> That's one in six kids in America who have limited access to the nutritious food they need to develop their full potential. Childhood hunger affects black, white, Asian and Hispanic, short and tall, thin and chubby.

**Childhood hunger is invisible**, despite its devastating and visible consequences. Yet children who don't get enough healthy foods on a regular basis suffer lifelong consequences:

- Poorer health and weaker immune systems; more stomachaches, headaches, colds, ear infections, and fatigue; and more hospitalizations.
- Behavioral difficulties.
- Impaired performance in school — academically, athletically and socially.

**Family poverty is the most universal cause** of childhood hunger. Families living in poverty are constantly forced to trade one necessity for another: cupboards filled with healthy foods for rent, utilities, transportation and healthcare. Their neighborhood stores aren't stocked with fresh foods at affordable prices. And many families have limited knowledge of the food and nutrition programs available to them.

**THE SCOPE OF CHILDHOOD HUNGER**

**12.6**  
million kids are at risk of hunger in America

**1.8**  
million homes with children receive food from food pantries

**16**  
million kids qualify for summer meals but don't receive them

**11.7**  
million children in America live in poverty

**9.6**  
million eligible children do not receive free or reduced-price school breakfast

**\$372**  
is the average weekly income of a family living at the poverty line

**26.7**  
million Americans use food stamps; half are children

**\$3.13**  
is the average food stamp benefit per person, per day

“People in schools understand childhood hunger. People who see and work in the field of poverty and the agencies who work with food banks get it. But the ordinary person doesn't. **It's invisible.**”

— Tina Podolak, Executive Director, Colorado Anti-Hunger Network, Denver



# WE CAN END CHILDHOOD HUNGER





**We are Share Our Strength.** We connect families with food. We are focused on long-term solutions that support access to nutritious food and healthy food choices — the difference between feeding a family tonight and making sure that they never have to worry about when their next healthy meal will come. To do this, we support the most successful organizations working to end childhood hunger in the United States.

We are convinced that ending childhood hunger in America is within our grasp.

- The resources already exist to connect families with food in the short term and to promote nutrition, health and economic stability in the long term.
- Our federal nutrition programs are effective when they are implemented where needed, made accessible, and utilized properly.
- Building better systems and involving local leadership closes gaps, relieves hunger and promotes good nutrition.

In the U.S., we have many well-established and effective federal programs for families in need. One of the biggest problems is that income-eligible parents underutilize these programs.

- Only 60 percent of adults eligible for food stamps nationally use them, leaving 40 percent who do not.<sup>2</sup>
- 44.6 percent of children eligible for a free or reduced-price school breakfast actually receive one — leaving 9.6 million children who do not.<sup>3</sup>
- 7.2 percent of kids eligible for summer food programs participate in them — leaving more than 16 million schoolchildren to look elsewhere for meals when school is out for the summer.<sup>4</sup>

**At Share Our Strength, we believe we can end childhood hunger in America.**

“Our hopes are infinite for our students. We don’t want them to be limited as a result of not having been nourished enough. We want them to be prepared, to be successful citizens in the world.”

— Sheila Seals, Social Worker,  
New Orleans MLK Charter School, New Orleans



**SHARE OUR STRENGTH'S NATIONAL PLAN  
TO END CHILDHOOD HUNGER IN AMERICA**





**The ultimate mark of success** will be that no kid in America grows up hungry.

Families at risk of hunger will have the information, knowledge and skills they need to take advantage of the programs that can help them. They will also have ready access to the local organizations that implement these programs effectively.

Parents will be able to provide their children with the nutritious food they need throughout their day. When every child who is at risk of hunger and his family is enrolled in the programs they need, we will have achieved our goal.

**SHARE OUR STRENGTH SURROUNDS CHILDREN AT RISK OF HUNGER WITH NUTRITIOUS FOOD WHERE THEY LIVE, LEARN AND PLAY.**

We do this by supporting these and similar efforts in the children's own communities.

**LIVE**

- Food stamps
- Food pantries and shelters
- Food for pregnant women, infants and preschool kids (WIC)
- Fresh-food markets and stores
- Nutrition education
- Cooking classes
- Earned Income Tax Credit (EITC)
- Temporary Assistance to Needy Families (TANF)
- Advocacy



**LEARN**

- Nutritious, high-quality meals during school and after (school breakfast and lunch, afterschool snacks and meals)
- Nutrition education
- Cooking classes
- Advocacy

**PLAY**

- Nutritious, high-quality meals when school is not in session (afterschool snacks and meals, summer meals)
- Fresh-food markets and stores
- Advocacy



# OUR 10-POINT PLAN TO END CHILDHOOD HUNGER

**At the core of our strategy to end childhood hunger in America are three goals:**

- **Improve access** to public and private programs that provide food to families and their children who need and are not receiving it.
- **Strengthen community infrastructure and systems** for getting healthy food to children.
- **Improve families' knowledge** about available programs, healthy food choices and how to get the most from limited resources.

Our 10-point plan supports this strategy by bridging the gaps between existing effective programs and the people who need them.

	PLAN POINT	PLAN IN ACTION
1 	<p><b>Provide all children with a healthy breakfast.</b></p> <p>On a typical school day, 55.4 percent of America's schoolchildren who are eligible for a healthy free or reduced-price school breakfast don't get one.<sup>5</sup></p>	<p>California Food Policy Advocates successfully advocated for expanding school breakfast programs to combat childhood hunger and obesity. The result: \$18.2 million in state funds to provide fresh fruit for the program. — <i>California Food Policy Advocates, San Francisco; Share Our Strength's Taste of the Nation® Grant Recipient</i></p>
2 	<p><b>Encourage and enable healthy food choices.</b></p> <p>Education courses that teach the basics about healthy foods and demonstrate how to turn them into tasty meals help families get more out of their tight food budgets.<sup>6</sup></p>	<p>Nationally, 43 percent more teens reported that they eat their daily recommended amount of vegetables after graduating from <i>Share Our Strength's Operation Frontline®</i> Power of Eating Right nutrition course; 90 percent improved their cooking skills. — <i>Share Our Strength's Operation Frontline, Washington, D.C.</i></p>
3 	<p><b>Help eligible families meet needs at home with access to food stamps.</b></p> <p>Nationally, only 60 percent of those eligible for the federal Food Stamp Program receive benefits.<sup>7</sup> Half of those recipients are children.<sup>8</sup></p>	<p>Florida Impact increased the number of Food Stamp Program applicants by adding automated eligibility screening, benefit assessment, form-filling and mailing features to its toll-free, bilingual Food Stamp Helpline. Calls increased sevenfold. — <i>Florida Impact, Tallahassee, Fla.; Share Our Strength Childhood Hunger State Program Partner and Share Our Strength's Taste of the Nation Grant Recipient</i></p>
4 	<p><b>Improve the economic security of working families.</b></p> <p>In 2003, the Earned Income Tax Credit for working families (EITC) lifted 4.4 million people out of poverty, including 2.4 million children.<sup>9</sup></p>	<p>During the 2004 tax season, Food Change filed nearly 25,000 tax returns through its 10 free tax-preparation sites, which brought more than \$45 million in tax refunds to New York City families. — <i>Food Change, Inc., New York, N.Y.; Share Our Strength's Taste of the Nation Grant Recipient</i></p>

 LIVE  LEARN  PLAY





	PLAN POINT	PLAN IN ACTION
5	   <p><b>Increase families' access to fresh, affordable produce in their neighborhoods.</b></p> <p>In America's poor and working-class neighborhoods, fresh produce is both difficult to find and expensive.</p>	<p>Georgia Citizens Coalition on Hunger expanded its outdoor farmers market to six statewide. These markets provide more than 2,000 low-income families with fresh produce, some of it grown in the Coalition's own inner-city community garden. — <i>Georgia Citizens Coalition on Hunger, Atlanta; Share Our Strength's Taste of the Nation Grant Recipient</i></p>
6	  <p><b>Help afterschool programs provide healthy meals and snacks.</b></p>	<p>In its first year, the <i>Partnership to End Childhood Hunger in the Nation's Capital</i>, a joint effort of D.C. Hunger Solutions, the Food Research and Action Center and Share Our Strength, tripled participation in the District's federally funded afterschool programs, simplified enrollment, and added three new sponsors. It also increased summer feeding sites by 25 percent, and participation by 1,000 children. — <i>Partnership to End Childhood Hunger in the Nation's Capital, Washington, D.C.; Share Our Strength Childhood Hunger State Program Partner</i></p>
7	<p><b>Expand the reach of summer meals programs.</b></p> <p>For too many kids who depend on school meals, afterschool snack time, dinner time, weekends and school vacations can be hungry times.</p>	
8	 <p><b>Ensure access to balanced, nutritious diets for all pregnant women and preschool children.</b></p> <p>Good childhood health starts with good prenatal nutrition and continues through preschool. Yet too few mothers take advantage of the federal WIC program that provides nutrition education, healthy foods and access to healthcare to qualifying women, infants and young children.<sup>10</sup></p>	<p>The Sustainable Food Center organized farmers markets near WIC clinics and adapted <i>Share Our Strength's Operation Frontline</i> courses to train WIC staff in nutrition practices and cooking skills. The staff used this knowledge to help clients who live with or are at risk of diet-related diseases, including diabetes and obesity. — <i>Sustainable Food Center, Austin, Texas; Share Our Strength's Taste of the Nation Grant Recipient</i></p>
9	 <p><b>Ensure access to nutritious food in shelters and food pantries.</b></p> <p>Emergency food providers need more food—especially healthy food—to combat growing shortages and promote healthier choices among their clients. Fresh protein, produce and dairy products rank high among the foods they need most.<sup>11</sup></p>	<p><i>Share Our Strength's Operation Frontline-Colorado</i> modified its lessons to teach families how to turn the foods they receive at pantries — foods that often include dried beans, peanut butter, bread, and random fresh produce such as squash or eggplant — into healthy, tasty meals. They also teach families how to make healthier food choices at the pantries. — <i>Share Our Strength's Operation Frontline-Colorado, Denver</i></p>
10	   <p><b>Provide comprehensive public education about available resources and assistance.</b></p> <p>Families at risk of hunger often lack the information and knowledge they need to take advantage of the programs and services available to them.</p>	<p>D.C. Hunger Solutions organized an outreach subcommittee, which shared resources to buy air time and produce materials that promoted neighborhood locations of the District's summer feeding sites and increased participation — <i>D.C. Hunger Solutions, Washington, D.C.; Share Our Strength Childhood Hunger State Program Partner and Share Our Strength's Great American Bake Sale® Grant Recipient</i></p>





**SHARE OUR STRENGTH'S APPROACH  
TO END CHILDHOOD HUNGER**



**On a state-by-state basis,** Share Our Strength is developing partnerships to address state-specific needs, priorities and resources that are aligned with our national strategy to end childhood hunger in America. Additionally, we continue to award grants to organizations that work in close alignment with our 10-point plan and to support effective nutrition education programs.

Share Our Strength's role across all of these elements is to:

- Provide leadership
- Convene and collaborate
- Raise funds
- Award grants
- Provide educational programming
- Promote and conduct outreach
- Monitor, evaluate and report progress

**OUR APPROACH: STATE PARTNERSHIPS + GRANTS + NUTRITION EDUCATION**

**SHARE OUR STRENGTH STATE PARTNERSHIPS TO END CHILDHOOD HUNGER**

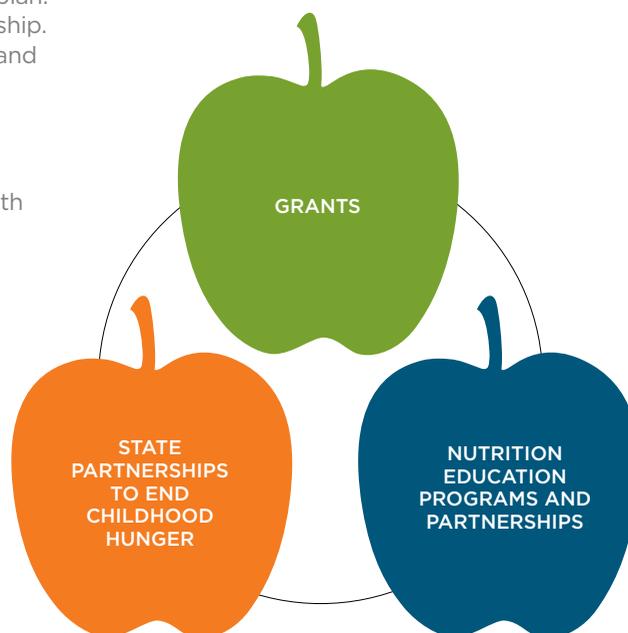
- Established with leading organizations that demonstrate statewide influence and solid success in hunger relief and advocacy.
- Develop and implement state plans modeled after Share Our Strength's national 10-point plan.
- Raise funds and build leadership.
- Advocate for national, state and local programs that support the plans.
- Report progress, results and impact.
- Funded by Share Our Strength and their own efforts.

**SHARE OUR STRENGTH GRANTS**

- Awarded annually to national, state and local nonprofit organizations.
- Help fund programs and initiatives represented in our 10-point plan.
- Extend the reach of our strategy beyond state partnerships.
- Funded by Share Our Strength events.

**NUTRITION EDUCATION PROGRAMS AND PARTNERSHIPS**

- Developed to fight childhood hunger, disease and obesity through nutrition education that enables healthy food choices.
- Provide structured nutrition programming and evaluation.
- Includes *Share Our Strength's Operation Frontline* nutrition education program and the *Partnership to End Childhood Hunger and Obesity*, a joint effort of Share Our Strength and the Centers for Disease Control and Prevention.





**Share Our Strength's innovation and creativity** has helped us earn our reputation as one of America's most effective nonprofits. Since our inception, we have raised over \$200 million, providing support for more than 1,000 groups around the globe that work to end hunger.

We work with the culinary industry to create engaging, pioneering programs like these that raise funds and provide effective programming to support our strategy to end childhood hunger in America.



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

**SHARE OUR STRENGTH'S TASTE OF THE NATION**, presented by American Express®, is the nation's largest and finest culinary benefit dedicated to making sure no kid in America grows up hungry.



SHARE OUR STRENGTH'S  
**GREAT AMERICAN DINE OUT**  
NO KID HUNGRY

**SHARE OUR STRENGTH'S GREAT AMERICAN DINE OUT**, presented by American Express®, is a new national campaign that rallies the nation's entire restaurant industry in a one-week dine-out to make sure no kid in America grows up hungry.



SHARE OUR STRENGTH'S  
**GREAT AMERICAN BAKE SALE**  
NO KID HUNGRY

**SHARE OUR STRENGTH'S GREAT AMERICAN BAKE SALE**, presented by Domino® Sugar and C&H®, is a national campaign that mobilizes Americans to end childhood hunger by holding bake sales in their communities.



SHARE OUR STRENGTH'S  
**A TASTEFUL PURSUIT**  
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**SHARE OUR STRENGTH'S A TASTEFUL PURSUIT** is a national touring dinner series that features the nation's hottest chefs who take their talents to the nation's top culinary cities to create delicious, multi-course dinners paired with ultra-premium wines.



SHARE OUR STRENGTH'S  
**OPERATION FRONTLINE**  
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**SHARE OUR STRENGTH'S OPERATION FRONTLINE** is a groundbreaking nutrition-education program that connects families with food by teaching them how to prepare healthy, tasty meals on a limited budget.



“I believe it’s absolutely possible to end childhood hunger in the United States and I want to invite everyone to join us.”

– Pat Nicklin, Managing Director, Share Our Strength

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[www.strength.org](http://www.strength.org).





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It's time to roll up our sleeves and put an  
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Please join us.  
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