



SHARE OUR STRENGTH ANNUAL REPORT 2013

WE'RE ENDING CHILDHOOD HUNGER TODAY



SHARE OUR STRENGTH ANNUAL REPORT 2013

OUR PROGRESS

A GROWING MOVEMENT

FUNDRAISING

FINANCIALS



OUR PROGRESS

ENDING CHILDHOOD HUNGER TODAY

We're tackling a big problem head on, because ending childhood hunger is possible, and our work is seeing results. In 2013, we invested nearly \$40 million to connect kids to food in all 50 states. Since our campaign's launch, we've connected kids in need to 107 million additional meals.



OUR IMPACT IN 2013

PLAY VIDEO

OUR PROGRESS

NO KID HUNGRY STARTS WITH BREAKFAST

No Kid Hungry starts with breakfast, and that vision is coming to life in schools all over the country. Since the launch of the No Kid Hungry campaign, more than 2 million kids have been added to the school breakfast program. Meet two of these kids:



JEANA & JAHNIQUE

PLAY VIDEO

OUR PROGRESS

ADVOCATING FOR HEALTHY MORNINGS

We've fundamentally changed the way children start their days by advocating for breakthrough policy changes that have increased the number of kids eating school breakfast in states like Colorado and Maryland.



CA



CO



AR



TX



MD

OUR PROGRESS

VICTORY FOR KIDS IN LOS ANGELES

In Los Angeles, No Kid Hungry joined forces with the mayor's office and other local partners to make breakfast a part of the school day in America's second-largest school district. This critical success will affect over 400,000 children in Los Angeles, and have an enormous impact on other school districts.



NO KID HUNGRY IS STANDING UP FOR SUMMER

We're reaching children with food wherever they live and play—from mobile meal trucks in New York City to door-to-door canvassing in Baltimore to the simple act of sending a refrigerator magnet with the location of a summer meals site home in a Connecticut child's backpack. In 2013, we helped over 40,000 families find summer meals sites in their neighborhood with our innovative 'text to find summer meals' sites program. In these ways and more, we're there for kids without enough food at home.



21 MILLION KIDS RELY ON FREE OR REDUCE-PRICED MEALS AT SCHOOL.

BUT ONLY **3 MILLION** EAT FREE SUMMER MEALS.

SUMMER MEALS SUCCESS FOR KIDS

Our work to connect kids to meals in the summer is transforming lives. Data from the U.S. Department of Agriculture show that seven of the ten states with the largest increases in summer meals served were in locations where No Kid Hungry and our partners are actively engaged in the summer of 2013.



SEVEN OF THE STATES WITH THE LARGEST GROWTH IN SUMMER MEALS
ARKANSAS | FLORIDA | LOUISIANA | MARYLAND | MICHIGAN | NEW YORK | NORTH CAROLINA



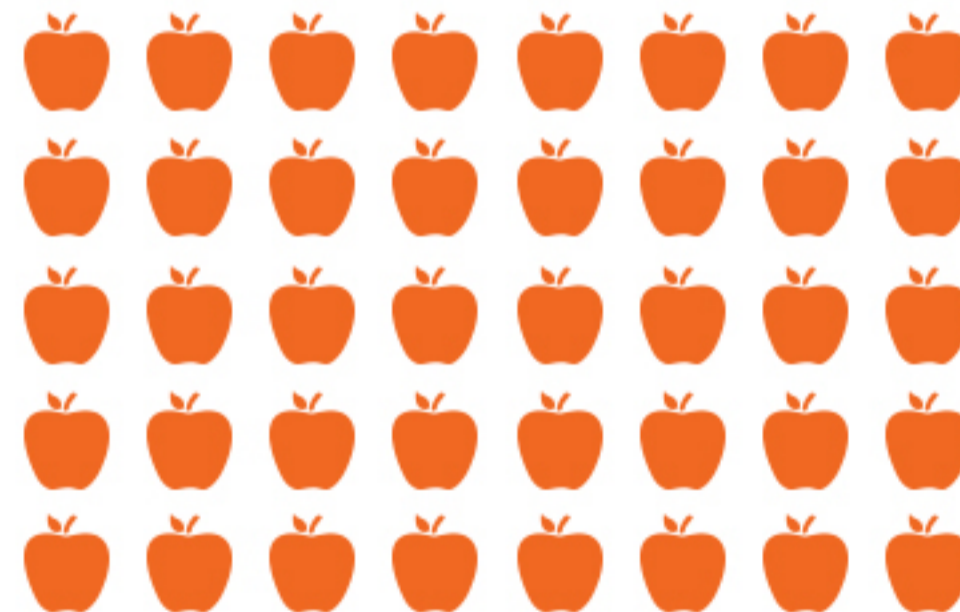
VICTORY FOR KIDS IN ARKANSAS

Thanks to the Arkansas No Kid Hungry team, Governor Mike Beebe's energetic support, and the dedication of our many partners, Arkansas had the largest increase in summer meals of any state in the country.

ELIGIBLE ARKANSAS KIDS HAD ONLY 2.4 MILLION MEALS IN THE SUMMER OF 2012.



BUT IN THE SUMMER OF 2013, THEY HAD OVER 4 MILLION MEALS.



 100,000 meals

MOBILE MEALS FEED MORE KIDS IN NYC

In the summer of 2013, over 7.6 million summer meals were served in New York City—that's 500,000 more than 2012. The New York City No Kid Hungry campaign worked with the Department of Education to purchase a new summer meals truck. In just a few weeks, the truck served thousands of additional meals to hungry kids across New York City.



SHARING WHAT WORKS

A catalyst for research and the exchange of ideas, the No Kid Hungry Center for Best Practices amplifies our successes by sharing them with the world. The Center is a national resource for technical assistance and research. We gather best practices and create an open space for exchange for all the organizations and individuals working towards our common goal—and all our materials are available for free.



24,000+ DOWNLOADS



WEBINARS



VISITORS FROM
ALL 50 STATES



TOOLKITS



HUNGER STATISTICS,
REPORTS, CASE STUDIES



CONVENINGS



OUR PROGRESS

COOKING MATTERS: REACHING KIDS AT HOME

Our nutrition education programming reached 139,000 families with Cooking Matters courses, grocery store tours, and materials, helping low-income families gain the confidence to take control of their shopping habits and stretch their tight food budgets.

PROGRAMMATIC INVESTORS

A SPECIAL THANKS TO 2013 NATIONAL PROGRAM SPONSORS



Walmart 

SHARE OUR STRENGTH'S
**COOKING
MATTERS**
NO KID HUNGRY

Kellogg's

Kellogg Company Fund

NO KID HUNGRY
STARTS WITH
BREAKFAST



Arby's
Foundation

School's Out, **Food's In.**

STRATEGIES & SOLUTIONS FOR CHILDHOOD HUNGER



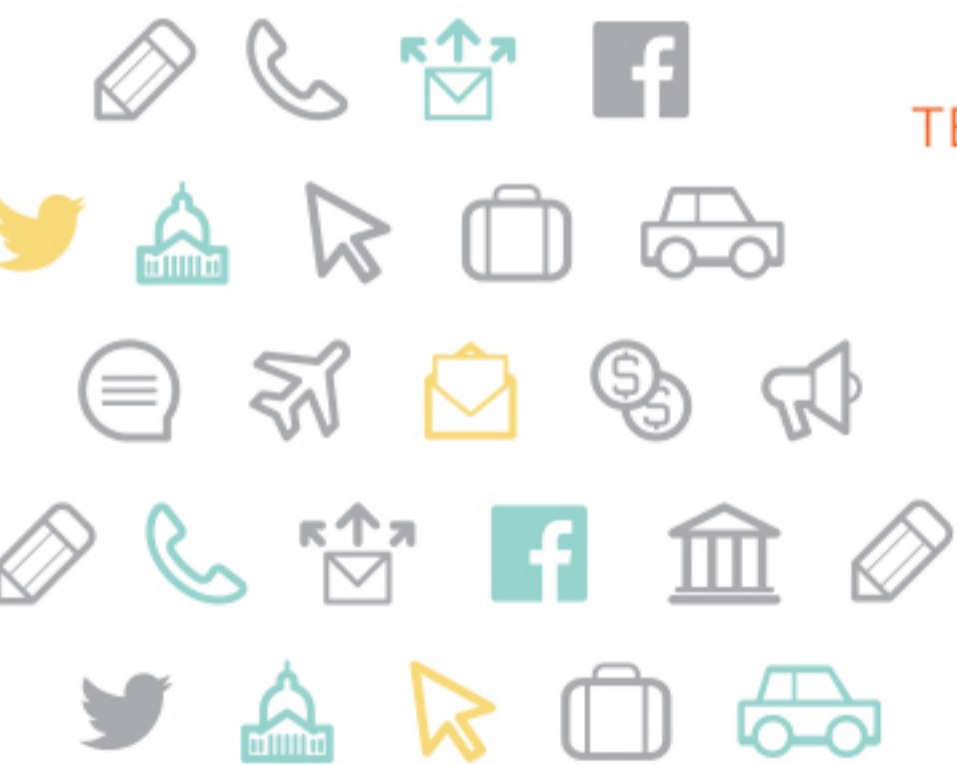
A GROWING MOVEMENT

OUR SUPPORTERS TAKE ACTION

BY THE CLOSE OF 2013, MORE THAN HALF A MILLION PEOPLE HAD TAKEN THE NO KID HUNGRY PLEDGE TO END CHILDHOOD HUNGER IN AMERICA.

TEAM NO KID HUNGRY TOOK 1.4 MILLION ACTIONS TO END HUNGER IN ONE YEAR, INCLUDING:

- CALLS AND LETTERS TO CONGRESS
- LETTERS TO THE EDITOR
- VISITS TO CAPITOL HILL
- DONATIONS
- SOCIAL MEDIA SHARES





**NOKID
HUNGRY**
SHARE OUR STRENGTH

A GROWING MOVEMENT

A LEADER ON NATIONAL DAY OF SERVICE

The No Kid Hungry campaign was proud to be one of seven nonprofits featured at the Presidential Inauguration Day of Service. Chelsea Clinton kicked off the event, then joined our Cooking Matters at the Store tour.

A GROWING MOVEMENT

NO KID HUNGRY MONTH

In September, our movement celebrates No Kid Hungry month in a big way:



LED BY THE FOOD NETWORK,
30 CABLE TV NETWORKS
SHARED THE MESSAGE OF NO KID
HUNGRY WITH THEIR AUDIENCES

8,855 RESTAURANTS
ENCOURAGED CUSTOMERS TO
DINE OUT AND DONATE

MILLIONS OF CONSUMERS
**TOOK ACTION, SHARED,
AND DONATED**

A GROWING MOVEMENT

TEAM NO KID HUNGRY

Dozens of incredible national organizations have joined the movement to end childhood hunger.



HUNGER IN OUR SCHOOLS

Teachers have emerged as powerful partners in our fight to end childhood hunger. In our recent national survey of educators:

73%

OF TEACHERS SAY
THEY TEACH STUDENTS WHO REGULARLY
COME TO SCHOOL HUNGRY BECAUSE THERE
ISN'T ENOUGH FOOD AT HOME.

87%

OF PRINCIPALS SAY
THEY SEE HUNGRY KIDS IN THEIR SCHOOLS
AT LEAST ONCE A WEEK.

90%

OF EDUCATORS SAY
BREAKFAST IS CRITICAL TO
ACADEMIC ACHIEVEMENT.

SURVEYED TEACHERS SAY: HUNGRY KIDS

CAN'T CONCENTRATE 88% AGREE

LACK ENERGY 82% AGREE

SHOW POOR ACADEMIC PERFORMANCE 82% AGREE

CAUSE DISCIPLINE PROBLEMS 67% AGREE



[READ THE FULL REPORT](#)



FUNDRAISING

OUR CORE PARTNERS

A SPECIAL THANK YOU TO OUR CORE PARTNERS.
WE CAN'T END CHILDHOOD HUNGER WITHOUT THEM.



CORPORATE PARTNERSHIPS

Our partners are leaders in the corporate social giving space, and with their support we are able to amplify our work to end childhood hunger.





dine out for no kid hungry

DINE OUT FOR NO KID HUNGRY

Each year, thousands of restaurants and millions of consumers come together with one goal—end childhood hunger in America with No Kid Hungry.

8,855 participating restaurants

19.2M followers reached in one-day social media activation

\$8.8M raised



DINE OUT FOR NO KID HUNGRY



THANK YOU TO OUR 2013 DINE OUT FOR NO KID HUNGRY SPONSORS





TEAM
NO KID
HUNGRY®

Share Our Strength®

TEAM
NO KID
HUNGRY®

Share Our Strength®


TEAM
NO KID
HUNGRY®

Share Our Strength®

individual
giving

INDIVIDUAL GIVING

Individuals from every corner of the country believe that we can end childhood hunger—today.

19,216
 donors

49,500+
gifts 

\$5.6M
in revenue 

FUNDRAISING

INDIVIDUAL GIVING

NO KID HUNGRY YOUTH PROGRAM

Kids helping kids, and making No Kid Hungry a reality in America.

 567 schools

100,000+  youth

THE NO KID HUNGRY YOUTH PROGRAM
IS SPONSORED BY

SODEXO
FOUNDATION

PERSONAL FUNDRAISERS

Our online community puts the fun in fundraising while doing their part to support No Kid Hungry.

242 completed fundraisers

52  birthdays dedicated

950 miles run  that's 36 marathons!



bake sale for no kid hungry

FUNDRAISING

BAKE SALE FOR NO KID HUNGRY

FLOUR, SUGAR, EGGS AND YOU: A RECIPE TO END CHILDHOOD HUNGER.



THANK YOU TO OUR 2013 BAKE SALE FOR NO KID HUNGRY SPONSORS





culinary events

FUNDRAISING

CULINARY EVENTS

Chefs and mixologists donate their time, talent and passion to raise critical funds to support No Kid Hungry through Taste of the Nation and No Kid Hungry dinners.

NO KID HUNGRY DINNERS

18
dinners

2,300+
guests in attendance

\$2.1M
revenue



FUNDRAISING

CULINARY EVENTS

TASTE OF THE NATION

35

events

20,000+

guests in attendance

\$4M+

total revenue

1,200+

chefs, mixologists,
sommeliers,
restaurants participating



THANK YOU TO OUR 2013 TASTE OF THE NATION SPONSORS

NATIONAL PRESENTING SPONSOR



NATIONAL SPONSORS



NATIONAL PRODUCT SPONSORS



NEW YORK CITY WINE AND FOOD FESTIVAL

FOOD NETWORK NEW YORK CITY WINE & FOOD FESTIVAL presented by Food & Wine
100% of the net proceeds of the Festival benefit No Kid Hungry
and Food Bank For New York City.

 **\$1.4M+**
raised in 2013

500+
chefs, and nearly every
major Food Network star

 **4**
days

130 
events

55,000+
attendees

\$7.5M+
total raised to date



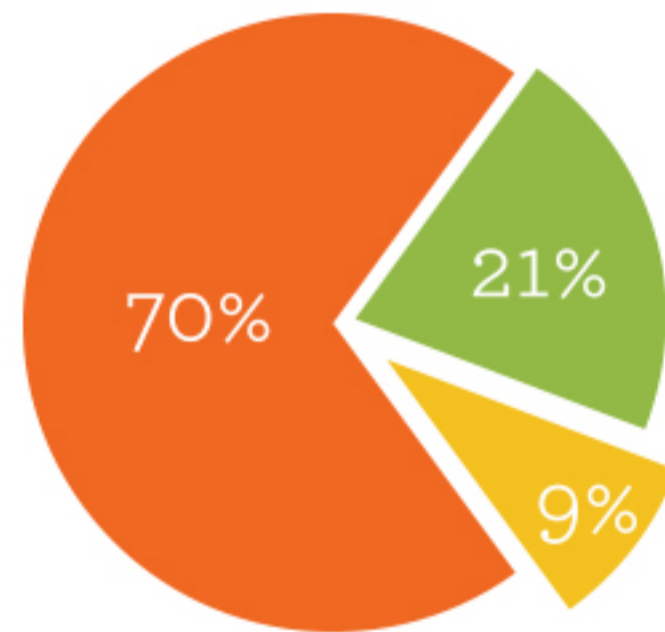
FINANCIAL OVERVIEW

FINANCIAL REPORT

At Share Our Strength, we're focused on maximizing every donation to help the most kids possible. In fiscal year 2013, Share Our Strength had total operating expenses (excluding in-kind and the New York City Wine & Food Festival) of \$39.8 million in pursuit of ending childhood hunger in America. Approximately 70%—\$27.88 million—of these expenses were invested in the No Kid Hungry programing to feed kids where they live, learn and play.

These investments and milestones recapped in this report, are made possible thanks to judicious investments in fundraising, which make up 21% of our expenses. In order to end childhood hunger in this country, solutions need to be scaled quickly, and our spend on fundraising reflects the urgent need to expand our work to reach as many kids as quickly as possible.

The remaining 9% of overhead expenses cover costs such as general and financial management, human resources and technology.



70% Program Costs \$27.88 MILLION

21% Fundraising \$8.28 MILLION

9% Management & General Costs \$3.64 MILLION

*Excludes New York City Wine & Food Festival proceeds. Share Our Strength consolidates the Festival's full financials but is only a co-beneficiary of the event and has a limited role in its operations. See page 2 of Schedule O in our Form 990 for a full overview.

FINANCIAL OVERVIEW

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Executive Director
Share Our Strength

FINANCIAL OVERVIEW

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former President & CEO, Timberland

HONORARY MEMBER

JEFF BRIDGES

National Spokesperson, Share Our Strength's No Kid Hungry campaign and Founder, End Hunger Network.

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THANK YOU TO OUR DONORS

CORE PARTNERS

ARBY'S FOUNDATION
FOOD NETWORK
WALMART FOUNDATION

NO KID HUNGRY PARTNERS

ACH Food Companies /
Fleischmann's Yeast / Karo
American Egg Board
American Express
Arby's Foundation
Birds Eye
Boston's Pizza
Bruegger's Bagel Bakery
C&S Wholesale Grocers
The Capital Grille
Cavit Collection Wines (Palm Bay
International)
CGI Group, Inc.
Corner Bakery Cafe
Coupons for Change
Deloitte

Denny's
Domino Sugar and C&H Sugar
Duncan Hines
Emmi Roth USA, Inc.
Food Network
The Fresh Market, Inc.
Hickory Farms
Hillshire Farms
JCPenney
Jimmy Dean
Joe's Crab Shack
John Morrell
Kellogg Company Fund
Kiehl's Since 1851
Kmart
Kraft PHILADELPHIA Cream Cheese
la Madeleine Country French Café
Le Creuset
Mimi's Café
National Basketball Association
OpenTable, Inc.

Participant Media
Restaurants Unlimited, Inc.
Romano's Macaroni Grill
Roth Staffing Companies, LP
SCA Professional Hygiene
Shake Shack
Sodexo Foundation
Stephen Joseph Companies
Sysco Corporation
Tastefully Simple, Inc.
Walmart
Weight Watchers International, Inc.
Williams-Sonoma, Inc.
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\$1 MILLION PLUS

Arby's Foundation
Joe's Crab Shack
JCPenney
Sodexo Foundation
Walmart

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\$250,000 - \$999,999

American Express
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 The Colorado Health Foundation
 Deloitte
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 Domino Sugar and C&H Sugar
 Duncan Hines
 Food Network
 The Fresh Market, Inc.
 Hickory Farms
 Kellogg Company Fund
 Kmart
 la Madeleine Country French Café
 Mimi's Café
 Participant Media
 Shake Shack
 Sysco
 Weight Watchers International, Inc.

\$100,000 - \$249,999

ACH Food Companies / Fleischmann's Yeast / Karo
 American Egg Board
 Birds Eye
 Bravo Brio Restaurant Group
 Bruegger's Bagels Bakery
 Ronald W. Burkle Foundation

The Capital Grille
 CGI Group, Inc.
 Corner Bakery Cafe
 Emmi Roth USA, Inc.
 The Irving Harris Foundation
 Hillshire Farm
 Jimmy Dean
 John Morrell
 Kiehl's Since 1851
 Kraft PHILADELPHIA Cream Cheese
 Le Creuset
 National Basketball Association
 Nestle Waters North America
 Newman's Own Foundation
 OpenTable, Inc.
 Romano's Macaroni Grill
 Rosenthal Family Foundation
 Roth Staffing Companies, LP
 SCA Professional Hygiene
 Stephen Joseph Inc.
 Tastefully Simple, Inc.
 Ted's Montana Grill
 The Harry and Jeanette Weinberg Foundation, Inc.
 The Yum-o! Organization, Inc.

\$50,000 - \$99,999

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 CB2
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Whole Foods Market, Inc.

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United Distributors
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\$10,000 - \$24,999

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