



SHARE OUR  
STRENGTH  
NO KID HUNGRY



#### NO KID HUNGRY: A STRATEGY THAT WORKS

Share Our Strength's No Kid Hungry® Campaign develops, promotes and invests in innovative solutions at the national, state and community levels. The strategy is simple: Connect kids at risk of hunger to the programs that can provide the food they need.

Here are some examples of this strategy at work:

- In more than a dozen states, Share Our Strength invests funds and leadership to help establish and sustain a No Kid Hungry campaign to end childhood hunger in that particular state; there will be 18 such campaigns by the end of 2011. Learn more about each campaign at: [strength.org/state\\_partnerships](http://strength.org/state_partnerships)
- Through the Partnership to End Childhood Hunger in Maryland, Share Our Strength is working closely with the Maryland State Department of Education to develop tools and resources that help eligible families and their kids locate summer meals programs in their communities.
- In 2010, nearly 10,000 families graduated from Cooking Matters courses, a 56% increase over 2009. Said one graduate from Los Angeles, "I know now that you can feed a family healthy food on a budget. So much of what I learned in the class, I use in my day-to-day routine."
- With Share Our Strength funds, The Food Trust launched programs in the Philadelphia area to encourage use of SNAP and WIC benefits at farmers markets. The initiative was part of a new city-wide obesity prevention program.

<sup>1</sup>Source: U.S. Department of Agriculture, "Household Food Security in the United States: 2010."

## SHARE OUR STRENGTH: ENDING CHILDHOOD HUNGER IN AMERICA

Share Our Strength®, a national nonprofit, is ending childhood hunger in America by connecting children with the nutritious food they need to lead healthy, active lives. Through its No Kid Hungry® Campaign—a national effort to end childhood hunger in America by 2015—Share Our Strength ensures children in need are enrolled in effective federal nutrition programs; invests in community organizations that fight hunger; teaches at-risk families how to cook healthy, affordable meals; and builds public-private partnerships to end childhood hunger, at the state and city level. Share Our Strength engages the culinary, business and media communities; consumers and citizen-activists; foundations; nonprofits; and policymakers to support No Kid Hungry.

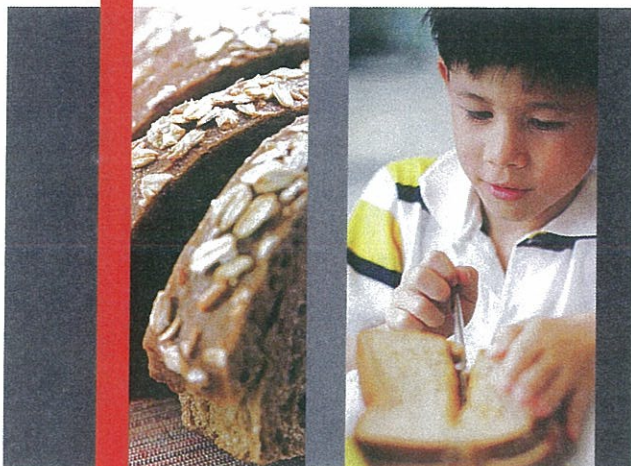
### CONNECTING KIDS WITH THE FOOD THEY NEED

In the world's wealthiest nation, no child should grow up hungry. Over the course of a year, **more than 16 million children in America** cannot count on getting the food they need.<sup>1</sup> That's one in five kids in America who struggle with hunger. Yet at Share Our Strength, we see a future in which no child in America grows up hungry.

Through the No Kid Hungry Campaign, Share Our Strength is working with governors, mayors and state, community, faith and private-sector leaders across the country to connect families at risk of hunger with the programs that can help them. Our focus is on long-term change, the difference between just feeding a child today and making sure that children in the United States never go hungry again. Share Our Strength's No Kid Hungry Campaign gives more kids a healthy start to the day by supporting effective **school breakfast** programs; ensures kids have food at home by helping more eligible families enroll in the **Supplemental Nutrition Assistance Program** (food stamps) and **Supplemental Nutrition Assistance for Women, Infants, and Children** (WIC); and keeps kids nourished outside of school hours by increasing access to **after-school and summer programs** that provide healthy snacks or meals.

Share Our Strength also teaches struggling families how to cook healthy, affordable meals through its Cooking Matters program, and invests in community **nutrition education** programs.

Nationally, No Kid Hungry provides leadership, raises awareness, and advocates for change that will end childhood hunger in America. Locally, Share Our Strength invests in the most effective anti-hunger organizations and builds partnerships that bring together private funders, public officials and nonprofit organizations to create a campaign plan, with measurable goals, to end childhood hunger in a particular state or city.



### NO KID HUNGRY: A STRATEGY THAT WORKS (CONT.)

More examples of the strategy at work:

- At the Kateri Day Camp, a service provided by Collier Youth Services in Wickatunk, N.J., urban youth receive eight weeks of summer education, recreation and nutrition services in a rural setting. Support from Share Our Strength helps provide nutritious food and safe, reliable transportation, which is often a barrier for children who most need the camp's services.
- Through the summer and fall of 2010, Share Our Strength worked with allies to encourage our national leaders to pass the Healthy, Hunger-Free Kids Act, which was signed into law in December 2010.
- Share Our Strength works closely with First Lady Michelle Obama's signature health initiative, Let's Move to engage our extensive network in Chefs Move to Schools.

### LEARN MORE ABOUT

- Childhood hunger at [http://strength.org/childhood\\_hunger](http://strength.org/childhood_hunger)
- Our work in the states at [http://strength.org/state\\_partnerships](http://strength.org/state_partnerships)
- What teachers say about hunger in their classrooms at <http://strength.org/teachers>
- Our financial stewardship at [http://strength.org/ways\\_to\\_give/donor\\_resource\\_center](http://strength.org/ways_to_give/donor_resource_center)

## FUNDING THE FIGHT

Share Our Strength raises the funds needed to make No Kid Hungry a reality through its innovative culinary programs, private donations and creative cause marketing programs, all of which help support the No Kid Hungry Campaign.

- **Share Our Strength's Taste of the Nation®**, the nation's premier culinary benefit dedicated to ending child hunger. Each spring and summer, the nation's hottest chefs and mixologists donate their time, talent and passion at nearly 40 events across the U.S. and Canada. [TasteOfTheNation.org](http://TasteOfTheNation.org).
- **Share Our Strength's A Tasteful Pursuit®**, a national touring dinner series that features some of the nation's most renowned chefs who travel to top culinary cities to create multi-course dinners at America's finest dining establishments. [ATastefulPursuit.org](http://ATastefulPursuit.org).
- **Share Our Strength's Dine Out For No Kid Hungry™**, a national event that brings together thousands of restaurants and millions of consumers across the country. Each September, participating restaurants develop creative fundraising programs that engage customers and employees in the cause. [DineOutForNoKidHungry.org](http://DineOutForNoKidHungry.org).
- **Share Our Strength's Great American Bake Sale®**, a national effort that encourages Americans to host bake sales in their communities, and send the proceeds to Share Our Strength. [GreatAmericanBakeSale.org](http://GreatAmericanBakeSale.org)
- **Strategic Marketing Programs** with the nation's leading corporations—including American Express, ConAgra Foods® Foundation, Domino® Sugar and C&H® Sugar, Food Network, Hickory Farms, Walmart, and Weight Watchers—engage customers and employees in the fight.
- **Donors**, who help us develop resources and leadership needed to raise awareness of the issue, fund more local efforts to end child hunger, and expand our No Kid Hungry state and city campaigns.
- **Volunteers**, thousands of them each year who contribute their time, talent, expertise and energy to make Share Our Strength events and Cooking Matters program successful.

Since its founding in 1984, through these combined fundraising efforts, Share Our Strength has raised more than \$315 million, funded more than 1,000 groups around the world working to end child hunger, and earned a reputation as one of America's most effective nonprofits.

## HOW YOU CAN HELP

With everyone's help, we know we can ensure that no child in America ever goes hungry. Join the No Kid Hungry movement by taking one or more of these actions, and asking others to do the same:

- Take the No Kid Hungry Pledge at [NoKidHungry.org](http://NoKidHungry.org)
- Follow our blog at <http://strength.org/blog>
- Like us on Facebook at [Facebook.com/ShareOurStrength](http://Facebook.com/ShareOurStrength)
- Follow us on Twitter at [Twitter.com/#!/sharestrength](http://Twitter.com/#!/sharestrength)
- Find events and programs in your area at [Strength.org](http://Strength.org)
- Involve your company at <http://strength.org/sponsor>
- Watch and share our videos at <http://youtube.com/user/sharestrength>

Together, we will end childhood hunger in America and make No Kid Hungry a reality for America's children.