

Communications FAQs & Guidance for Partners





Diane, Louisiana

PARTNER COMMS FAQ

While we're always available to support you, this guide provides answers to common questions and key messaging guidance to help you get started.

What communications support can we expect from Feeding America?

Feeding America proudly supports [the](#) recognition of our partnership with your company. Communications and marketing support generally aligns with partnership recognition levels. For example, we provide turnkey resources to Supporting, Guiding and Mission partners, while Leadership and Visionary partners receive additional custom communications and marketing support.

Does the FA Comms team have examples to share?

Examples of partnership communication and recognition for various channels and platforms can be found at the bottom of this document. These include press releases, social media posts, and partnership landing pages from other corporate partners to inspire your materials.

Where can we find Feeding America logos and branding guidelines?

Our [Partner Resource Page](#) contains downloadable logos, updated hunger statistics, strength-based messaging tips and our brand book, including logo lockups, brand colors, etc. **Please note that all public use of Feeding America's name and logo requires review and approval.** We will also seek your approval for the use of your name and logo in our materials.

ENTERTAINMENT COUNCIL

What is the Entertainment Council? And how do we engage celebrities?

Members of Feeding America's Entertainment Council are celebrities and public figures who support our mission via media relations, cause marketing and public policy initiatives. While typically highly effective, requesting celebrity engagement can be a lengthy process and we cannot guarantee their involvement. Additionally, since Council members do not work pro bono, partners should have a budget in mind that reflects the potential costs involved, as determined by guidance from the talent's agency. We ask that this figure is developed before talent outreach begins.

We recommend collaborating with your relationship manager to explore tactics for engaging celebrities. We are also happy to schedule a call to discuss in further detail.



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Virginia



IMAGERY

Q

What images are available for us to use?

We are happy to provide images through our media library hosted on Canto.

Your relationship manager can help you determine the best images for your storytelling needs.

Additional Tips:

Images of neighbors cannot be used on consumer packaging.

Permissions for some images may expire, so it's always best to check with your relationship manager.

FYI

Scarlet, Maine

NeKhaila, Kansas

KEY TALKING POINTS

Hunger statistics change annually. Updated talking points are available on the [Partner Resource Page](#).

Key messages currently include:

- Everyone needs nutritious food to thrive, and in every community in America, people are working hard to provide for themselves and their families. Yet in 2023, 47.4 million people—1 in 7 people—experienced food insecurity in the U.S.
- Food insecurity is about more than food. Neighbors facing hunger tell us that cost of living, housing, employment, health and other factors—like the end of pandemic-era relief efforts—are among the top reasons why it's increasingly difficult to afford and access the food they need to thrive.
- Hunger is much closer than you might think. Anyone can experience food insecurity, regardless of background, race or ZIP code. It can be the result of a short-term setback, such as a layoff or hospitalization, or long-term forces like economic instability.
- Feeding America is the nation's largest hunger relief organization supporting tens of millions of people to get the food and resources they say they need to thrive as part of a nationwide network of more than 200 food banks, 21 statewide food bank associations, and over 60,000 agency partners, food pantries and meal programs.



Kaycee, Washington

CAUSE MARKETING: LEGAL DISCLAIMER & MEAL CLAIM GUIDELINES

What is the legal disclaimer?

The legal disclaimer is the fine print that accompanies cause marketing collateral and must clearly state certain details about the campaign, i.e., duration and donation minimums. All legal disclaimers must include the Feeding America national meal claim. This ensures that Feeding America and our partners are being transparent to the public on how the donation is being made. Consumer and legal disclaimer copy must:

- **Include Campaign Dates** | Cause marketing campaign start and end dates must be included in the legal disclaimer.
- **Include Minimum/Maximum Donation Amounts** | Any minimum and maximum donation amounts committed by the partner need to be included in the legal disclaimer.
- **Include a Clear Donation Call-to-Action** | (For every [x] sold, [\$x or the monetary equivalent of X meals] will be donated to [FANO/food banks]) The customer call-to-action tied to the donation needs to be included in the legal disclaimer.
- **Include the Meal Claim** | See next column for detailed guidance.

What is the “meal claim” and how should it be used?

Feeding America’s national meal claim reflects the efficiency of our operating model thanks to partnerships with food manufacturers and retailers. The figure is often integrated into marketing and fundraising materials to help supporters visualize the impact of their donation.

All campaign collateral must be reviewed by Feeding America to ensure proper use of the meal claim, ensuring an asterisk is placed after the first use of the word "meals" in copy and is footnoted as follows: **\$1 helps provide at least 10 meals secured by Feeding America® on behalf of partner food banks.*

- Learn more: [How Feeding America turns \\$1 into at least 10 Meals](#)

Legal Disclaimer Complete Example:

From [date] to [date] for every [consumer action/product purchased], [Partner Name] will donate the monetary equivalent of X meals* to Feeding America® **OR** [\$X to Feeding America®]. [Partner Name] guarantees a minimum donation of X meals* (monetary equivalent of \$X) and a maximum* of X meals (monetary equivalent of \$X). \$1 helps provide at least 10 meals secured by Feeding America on behalf of local partner food banks.

NOTE: For social media or other situations where there is not space for the legal disclaimer and meal claim, the legal disclaimer and meal claim description must be no more than one click away from the copy. Your Feeding America relationship manager can provide guidance for the correct use of the meal claim. All claims will be reviewed for compliance to Better Business Bureau standards.

GENERAL MESSAGING GUIDELINES

Feeding America partners help support our mission through campaigns that raise food and funds driving the movement to end hunger. Here's some topline guidance on language you may encounter in communicating our partnership.

Trademark Usage and Feeding America Network Terminology

- ❑ **Trademark Usage** | Use a registration mark (®) in the headline and first mention in the body in press releases.
- ❑ **Member v. Partner** | Refer to food banks as “**partner food bank(s)**” (NOT “**member food bank(s)**”).
- ❑ **Role of the Feeding America National Organization** | FANO does not operate food banks or run meal programs. Do not insinuate that Feeding America provides meals directly. Instead, say “**helps provide.**” Ensure language that implies that Feeding America owns or operates the network is not used.

Food Insecurity & Hunger

- ❑ Use the term “**experiencing**” (or “**experience**”) along with food insecurity as food insecurity is a current state, not the prospect of a future state.
- ❑ Do not use “**facing** food insecurity”
- ❑ Do not describe the total population experiencing food insecurity as “**facing hunger every day**,” as the physical sensation of hunger may fluctuate, while the experience of food insecurity persists.

Strength-Based Communication

At Feeding America, we use language that eliminates saviorism and “othering.” Below are some helpful tips to guide your communications.

- ❑ Avoid positioning Feeding America, the network, donors or partners as the “heroes” or central actors in a narrative; avoid verbs like “saves” or “benefits.” Instead, use “**supports**,” “**partners**,” or “**helps**.”
- ❑ Avoid language that otherizes or victimizes, such as “**struggles**,” “**suffers**” and “**vulnerable**.”
- ❑ Avoid using “**those**” in reference to the people we serve, such as “**those in need**” or “**those served by the food bank**.” This phrasing is othering and separates people facing hunger from the rest of society. Additionally, we recommend against using terms like “**clients**” and “**the hungry**.”
- ❑ Instead, use “**neighbors experiencing food insecurity**,” “**people who experience food insecurity**,” “**neighbors**,” or similar.

Partner Communications Inspiration & Resources

To support you in sharing this impactful collaboration, we've compiled this resource to help you craft your own communications materials, including:

- Announcement Guidance
- Sample Copy
- Creative Examples

Together, we can raise awareness, build engagement, and move one step closer to ending hunger.



Press Release Guidance

Announcing your partnership with Feeding America through a press release is a powerful way to amplify your impact. Leveraging media channels helps you reach a broad audience, increase visibility, and strengthen your brand's reputation as a leader in the movement to end hunger. It's an opportunity to showcase your commitment and inspire others to take action. **Please note:** Hunger statistics change frequently. Please check with your relationship manager for the latest stats to ensure accuracy.

Sample Press Release Copy

[Partner] Announces Partnership with Feeding America®, Pledging to Help Provide **[XX]** Million Meals*

[Partner] is honored to announce its new partnership with Feeding America® to help provide **[XX]** million meals* throughout **[timeframe]**.

The group joins the Feeding America network of more than 200 food banks, 21 partner state associations, and over 60,000 partner agencies, food pantries and meal programs in helping the tens of millions of people who experience food insecurity gain access to the food and resources they say they need to thrive.

[Include quote from your organization.]

Everyone needs nutritious food to thrive, and in every community in America, people are working hard to provide for themselves and their families. Yet in 2023, 47.4 million people—1 in 7 people—experienced food insecurity in the U.S.

[Provide details about the intended impact or purpose of this partnership.]

[Are there unique aspects to this partnership you can highlight? Is it centered around a certain timeline or initiative i.e. summer hunger or Hunger Action Month – or demographic (children, rural communities, communities of color) Provide more details here.]

**\$1 helps provide at least 10 meals secured by Feeding America on behalf of local partner food banks.*

About **[Partner]**

[Insert Boilerplate]

About Feeding America

[Insert Boilerplate, check with your relationship manager for latest version]

Dollar General Extends Feeding America Partnership

Jul 11, 2024

Company Donates Additional \$1 Million and Celebrates More Than 33 Million Meals Donated Since 2021

Goodlettsville, Tennessee – July 11, 2024 – Today, Dollar General extended the Company's partnership with Feeding America for a fourth year with an additional \$1 million to support the organization's efforts to address national food insecurity currently affecting 47.4 million Americans. Since 2021, DG has donated more than \$4 million and more than 33 million meals through its-kind.

"As America's largest retailer by store count, we are proud of the positive impact our Feeding America partner is making in combating food insecurity and increasing access to nutritious food," shared Denine Torr, Dollar General's vice president of philanthropy. "During the last three years, our work with Feeding America and its local food banks has been instrumental in providing nutritious essentials to neighbors in need. We look forward to continuing our efforts to address food insecurity through our ongoing partnership."

Dollar General currently donates to more than 3,000 communities through DG stores and distribution centers, expects to donate more than 19 million pounds of grocery items, equivalent to more than 1 million meals, and continues to innovate donation processes to further its impact, the Company began donating all private brand food, pet food, hygiene items, baby products, cleaning supplies and more in February 2024.

"We can end hunger in this country when we work together," shared Claire Babineaux Fontenot, Feeding America's CEO. "Dollar General's continued and generous commitments to Feeding America means more people will have access to the resources they need to thrive."

With more than 20,000 stores and 32 distribution centers across the U.S., Dollar General is uniquely positioned to reduce hunger and create access to the components of a nutritious meal. Beyond its Feeding America partnership, Dollar General offers fresh produce in more than 5,400 stores, partnered with Shelf Engine to improve perishable ordering efficiency, and expanded its Clover Valley private label brand through its "Food First" initiative to further access to affordable essentials.

US FOODS, FEEDING AMERICA® TO SHAPE THE FUTURE OF FOOD ACCESS WITH EXPANSION OF INNOVATIVE DIRECT TO NEIGHBOR LOCKER PROJECT

September 4, 2024

In Honor of Hunger Action Month®, US Foods Donates \$750,000 To Expand Feeding America®'s Direct to Neighbor Locker Project into Seven Communities Across the Country

ROSEMONT, Ill. –(BUSINESS WIRE)– US Foods Holding Corp. (NYSE: USFD), one of America's largest foodservice distributors, today announced an expanded national partnership with Feeding America®, the largest hunger-relief organization in the United States. As part of US Foods' recently enhanced "Helping Communities Make It" hunger-relief programming, the company will grant Feeding America \$750,000 to expand the organization's highly innovative Direct to Neighbor locker project into seven additional communities by the end of 2024. This is US Foods' largest single monetary donation to date and builds on the company's long-standing hunger-relief commitment to harness the power of food to empower communities with nourishment and opportunity.

The Feeding America Direct to Neighbor locker project is one of the most innovative food access projects in the country, providing more convenient and dignified hunger-relief support for community members experiencing food insecurity. Implemented through existing food bank affiliates, the program leverages an online order-ahead platform where community members can place customized grocery orders. These custom requests are prepared by the local partner food bank or agency partner and made available for pick-up in individual refrigerated, frozen or non-temperature-controlled lockers that can be placed in convenient locations such as local grocery stores and other highly frequented community locations. The order and pickup process affords community members greater choice and convenience, like that offered by traditional online grocery shopping applications and is intended to help remove emotional hurdles that may hinder someone in need from taking part in a traditional hunger-relief food bank experience.

"With more than 44 million Americans, including 13 million children, facing food insecurity in the United States, we are honored to support Feeding America in their journey to bring solutions for combating food insecurity to communities across the country," said Dave Filman, US Foods CEO. "This new commitment builds on the more than \$12 million in donations that US Foods provided to Feeding America food banks in 2023. Hunger Action Month is a time to recognize the hunger crisis in America and take action, and we leverage the opportunity to expand this important partnership."

US Foods reserves dignified access to nutritious food to thrive. In collaboration with local partner food banks and alongside people facing hunger, we prioritize dignity as we can build a charitable food system together," said Casey Marsh, Feeding America Chief Development Officer. "The Direct to Neighbor lockers are an example of our work to design a more accessible and convenient neighbor experience that not only expands their choice of foods but also removes some of the emotional hurdles to accessing food. As a fellow food company, US Foods has demonstrated a strong commitment to our cause, and we are thrilled to be expanding this exciting project with their generous donation."

Chicago-based celebrity chef Stephanie Izard and dozens of US Foods associates, the company and Feeding America launched their enhanced partnership at the Food Bank of Indiana, formally announcing the seven Feeding America food banks receiving new Direct to Neighbor locker project grants. Grant recipients are:

- Feeding America Eastern Wisconsin, Fox Valley Technical College (Wis.)
- Feeding America Tampa Bay, Solter Springs Resource Center (Fla.)
- Feeding America Bank of Eastern Oklahoma, Helping Hands Food Pantry (Okla.)
- Feeding America Entry Food Bank, North Strand Helping Hand food pantry (S.C.)
- Feeding America Illinois Food Bank, Northwest Center and Neighborhood Market (Ill.)
- Feeding America Harvest Food Bank of Clark, Champaign, and Logan Counties, food bank locations (Ohio)
- Feeding America West Coast Food Bank, Whole Child Connection, benefits enrollment and social service referral community hub (Fla.)

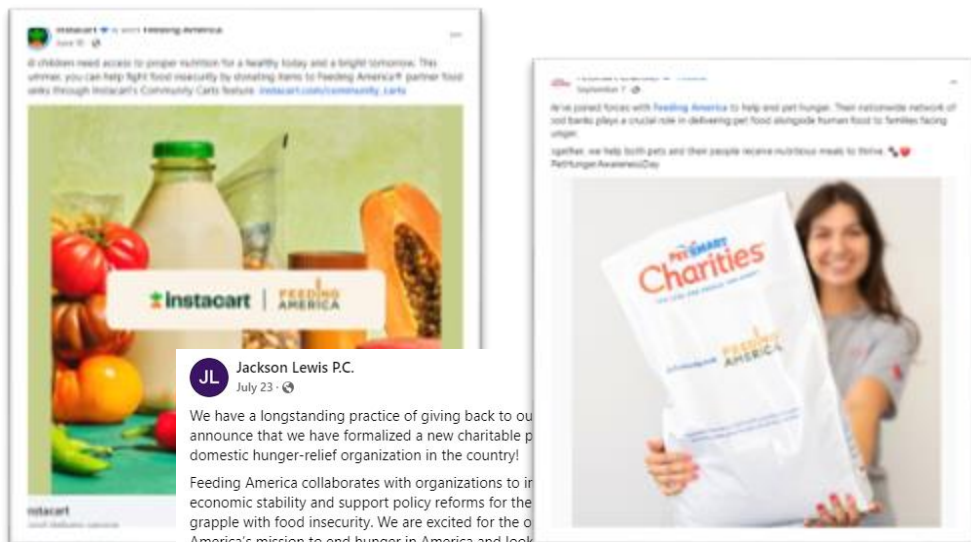
"To help put a spotlight on the impactful hunger-relief efforts Feeding America and US Foods are supporting," said Stephanie Izard, celebrity chef and TV personality, "I'm grateful for the opportunity to help build awareness around this innovative work spearheaded by two Chicago-based organizations."

For more information about the company's other strategic initiatives and its commitment to Helping Communities Make It, visit www.usfoods.com/community.



Social Media Guidance

By highlighting your involvement with Feeding America, you can create authentic conversations, inspire your followers, and build positive momentum around your company's efforts. It's a great way to increase awareness, encourage participation, and showcase your corporate values.



JL Jackson Lewis P.C.
July 23 · 🌐

We have a longstanding practice of giving back to our community and are proud to announce that we have formalized a new charitable partnership with a domestic hunger-relief organization in the country!

Feeding America collaborates with organizations to improve economic stability and support policy reforms for the communities that grapple with food insecurity. We are excited for the opportunity to join Feeding America's mission to end hunger in America and look forward to participating in sponsored events, community initiatives and fundraising opportunities.

Read more: <https://jllinks.com/3WjCDUc>

#EmploymentLaw #FeedingAmerica



Sample Social Copy

☀️ Exciting News! ☀️ [Partner] is proud to announce our partnership with @FeedingAmerica, the largest hunger relief organization in the nation, in the movement to end hunger. Together, we can make a real difference. Learn more at [Insert link to landing page].

🔴 Big Announcement! 🔴 We are thrilled to share that [Partner] has joined forces with @FeedingAmerica in the movement to end hunger. Learn more at [Insert link to landing page].

Big News! [Partner] is honored to announce our new partnership with @FeedingAmerica, the largest hunger relief organization in the nation! Join us as we unite efforts to help ensure people facing hunger get access to the food & resources they say they need to thrive. Learn more at [Insert link to landing page].



Need some images? We have a library of curated, high-res photos that we're happy to share! Just ask your relationship manager or comms liaison to help gather the right ones for you.



Dedicated Landing Pages

Creating a dedicated landing page for your partnership with Feeding America on your website is an excellent way to centralize key information and engage your audience. This page serves as a hub for sharing your goals, showcasing impact stories, and providing opportunities for visitors to get involved. It enhances your brand's credibility and helps create a lasting, meaningful connection with your audience.

What to Include:

Headline or Banner: A clear, engaging headline that highlights the partnership (e.g., "Proud Partner to Help End Hunger" or "Together with Feeding America to End Hunger").

Overview of the Partnership: A brief section describing the nature and goals of the partnership, including key details about the initiative.

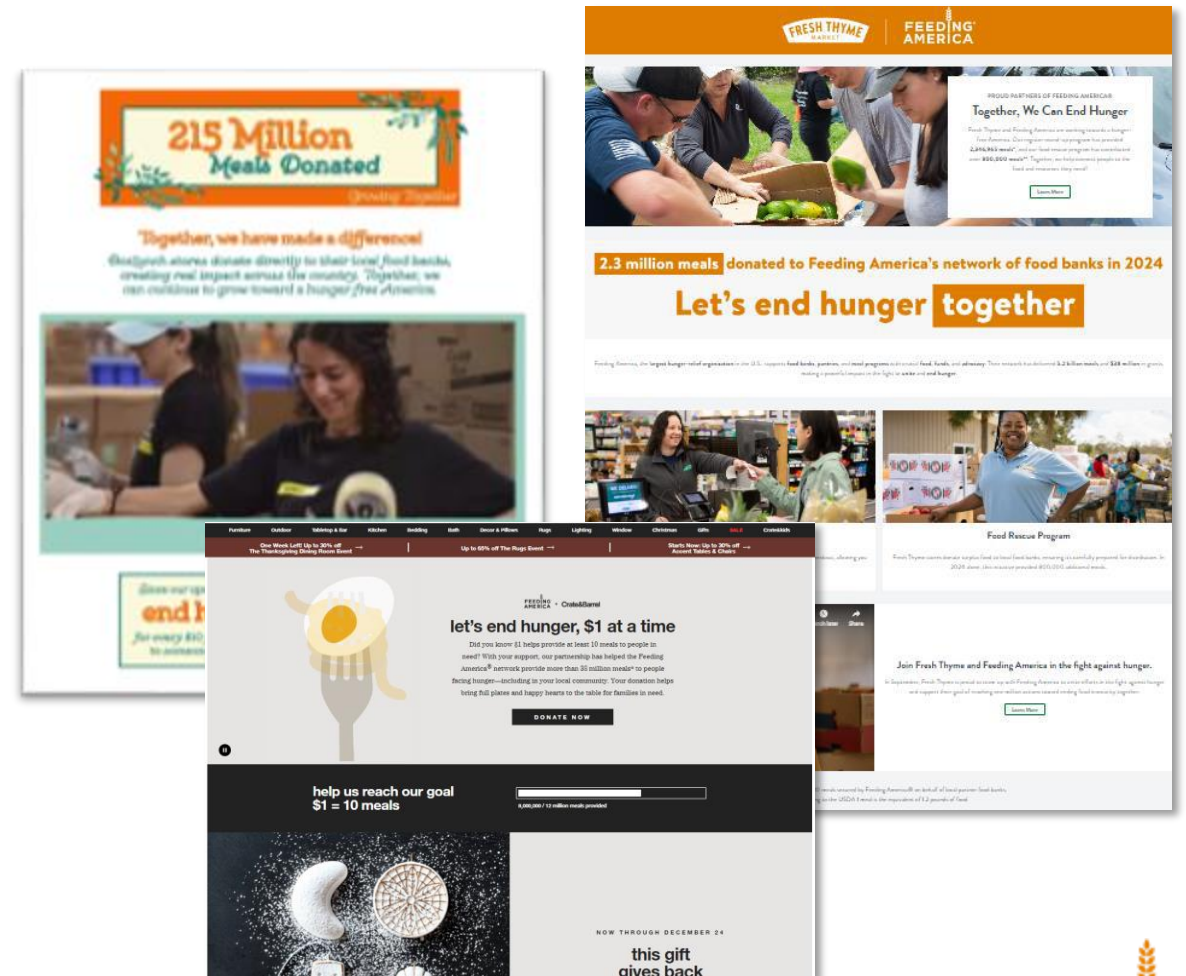
Impact Metrics & Goals: Display key statistics, goals, or milestones that show the positive impact of the partnership (e.g., meals provided, donations raised, volunteer hours).

Call-to-Action (CTA): Encourage visitors to get involved, whether through donations, volunteering, or sharing the cause on social media.

Visuals & Branding: Include high-quality images, videos, or infographics related to the partnership, such as joint branding, project highlights, or on-the-ground impact visuals.

Storytelling: Share human-interest stories or testimonials about the partnership's impact, from both the company's employees and those benefitting from Feeding America's work.

Donation or Support Link: Easy access to a donation portal or link to support Feeding America directly.



THANK YOU!

We are excited to tell the story of our partnership together.
Your stakeholders will learn about your impact, and you will
inspire others to join the movement to end hunger.

Thank you for your partnership!