



GOVERNOR MARTIN O'MALLEY

“Step One in the How-To Manual for Ending Childhood Hunger: Partner with Share Our Strength!”

— Governor Martin O'Malley, Maryland (D)

THE NUMBERS

- More than 17 million children—almost one in four—struggle with hunger in America today.¹
- 14.7 million kids who participate in the free or reduced-price National School Lunch Program—over 80 percent—do not receive summer meals.²
- On a typical school day, only 47.2 percent of children who ate a free or reduced-price school lunch received a free or reduced-price school breakfast.³
- In 2010, in an average month more than 40 million Americans participated in SNAP (formerly food stamps).⁴

Sources:

¹ Nord, M., Coleman Jensen, A., Anderson, M., Carlson, S. "Household Food Security in the United States." 2009. USDA, Economic Research Report No. (ERR-108) 68 pp, November 2010, p. 17)

² Food Research and Action Center, "Hunger Doesn't Take a Vacation: Summer Nutrition Status Report," June 2010.

³ Food Research and Action Center, "School Breakfast Scorecard. School Year 2009-2010." January 2011.

⁴ Supplemental Nutrition Assistance Program Monthly Data. U.S. Department of Agriculture, Food and Nutrition Service. March 2011. <http://www.fns.usda.gov/pd/34SNAPmonthly.htm>

SHARE OUR VISION: NO KID HUNGRY

More than 17 million kids in America face hunger. That's almost one in four kids growing up today—kids who struggle with schoolwork; kids who suffer long-term health consequences; kids who cannot reach their full potential—all because hunger is holding them back. These children struggle with hunger because they lack access to nutrition programs that are proven to work. Our nation has lacked a big-picture strategy to consistently connect kids with the nutritious food they need.

At Share Our Strength®, we see a future in which no child in America grows up hungry. We believe it is entirely possible to end childhood hunger in America, and we have launched Share Our Strength's No Kid Hungry® Campaign to end childhood hunger by 2015. The time to end childhood hunger is now!

REACHING KIDS WHERE THEY LIVE, LEARN AND PLAY

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 facing 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.

Nationally, Share Our Strength's No Kid Hungry campaign provides leadership, raises awareness, and advocates for change that will end childhood hunger in America. Locally, Share Our Strength funds the most effective anti-hunger organizations and builds innovative 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.

Share Our Strength's No Kid Hungry campaign gives more kids a healthy start to the day by promoting innovative programs that boost school breakfast participation; ensures kids have food at home by helping 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 ensuring access to afterschool snack and meal programs and increasing the availability and accessibility of summer meals programs.



CAMPAIGN SUCCESS STORIES

COLORADO

- The Colorado Campaign to End Childhood Hunger launched a School Breakfast Challenge that rewarded schools for increasing participation in school breakfast. In October 2010, the 95 schools that participated served 130,000 more breakfasts, a per-school average increase of 66% over October 2009!
- In 2010, Cooking Matters Colorado taught over 2,000 families how to shop for and prepare healthy and affordable meals through six-session cooking courses.

FLORIDA

- The Florida Partnership to End Childhood Hunger implemented a summer meals marketing pilot to raise awareness about the program. In 2010 in Orange County, the marketing pilot resulted in 2,400 more low-income children eating free summer meals, a 33 percent increase over 2009.

MARYLAND

- Due to the leadership of Congresswoman Donna Edwards, the At-Risk Afterschool Supper Program started in Maryland in 2009. The Partnership to End Childhood Hunger in Maryland helped ensure a smooth implementation of the program; over 5,000 children participate every day.
- The Partnership has conducted aggressive outreach campaigns to boost participation in summer meals. The increase in June and August 2010, when summer meals programs are scarce, was particularly impressive: The average daily attendance was 36 percent higher in June 2010 compared to June 2009 and 45 percent higher in August 2010 than in August 2009.

WASHINGTON

- Between August 2008 and May 2010, End Childhood Hunger Washington helped an additional 370,000 people access to Basic Food, the state's version of SNAP. That is a 64% increase!

SHARE OUR STRENGTH'S NO KID HUNGRY CAMPAIGN INCLUDES FOUR KEY ELEMENTS:

Community Investment: In 2010, Share Our Strength granted \$5 million nationally to enable partner organizations to expand their reach in connecting kids to key nutrition and education programs, building access to school breakfast, after-school snacks and meals, summer meals, nutrition education, SNAP (food stamps) and WIC.

State-Based Partnerships: We are developing state and city-based public-private partnerships responsible for implementing action plans that identify and overcome barriers to services for children facing hunger. Our strategy has been adopted by Governors O'Malley in Maryland, Beebe in Arkansas, Malloy in Connecticut, and McDonnell in Virginia, as well as by Mayors Landrieu of New Orleans and Villaraigosa of Los Angeles. With this leadership and the hard work of high-impact local non-profit partners, these campaigns have set attainable goals and created a system of accountability to end childhood hunger in their states. Through April 2011, Share Our Strength has launched 13 campaigns across the country, with plans to launch campaigns in five more states by the end of 2011. These innovative partnerships are achieving considerable gains very quickly, as noted at left.

Nutrition Education: Share Our Strength's Cooking Matters® empowers families with the knowledge, skills, and confidence to prepare healthy, affordable meals. Since 1993, our volunteer culinary and nutrition experts have helped more than 96,000 families across the country eat better for less. Cooking Matters helps families receiving SNAP benefits maximize their food dollars, helps Child Care Professionals create a healthy food environment for the kids in their care, and helps WIC parents make healthy, cost-effective choices through Shopping Matters tours.

Public Awareness, Outreach, and Advocacy: While working on the ground in communities across the country, we are also building national awareness of childhood hunger and creating the political will to end it at the national, state and local levels. The No Kid Hungry Pledge is a national effort to mobilize individuals in the fight to end childhood hunger. The pledge gives people real, tangible actions they can take to connect kids facing hunger with nutritious food every day. At the center of the campaign is NoKidHungry.org, a dynamic online resource of tools to help spread the word and drive individual actions.

In addition, Share Our Strength advocates for children on Capitol Hill. Throughout the summer and fall of 2010, Share Our Strength worked with our allies to fight for passage of the Healthy, Hunger-Free Kids Act, which included a key provision that will establish a competitive state incentives fund so that governors have the resources to implement public-private partnerships to increase access to often underutilized food and nutrition programs. In December, the President signed that bill into law, and Share Our Strength continues to work with our partners to implement its provisions. Share Our Strength has also worked closely with the Office of First Lady Michelle Obama's signature health initiative, Let's Move! by mobilizing our extensive network of chefs to participate in Let's Move! - Chefs Move to Schools (letsmove.gov), which encourages professional chefs to partner with schools to engage students, staff and parents in healthy eating and cooking.