



NO KID HUNGRY 2016

# A VOICE FOR KIDS

SHARE OUR STRENGTH'S ANNUAL REPORT

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# LETTER FROM OUR FOUNDER

Dear Friends,

In these uncertain times, one of the best things we can do is see things from a different perspective, understand and listen to each other and look outside of ourselves to appreciate a different viewpoint.

For me, that begins with bearing witness. From the Rio Grande Valley to the Rust Belt, seeing and hearing from those whose lives our work touches and from those we are not yet reaching has had a profound impact on me.

One young woman, named Alyssa, from Brooklyn recently shared with me her powerful story. It is a story of hope and strength. She transformed a life spent between homeless shelters, facing a near daily struggle with hunger, and is overcoming the impossible by harnessing her voice—using her passion for poetry—as a way forward.

Ending childhood hunger in America begins with understanding and gaining inspiration from young people like Alyssa. She has channeled the pressures of her circumstances through poetry. Her story is extraordinary, but there are countless untold stories in our country—and so many more kids who need our help.

We have an opportunity to speak up for every kid facing hunger. And we have the extraordinary privilege to help transform the lives of more kids so that they can find their true passion.

By supporting No Kid Hungry you are educating and engaging not only school decision-makers and state leaders who have the power to increase



kids' access to food, but also our fellow Americans, who can help us demand change. We must make childhood hunger visible and urgent enough that states, schools and communities are compelled to make ending child hunger a top priority.

We have accomplished so much together over the past year and I am thrilled to share some of those highlights with you in this report. The road ahead is bright because of the collective progress I know we can make together. We will end childhood hunger in America because of you.

Thank you for your support.

Billy Shore

CEO & Founder

Share Our Strength

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**13 MILLION**

American children will face hunger this year.



**3 OUT OF 4**

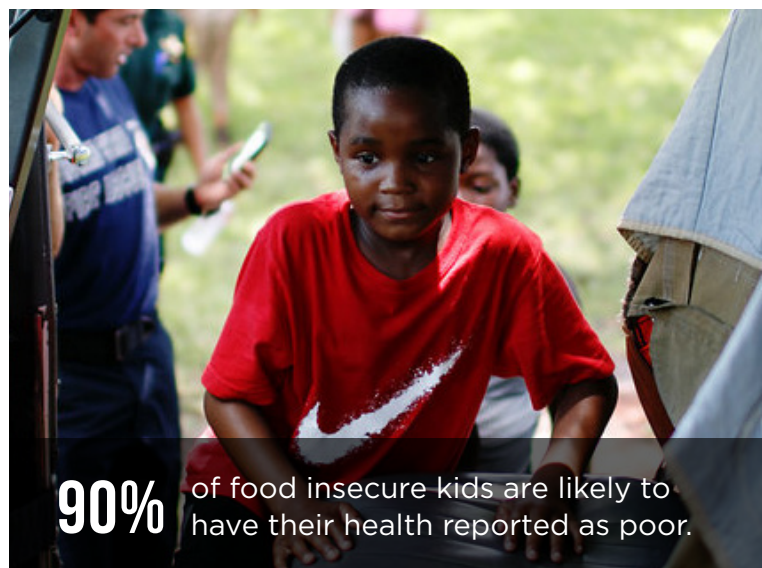
public school teachers say that students regularly come to school hungry.

## THE CRISIS



**44%**

of SNAP participants are children under the age of 18.



**90%**

of food insecure kids are likely to have their health reported as poor.



**66%**

of low-income families will choose between buying food and paying for medicine.

# OUR COMMITMENT

Children aren't hungry because there isn't enough food to go around or because there are no programs to feed them.

**The problem is that these programs are failing to reach kids who need them.**

The school lunch program reaches almost every child in need, but only half of those same kids are getting breakfast at school, and even fewer are getting a meal at the end of the day. In addition, summer meals programs that serve kids when school is out reach just 16 percent of the children who need them.

No Kid Hungry works to close the gap between hungry children and these programs—building the will and skill to reach more kids with food. We are a community investor; an advocate for change; a driver of innovation; and a voice for kids.

**Since the launch of No Kid Hungry in 2010, you have helped achieve unprecedented results including 500 million meals served to hungry kids.** By working with schools, high-need districts, state leaders, and the public at large, we are overcoming the stigma of poverty and breaking down barriers to ensure every child gets the healthy meals they need every day.



# OUR IMPACT

Thanks to this work and other factors, 3 million fewer children are facing hunger; **that's one-third fewer kids now struggling with hunger in the United States.**

How does No Kid Hungry connect kids with meals? Our focus is on more than just feeding a child today. We are building a sustainable solution to ensure children have the meals they need every day, for generations to come.

That means more kids are eating school breakfast; schools have launched afterschool meals programs; low-income parents know where to find free summer meals for their kids in their communities; and families have the knowledge they need to stretch their food budgets.



**3 MILLION**

more kids eating school breakfast since the launch of our campaign.



**40,000**

summer meals sites to feed kids when school is out.



**464,000**

families taught how to purchase and prepare healthy food through our Cooking Matters program.



**50 STATES**

receive grants supporting the best local organizations that feed kids.



# AN ADVOCATE FOR CHANGE

## LAWMAKERS AND POLICY LEADERS TURN TO NO KID HUNGRY FOR COUNSEL ON ENDING CHILDHOOD HUNGER.

We engage in advocacy initiatives with bipartisan support to ensure that child nutrition programs are working effectively in every community.



### 175,000 LOW-INCOME STUDENTS

in Illinois will receive school breakfast thanks to a major victory championed by No Kid Hungry. The state joins others like Nevada and Colorado that have expanded children's access to school breakfast.



### 41 STATE AGENCIES

gathered at our National Summer Meals Summit to share best practices and work collaboratively with community groups to increase participation in the free summer meals program.



### 265 GOVERNORS AND STATE LEGISLATORS

attended gatherings to learn about No Kid Hungry and our tools for steps they can take to end childhood hunger in their states.



## A DRIVER OF INNOVATION

Our No Kid Hungry Center for Best Practices equips community leaders from all 50 states with a comprehensive road map to end childhood hunger in their communities.

**NO KID HUNGRY PROVIDES RESEARCH, RESOURCES, AND PEER-TO-PEER COACHING TO ENSURE THAT ADVOCATES, SCHOOLS, AND STATE AGENCIES HAVE THE TOOLS THEY NEED.**



**90 NATIONAL AND STATE NON-PROFIT PARTNERS**

attended our convenings to coordinate strategy, troubleshoot common challenges, and unite the anti-hunger community in 2016.



**225,000 VISITORS**

to our Center for Best Practices website to access our publicly available resources and research to aid schools, lawmakers and activists to end hunger locally



**34 FIELD RESEARCH PROJECTS**

conducted over the year to pilot and evaluate solutions for common challenges, including rural summer meal delivery, breakfast marketing techniques, and the most effective afterschool meals models.

# AN INVESTOR IN COMMUNITIES

We invest locally to ensure children get the food they need today, while also building capacity in schools and local organizations to equip them with the knowledge and infrastructure they need to carry their work into the future.

We issued over seven hundred grants to schools and community groups to purchase items—like meal trucks, refrigerators and other equipment—to build their capacity to serve healthy food to kids in need for years to come.

Our experts collaborated with partners across the country to analyze data, set strategy and implement the best tactics to reach more kids with the meals they need.

No Kid Hungry grew our national summer meals awareness campaign through local partnerships, leveraging our texting platform to reach 55,000 low-income families last summer with the knowledge of where to find food for their kids when school is out.





# A VOICE FOR KIDS

Over a million actions are taken by our network each year to lend their support to the movement to end childhood hunger.

THE POWER OF EVERY VOICE,  
EVERY DOLLAR AND EVERY SHARE ON  
SOCIAL MEDIA CANNOT BE UNDERESTIMATED.



## 31,651 EMAILS

sent to Congress to call for bipartisan support of the need to make critical improvements to the summer meals program.



## 37 YOUTH AMBASSADORS

across 13 states working collaboratively with partners in their anti-hunger communities to raise up the next generation of hunger advocates.



## 156 CHEFS

cycling for No Kid Hungry in one of our newest community platforms and raising \$1.15 million through sweat, grit and endurance.



“I think about brain food. If we want to close achievement gaps, if we want to make progress academically, we have to think holistically. Food is a key element to that.”

**ASSISTANT PRINCIPAL FREEDOM SIAM**

BALBOA HIGH, SAN FRANCISCO, CA

“I give to No Kid Hungry monthly because I want to do my part. As a Mom, I can’t imagine not being able to feed my kids. I can’t imagine sending them to school hungry where instead of learning they are thinking about food. I’m heartbroken that in a country with so much, we have children who don’t have their basic needs met.”

**NICOLE GONZALES**

MONTHLY DONOR

## VOICES OF NO KID HUNGRY

“No Kid Hungry has an immediate impact on kids—those that need our help the most because they can’t make things better for themselves—because they’re kids. It’s a no-brainer to support a group that’s getting real results.”

**HUGH ACHESON**

CHEF AND RESTAURATEUR



“It’s so simple. When kids are full, they are ready to learn, ready to participate, and ready to dream big. Food fuels success.”

**KRISTEN BELL**

ACTRESS AND NO KID HUNGRY SUPPORTER



“Children are the most vulnerable members of our society. They don’t have a voice in the halls of Congress. So I speak for them, to whoever will listen.”

**JEFF BRIDGES**

NATIONAL SPOKESPERSON FOR NO KID HUNGRY

“Our partnership with No Kid Hungry allows us to take our work to a new level. No Kid Hungry makes the Texas Hunger Initiative a better organization, and, in turn, we help No Kid Hungry do its work better. Ultimately, transforming the lives of children in Texas and across America.”

**JEREMY EVERETT**

SENIOR DIRECTOR OF TEXAS HUNGER INITIATIVE

## VOICES OF NO KID HUNGRY

“There are so many ways to contribute and share your strength—we have learned so much and certainly gained more than we’ve given through our involvement. We all have so much to give and No Kid Hungry creates the opportunities for all of us to make a difference.”

**DR. TRENOR WILLIAMS**

LEADERSHIP COUNCIL MEMBER

“My dollar in the hands of No Kid Hungry makes the most impact, in my opinion. And even one little dollar can connect a child with ten meals.”

**MELISSA D'ARABIAN**

NO KID HUNGRY SUPPORTER AND FOOD NETWORK STAR



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Founder & CEO, Share Our Strength

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We can't end childhood hunger without our corporate and foundation partners. These champions, from diverse sectors, shared their strengths through programmatic investments, campaign sponsorships, cause marketing promotions, advocacy and volunteerism.

## CORE PARTNERS



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## NO KID HUNGRY NATIONAL PARTNERS

|                                   |                               |                                   |                                    |                                         |                               |
|-----------------------------------|-------------------------------|-----------------------------------|------------------------------------|-----------------------------------------|-------------------------------|
| 4 Rivers Smokehouse               | Bravo Brio Restaurant Group   | Food Should Taste Good            | JCPenney                           | New York City Wine & Food Festival      | Foundation                    |
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|                                   | Fogo de Chao Churrascaria     |                                   |                                    |                                         |                               |

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Fiscal Year 2016 (July 1, 2015 – June 30, 2016) Donor Listing. Our deepest thanks to the donors who have shown extraordinary support to No Kid Hungry.

## \$250,000+

Anonymous (2)  
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## \$100,000–\$249,999

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## **\$5,000-\$9,999**

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Martha May Fink (Martha May's 9th Annual Bake Sale)  
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Ken Loveless

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Jocelyn Luddy (Jocelyn's 2nd Annual Bake Sale)  
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Sara Maki  
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Jennifer and Rocco Marcello  
Carol March  
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Louise McIlhenny and Hugh C. Riddleberger  
Julie McLaughlin  
Bruce McNamer  
Martin McNerney  
Medi-Surg, Inc.  
Michele Mehrtens (2015 Stifel "Dough for Kids" Bake Sale)  
Robert Melman  
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Nancy Meyer and Marc Weiss  
John Meyerhoff, MD and Lenel Srochi-Meyerhoff

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|                                                   | Daniel P. Tobin                          | Shawn Welch                  |                                           |
|                                                   | Toledo Northwestern Ohio Food Bank, Inc. | Wellborn & Wallace, LLC      |                                           |

# FINANCIALS

In fiscal year 2016, we had total revenues of \$54.40 million and total operating expenses of \$45.96 million. Approximately 69%—\$31.52 million—of these expenses were invested in programming to feed kids. Our successes are possible thanks to judicious investments in fundraising, which make up 24%—\$10.93 million—of our expenses. The remaining 7%—\$3.51 million—cover costs like financial management, human resources and technology. We're focused on maximizing every dollar so that your investment is not only feeding kids today, but also ending childhood hunger once and for all.



**69% PROGRAM EXPENSES**

**24% FUNDRAISING EXPENSES**

**7% MANAGEMENT AND GENERAL EXPENSES\***

\*M&G expense excludes \$1.624M in unrelated business income taxes paid in fiscal year 2016 associated with the sale of gifted stock.



**43% CORPORATE GIVING**

**20% FOUNDATION GIVING**

**20% INDIVIDUAL DONOR GIVING AND EVENT REVENUE**

**10% INVESTMENT INCOME**

**7% GOVERNMENT GRANTS**

| ASSETS                                   | FY 2015      | FY 2016      |
|------------------------------------------|--------------|--------------|
| Cash and Cash Equivalents                | \$3,059,139  | \$11,111,325 |
| Accounts receivable, net                 | \$541,556    | \$560,087    |
| Grants and contributions receivable, net | \$11,896,770 | \$10,714,063 |
| Investments                              | \$874,556    | —            |
| Investments in subsidiary                | \$1,036,159  | \$1,023,898  |
| Prepaid expenses and other assets        | \$1,664,771  | \$1,456,732  |
| Property and equipment, net              | \$2,602,723  | \$2,240,897  |

**TOTAL ASSETS**

**\$21,675,674**

**\$27,107,002**

## LIABILITIES AND NET ASSETS

### LIABILITIES

|                                        |             |             |
|----------------------------------------|-------------|-------------|
| Accounts payable and accrued expenses  | \$4,518,324 | \$3,666,464 |
| Grants payable                         | \$791,596   | \$1,014,269 |
| Deferred revenue                       | \$1,579,009 | \$1,000,849 |
| Deferred rent and leasehold incentives | \$4,114,162 | \$3,935,271 |

**TOTAL LIABILITIES**

**\$11,003,091**

**\$9,616,853**

### NET ASSETS

|                        |              |              |
|------------------------|--------------|--------------|
| Unrestricted           | \$(598,168)  | \$2,944,280  |
| Temporarily Restricted | \$11,270,751 | \$14,545,869 |

**TOTAL NET ASSETS**

**\$10,672,583**

**\$17,490,149**

**TOTAL LIABILITIES AND NET ASSETS**

**\$21,675,674**

**\$27,107,002**

# THANK YOU FOR BEING A MEMBER OF TEAM NO KID HUNGRY

You are the cornerstone of our efforts.

From individual donors, to corporations, and chefs. Your creativity and passion inspires us every day.

We can't end hunger without you.



# WHAT'S NEXT

Thanks to all of you we're on the path to ending childhood hunger. In fact, America's kids are substantially better off today by virtually every measure. And you've helped us change the national consciousness. Today, Americans know that childhood hunger is a solvable problem.

We can end this, but we need you. In the years ahead, we'll take our proven strategies to every corner of the country. But even more than that, we will ensure that we continue to push the envelope. We'll uncover new pathways to reach kids with food, and embed the best practices for ending childhood hunger into the very fabric of our communities.

Thank you for your commitment to No Kid Hungry. You've made a difference in the lives of millions of kids in every part of America who are healthier, stronger, and more secure because you shared your strength.





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