

FALL 2024

# Impact Report

Your Investments in Action



Above: Second Harvest of South Georgia (Valdosta, GA) holds a hurricane-relief food distribution.



## AMID INCREASED CLIMATE DISASTERS, HOPE IS PRESENT

In the Big Bend of Florida lies Suwannee, a small fishing town with less than 300 residents. When Hurricane Helene hit, it was the town's third major hurricane in 13 months. Lifelong resident Carly (featured on the right in the image above) understands the community's needs firsthand, coordinating a monthly mobile food pantry distribution with [Second Harvest of the Big Bend](#) (Tallahassee, FL). The closest grocery store is 40 minutes away. The nearest convenience store, destroyed by Hurricane Idalia last year, was rebuilt—then destroyed again by Helene. Now, it may never be rebuilt. In recent weeks, Carly has led efforts to provide food for her community, joined by her neighbors, some covered in mud from cleaning their homes before volunteering. "We look out for one another, no matter the circumstances," she said.

## URGENT HURRICANE RELIEF NEEDED

We are mobilizing food, funds, grocery products, connections, technical assistance, media awareness and more to help people impacted by Hurricanes Helene and Milton. At the national level, as of Oct. 30, we have coordinated **228 truckloads** for Helene and Milton disaster response, delivering supplies to **18 network members across seven states**. To put Helene and Milton's combined devastation into perspective: Nearly as many truckloads have already been deployed for this disaster response as were deployed in the network's entire extended response to Hurricanes Idalia (2023), Ian (2022) and Ida (2021) collectively.



Above: MANNA FoodBank (Asheville, N.C.) lost its facility and entire supply from heavy flooding due to Helene.



Above: Volunteers and staff at Feeding Tampa Bay (Tampa, FL) prepare food boxes.

Donate to Support Disaster Relief





Above: Babineaux-Fontenot (far left) volunteered on Hunger Action Day (Sept. 10) with (second from left to right) Chef Millie Peartree, Bianca Lawson, and Feeding America Entertainment Council member Dascha Polanco.

## A LETTER FROM OUR CEO

When we are confronted with events of historic proportion like Hurricanes Helene and Milton, I am awed by the generosity, resilience and love shared among people across the country to ensure everyone has the food, water and supplies they so urgently need. Food banks, their staff, volunteers, and donors are showing up to help their communities while they too have weathered the storm. They will be working alongside their neighbors through a journey of recovery and healing that will extend well beyond the departure of the news cameras.

One of the reasons the Feeding America network is so unique is that we support local organizations, communities, and, most of all, people facing hunger, by leveraging the extraordinary strength and agility of a national movement of care. Our third annual [Elevating Voices: Insights Report](#), released in September, helps us continue to improve and prioritize Feeding America's approach to ending hunger by utilizing the expertise of people facing food insecurity. Four key pillars have been identified (see page 3 to learn more about each pillar):

- Increase access
- Improve health
- Expand opportunities
- Prioritize dignity

We are entering the holiday season with hope, fueled by the compassion and strength of this network—and this network includes you! I am so grateful that you join us in our mission, standing shoulder to shoulder with people facing hunger, to improve food security for everyone. Each action matters: Donate. Volunteer. Advocate. Together, we can end hunger.

In gratitude and hope,

**Claire Babineaux-Fontenot**  
CEO, Feeding America

## 6% INCREASE IN FOOD INSECURITY IN AMERICA

In September 2024, the U.S. Department of Agriculture (USDA) released its annual report, [Household Food Security in the United States in 2023](#). Among the [notable findings](#) is that 2023 marked a 6% and 4% increase over the prior year in individuals and children, respectively, living in food-insecure households. These numbers confirm what the Feeding America network has heard from people across the country who are working hard to provide for their families amid high prices for groceries, housing and other essentials.

### ACCORDING TO THE USDA REPORT ON FOOD SECURITY IN THE U.S. IN 2023:

**47 Million**

individuals—1 in 7—lived in food-insecure households

**14 Million**

children—1 in 5—lived in food-insecure households

### Highest Rate

& number since 2014 of individuals and children

**1 in 3**

Food insecurity in households with children led by a single female rose to almost 36% (1 in 3). Food insecurity in households with children led by a single male rose to 23% (1 in 4).

**Black & Latino Individuals Are More Than Two Times As Likely**

to experience food insecurity compared to white people

### Nearly 12 Million Adults Ages 50 and Over Experienced Food Insecurity in 2022

New Feeding America research estimates released in July 2024 find nearly 12 million adults ages 50 and older experienced food insecurity in 2022, the most recent year for which data is available.

In the U.S. in 2022 food insecurity impacted:

- 6.9 million seniors (ages 60 and older)
- 4.9 million older adults (ages 50 to 59)
- Black and Latino seniors at rates 2.7 times higher than white seniors, with rates for Black and Latino older adults being twice as high as for white older adults

*Special thanks to Enterprise Mobility Foundation for supporting this work.*



## HUNGER ACTION MONTH HIGHLIGHTS

# GOING ORANGE TO RAISE AWARENESS

For Hunger Action Month—September 2024—we came together with supporters like you to take action, from volunteer events and community concerts to corporate giving and youth sharing on social media. It was all of us, together, working to help advance the movement to end hunger.

[Click here to see highlights from Hunger Action Month.](#)



Above: Feeding America CEO Claire Babineaux-Fontenot appeared on [GMA3](#) on Hunger Action Day, Sept. 10.

## KIDS IN THE MOVEMENT



To broaden our reach, the [Kids in the Movement](#) content series was created to tap into the interests of current supporters like you, while reaching younger audiences and gaining visibility through social channels. We collaborated with Upworthy to share three videos on Instagram, yielding strong results—our [Hunger Blog](#), for example, experienced an 86% engagement rate.



Above: Zuani Villarreal (right), Feeding America's senior director of community engagement, joined Telemundo Hoy Día on Hunger Action Day.

## STATE OF HUNGER ADDRESS

On Sept. 12, Claire Babineaux-Fontenot, CEO of Feeding America, led our annual [State of Hunger address](#), with record attendance by donors and partners. Claire discussed the challenges with food and nutrition that persist for people in the U.S. and explored the exciting, impactful work happening across the network—in large part due to your investments. She also elevated key findings identified by neighbors facing hunger, surveyed in our latest [Elevating Voices: Impact Report](#), released on Hunger Action Day (Sept. 10). As Claire noted in her CEO letter (see page 2), the neighbors shared that efforts to end food insecurity in the U.S. must:

**Increase access** – Food insecurity increased by 6% in 2023, but initiatives like the [Food Rescue Fund](#) enable the Feeding America network to provide more fresh produce and dairy than ever before.

**Improve health** – Healthy food supports well-being and protects against health conditions like heart disease and diabetes. We are mapping out a plan to expand our Food as Medicine programs and maintaining our commitment to ensuring that at least 70% of the foods we distribute are Foods to Encourage.

**Expand opportunities** – Through economic mobility, job training, holistic support, and community-based initiatives like the [Food Security Equity Impact Fund](#), we are working alongside neighbors and communities to strengthen financial futures.

**Prioritize dignity** – By championing ways neighbors can choose their own food and harnessing the power of technology, neighbors can more easily access the food they need to thrive in ways that are safe and affirming.



# ACHIEVING IMPACT IN THE MOVEMENT TO END HUNGER TOGETHER



Too many children face hunger in the summer. **Sinclair Inc.** took action, airing over 57,000 PSAs and 186 local news stories nationwide. Stations volunteered at food banks while the company, their employees and viewers helped provide 1.25 million meals.

For the 16th year, **The Cheesecake Factory** is donating 25 cents for every slice of Triple Berry Bliss Cheesecake sold through July 29, 2025. The promotion will provide a minimum of 2.5 million meals to people facing hunger. Last year's campaign provided over 3 million meals.



This summer, celebrating 100 million charitable meals delivered via Project DASH, which helps people receive food conveniently and without stigma, **DoorDash** donated \$3 per order using code PROJECTDASH—providing at least 1.6 million meals for people served by the network and supporting other anti-hunger organizations.

**Pampered Chef**, our longest running cause partner, donating nearly \$30 million to our mission since 1991, continues its legacy of support. For every purchase of its new Give Back Set, through Aug. 31, 2025, Pampered Chef will donate 10 meals to help people facing hunger.



Partners like **ALDI** support partner food banks with disaster preparedness year-round. In 2024, ALDI employees will pack over 30,000 boxes of shelf-stable ALDI products to be shipped to the nationwide network for use when an emergency or natural disaster strikes.

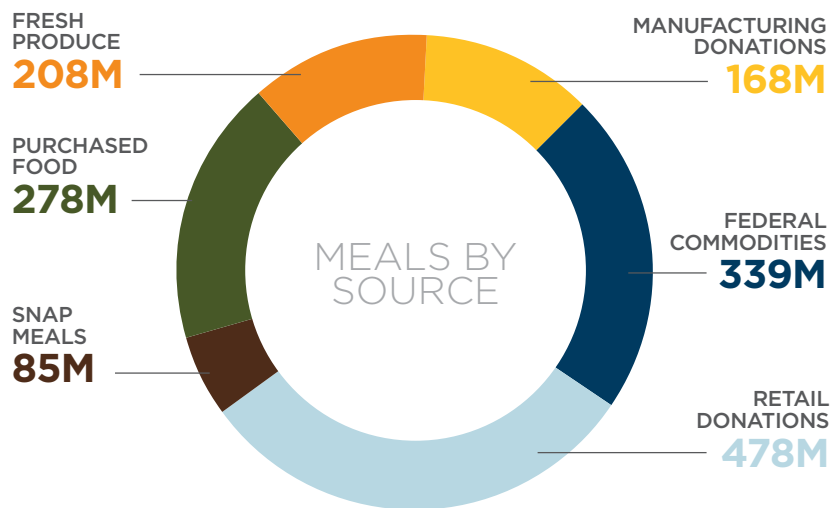
To amplify impact for food banks and address child hunger, **Food Lion Feeds** held its Summers Without Hunger initiative. Ten Food Lion suppliers matched the proceeds of purchases of specially designed reusable bags, and customers offered donations at checkout—collectively providing 36 million meals for families.



Learn how our national partners are taking action in the movement to end hunger. Visit the **Why I Partner** page on our website, featuring Cargill, Kroger and Starbucks, among other partners.

# NEIGHBORS FACING HUNGER GAINED ACCESS TO 1.5 BILLION MEALS\*, SUPPORTED BY THE FEEDING AMERICA NETWORK APRIL THROUGH JUNE 2024.

The chart conveys the meals received by the network.



\* A meal from Feeding America is 1.2 pounds of product, based on USDA guidelines. The quarterly estimate includes SNAP meals Feeding America enabled through our SNAP application assistance programs. If you have any questions, please contact your Feeding America relationship manager or [productsourcing@feedingamerica.org](mailto:productsourcing@feedingamerica.org).

## PARTNER SPOTLIGHT

# WALMART & SAM'S CLUB FIGHT HUNGER. SPARK CHANGE.

For the 11<sup>th</sup> consecutive year, Walmart and Sam's Club associates, customers and members joined together with participating suppliers (see below) to help people facing hunger gain access to the means they need through the Fight Hunger. Spark Change. campaign.

**Nearly \$20 million was donated to benefit Feeding America and the network's 200 partner food banks.**

Through the campaign, shoppers made monetary donations at checkout or purchased participating items in stores or online to benefit their local food bank.

**Campaign donations help food banks better serve neighbors facing hunger by enabling them to invest in the areas of greatest need within their communities.**

To kickstart the campaign and further support local neighborhoods, Walmart invested \$2 million, most of which supported food banks in communities that have the highest food insecurity rates, in addition to diverse communities where access barriers to food and resources persist. To date, the campaign has helped secure **2 billion meals** for people facing hunger in communities across the country, including 198 million meals in 2024.



## FIGHT HUNGER. SPARK CHANGE. CAMPAIGN PARTICIPATING SUPPLIERS:

- |                                 |                                                 |
|---------------------------------|-------------------------------------------------|
| Bush Brothers & Company         | Keurig Dr Pepper                                |
| CELSIUS® Essential Energy Drink | Kodiak                                          |
| The Coca-Cola Company           | Kraft Heinz                                     |
| Conagra Brands                  | Monster Energy                                  |
| Dole Packaged Foods             | Nestlé                                          |
| Ferrara                         | Nissin                                          |
| Ferrero                         | Nongshim                                        |
| General Mills                   | Palmetto Gourmet Foods,a Borealis Foods Company |
| The Hain Celestial Group        | Pepsi-Cola Advertising & Marketing, Inc.        |
| Hershey Salty Snacks            | Red Bull                                        |
| Hidden Valley Ranch             | Unilever                                        |
| Kellanova                       | W.K. Kellogg Company                            |





Photo credit: Alyssa Schukar for Feeding America

## POLICY PRIORITY UPDATES AND ACTIONS

Feeding America's 2024 policy priorities include a bipartisan [farm bill](#) that strengthens federal nutrition programs, full funding for nutrition programs in fiscal year 2025 appropriations legislation, and additional USDA food purchases for The Emergency Food Assistance Program (TEFAP) and other programs. As a result of the tireless advocacy work done by the Feeding America network, the following wins recently were achieved:

### USDA ANNOUNCES \$1 BILLION INVESTMENT IN HUNGER RELIEF

In October 2024, the USDA announced [\\$1 billion in new funding](#) to purchase additional food for emergency food assistance through the Commodity Credit Corporation, with half of the purchases focused on locally grown food. These purchases will help individuals and families facing hunger in America access healthy food through emergency food providers.

**The USDA will provide:**

#### **\$500 million**

for additional food purchases distributed through TEFAP.

#### **\$500 million**

for the Local Food Purchase Assistance Cooperative Agreement Program (LFPA) for states, tribes and territories to purchase foods for their emergency food systems from local growers.

### SUN BUCKS LAUNCHES FOR FIRST YEAR

In August 2024, Feeding America submitted a comment to the USDA to assist with program refinement for two new summer feeding options: [SUN Bucks](#) (Summer EBT), which launched during summer 2024 in states that opted in, and SUN Meals To-Go (rural non-congregate meals). Our comment was informed by feedback received from network members, neighbors with experience accessing summer food assistance, and other leading national nonprofits.

**The Network's Impact on SUN Bucks and SUN Meals To-Go:**

#### **Over 100,000 eligibility screeners**

completed by families via a new SUN Bucks standalone [website](#). Special thanks to Albertsons Companies Foundation's [Nourishing Neighbors](#) program for supporting this work.

#### **USDA estimated that nearly 21 million children**

would be served in the summer of 2024, providing more than \$2.5 billion in grocery benefits.

#### **Gained understanding**

of program implications by working with corporate partners in coalitions such as the Alliance to End Hunger.

#### **Members received support**

from corporate partners to deliver non-congregate meals to children in rural areas. Members continue to work to bring all 50 states, tribes and territories into the program.

# HIGHLIGHTS

## FOOD RESCUE AND CLIMATE WEEK NYC

The Feeding America network is mighty, backed by the generosity and determination of supporters like you who remain committed to making sure people are able to put food on the table. We know **food rescue provides one of the most immediate opportunities to address our nation's ongoing hunger crisis**—47 million people in the U.S. face hunger. It's why we launched the [Food Rescue Fund](#) in June, which supports the [Food Rescue Challenge](#). We have set a \$50 million goal to incrementally secure an additional 1 billion pounds of rescued food annually.

In September, our Chief Development Officer Casey Marsh and Chief Supply Chain Officer Erika Thiem represented Feeding America at [Climate Week NYC](#) to uplift the [Food Rescue Challenge](#). Billed as the largest annual climate event of its kind, the event offered abundant opportunities to connect with donors and partners, food bank leaders, industry leaders, and policymakers in the climate and food space. Thiem joined a panel hosted by Food Tank centered on “The Role of Technology at The Nexus of Affordability, Nutrition, and Food Waste.” Click [here](#) to view a recording of the live-streamed panel.

*Special thanks to Divert for supporting this work.*

Below: Erika Thiem, Feeding America's Chief Supply Chain Officer, spoke on a panel hosted by Food Tank. Photo credit: Ryan Rose Photography



## LEAVING A LEGACY: DAVE AND SUE SOUERWINE

[Dave and Sue Souerwine](#) know that hunger is a solvable problem. That's why they joined the van Hengel Society, which honors individuals who make legacy gifts to benefit Feeding America.

The Souerwines were involved for years with [Atlanta Community Food Bank](#), [Atlanta Mission](#), and [North Fulton Community Charities](#), before expanding their support to the national level. In 2019, they included Feeding America in their estate plans, joining a society of like-minded individuals who are inspired by the movement to end hunger in America and trust that their legacy gift will support this vision well into the future.

“We wanted to help in a more meaningful way and found that having Feeding America as part of our estate plan made sense to us,” the couple said. “We believe it is part of our responsibility as citizens and people who care about the overall society to financially support charities that are making a difference.”

Click [here](#) to visit our *Why I Give* page to read more about the Souerwines and other hunger-relief supporters.

**The van Hengel Society** is named for John van Hengel, the founder of the modern food bank movement, and honors individuals who make legacy gifts, including bequests and charitable gift annuities, in support of Feeding America. To learn more about making a planned gift, joining the van Hengel Society, or if you've already included Feeding America in your estate plans, please contact Jessica Noe, Director of Development and Planned Giving, at 312-641-5593 or [plannedgiving@feedingamerica.org](mailto:plannedgiving@feedingamerica.org).



# CONNECTION, REFLECTION AND INSPIRATION

The impact that neighbors facing hunger can have on policymakers, decision-makers and local community organizations is crucial to achieving food security in America. To that end, we hosted two summits this summer: one co-created by and for neighbors and one to convene grantees that are driving community-led solutions to address systemic inequities.

## ELEVATING VOICES: POWER SUMMIT

- June 2024: three-day event in Washington, D.C.
- ~50 neighbor advocated attendees
- Co-created with an advisory committee of neighbors
- Guest speakers included USDA Acting Undersecretary Kumar Chandran and Senior Policy Advisory Alex Urry from the office of House Minority Leader Hakeem Jeffries
- Attendees met with USDA staff to discuss food as medicine, their experiences accessing federal nutrition assistance and ideas for effective hunger relief in America.

## FOOD SECURITY EQUITY IMPACT FUND SUMMIT

- July 2024: three day-event in Detroit
- >120 attendees: including grantees, community partners and stakeholders
- Approximately \$3.25 million: awarded to existing grantees in October 2024
- >\$20 million: grant investments made since the Fund launched 2021, supporting 35 food banks and over 75 community partners



## WAYS TO ENGAGE

- ▶ **VIDEOS:** [Click here](#) to see the Feeding America network responding to Hurricane Helene. And [click here](#) to watch the **TODAY Show** segment at MANNA FoodBank, part of Al Roker's "Lend a Hand" series.
- ▶ Participate in **#GivingTuesday on Dec. 3** to join a global movement that unites people around generosity and kindness.
- ▶ Consider supporting Feeding America before Dec. 31 to **maximize your tax benefits** or minimize year-end product inventories. Want to **double your impact** with your employer? Learn how by using the search tool on our [matching gifts page](#).



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*Feeding America is a nationwide network of food banks that helps provide meals to tens of millions of people through food pantries and meal programs in communities across America and leads the nation in the fight against hunger.*

**Support Feeding America and help end hunger. [Donate.](#)  
[Volunteer.](#) [Advocate.](#) [Educate.](#)**