



**THE MONDAY FUND**

**Feeding Kids Through  
Crisis and Beyond**

# THE MONDAY FUND®

## Feeding Kids Through Crisis and Beyond



It's all so uncertain right now, where the food is going to come from. Food is in short supply, money is in short supply. Even just talking about it now is making my chest hurt.

REBECCA  
MOTHER, OREGON

### CHILDHOOD HUNGER: A GROWING CRISIS

Right now, children in the United States are facing hunger at the highest rates we have seen in generations. Across the country, COVID-19 closed schools, shuttered businesses and led to the worst unemployment since the Great Depression. Lines for food banks stretch for miles and millions of American families already struggling to get by have been pushed to the edge.

The pandemic has also strained our fragile safety net, revealing the critical role school meals and government programs like SNAP play in feeding millions of American children.

Today, more than a quarter of American families report living with hunger, and the number of children missing out on meals has increased five-fold. These staggering numbers are even higher in communities of color where systemic racism drives poverty and inequality.

This is all the more devastating when we reflect on the progress we were making before the pandemic. A recent USDA report showed that 2019 marked the lowest number of kids living with hunger in over two decades. We've always known this was a solvable problem. These numbers prove we were on our way to solving it.

### THERE IS NO EXCUSE FOR LETTING CHILDREN IN THE UNITED STATES GO HUNGRY.

We have strong civic infrastructure, incredible wealth and more than enough food. We know that hunger's long-term impacts are devastating for children. Hungry children are

hospitalized more frequently and suffer from chronic health issues. The toxic stress of hunger can damage a child's brain and is linked to learning loss, lower test scores, and potential behavioral issues. This current increase in childhood hunger could have lasting and severe impacts, preventing a whole generation of children from reaching their full potential.

Even when the physical effects of the coronavirus are under control, the economic fallout of the disease will increase hardship for low-income families for years to come. It may take a decade for our country to fully recover from this crisis, and during that time, families will have to live with the devastation of everything from long-term unemployment to lost homes. We must ensure that children are not hungry today, or in the difficult years ahead.



Moms and dads have lost jobs. The need was great already but now it's just gone through the roof. Our families are struggling right now.

JOHN SASAKI  
OAKLAND UNIFIED SCHOOL  
DISTRICT, CALIFORNIA



## **NO KID HUNGRY: A DECADE OF FEEDING CHILDREN**

In 2010, Share Our Strength launched the No Kid Hungry campaign with the goal of ensuring three healthy meals a day, every day, for every child in America. In just over a decade, we've identified and addressed huge gaps in federal child nutrition programs, connected children to more than one billion meals, and dramatically expanded the reach of afterschool and summer meal programs.

As a result of No Kid Hungry's efforts to expand the free breakfast program in schools, 17 states have adopted new policies leading to dramatic gains in the number of kids starting their school day with breakfast. All across the country, our highly skilled team has transformed the way that schools, communities and even entire states feed hungry children.

**WE'VE SEEN IT WORK.** In many of the largest school districts including New York and Los Angeles, hundreds of thousands of children were starting each day with breakfast before the coronavirus. This made them healthier, happier and more focused in class. In Virginia, a state where No Kid Hungry worked hand-in-hand with elected leaders and agency officials at the highest level, we saw tremendous gains in the number of children eating breakfast and healthy meals after school – creating a national model for addressing childhood hunger in ways that are comprehensive and sustainable.

These are just a few examples. Most importantly, we've heard from countless classroom teachers about the difference it made for their students.

We've done this work by partnering with and investing in thousands of schools and community-based organizations and by training school and government leaders on the most effective and sustainable ways to address childhood hunger.

**THIS TREMENDOUS PROGRESS PROVES THAT CHILDHOOD HUNGER IS SOLVABLE.** But we have much more to do. The pandemic and resulting economic crisis have led to a dramatic surge in need. In just five months, the number of hungry children has grown from 1 in 7 to 1 in 4.

Before the pandemic, 22 million children relied on free school meals during the week. For these children, Mondays matter. When food is scarce at home, they come to school hungry with the promise of a meal to help them participate and learn. When schools closed in March 2020, those children lost that critical lifeline, and school districts had to shift to new delivery models almost overnight. School leaders faced huge hurdles including health and safety concerns of their staff serving meals; funding for new equipment and supplies; and logistics and transportation to set up grab-and-go sites. They also needed new, flexible policies from the USDA that would allow schools to serve meals in new ways.

Because of our national reach and deep experience as advocates and grant-makers, No Kid Hungry was uniquely positioned to respond. Our efforts helped provide more than 10 million meals a day to hungry children during the first few months of the crisis.

- We delivered critically needed technical assistance and over \$27 million in grant funding directly to schools and organizations working on the front lines of the hunger crisis, supporting new ways to deliver meals, from bus delivery routes to drive-thru pick up sites.
- Leveraging new and substantial levels of political and public goodwill, we advocated tirelessly with state agencies and Congress to secure the flexibilities and waivers schools needed to serve meals while they were closed. This included the implementation and extension of Pandemic Electronic Benefits Transfer (P-EBT) nationwide, preserving funding to low-income families to replace their missed school meals.
- The coronavirus has hit communities of color disproportionately hard, leading to higher rates of illness and unemployment. To help address this disparity, we increased grants to schools and organizations in rural and immigrant communities and high poverty areas, as well as those serving Black, Latino and Native American populations.

While our emergency grants played a critical role during the initial phase of the crisis – and remain a part of our solution to feed children—our core work is to build lasting systems that will prevent childhood hunger in the difficult years ahead.

**WE MUST ACT NOW TO ADDRESS THE IMPACTS OF THE PANDEMIC WHILE BUILDING SUSTAINABLE, STRONGER, MORE FLEXIBLE PROGRAMS TO END HUNGER FOR OUR NATION'S CHILDREN.**



**The No Kid Hungry team helped us start our breakfast in the classroom program in just a few weeks. Now every one of our students starts the day with breakfast, and we're not seeing hunger impact these kids in the same way. It has transformed our school. Our students start the day ready to learn and succeed.**

**JASMIN LAVEZZO**

ASSISTANT PRINCIPAL OF  
HOOVER ELEMENTARY SCHOOL, OAKLAND, CALIF.





# THE MONDAY FUND®

## Feeding Kids Through Crisis and Beyond

In the wake of the coronavirus, No Kid Hungry launched the Monday Fund, a recovery campaign to feed kids through the crisis and beyond. The campaign will raise and deploy \$100 million by 2023 to mitigate the effects of COVID-19 on childhood hunger and build sustainable solutions for the long-term.

Funds raised will be invested in schools and community organizations feeding children during the pandemic, will help build resilient programs for the difficult years ahead, and will secure policies and solutions to strengthen the safety net for children, helping families prevent hunger at home and when school is out.

We know what works when it comes to feeding children. Using our expansive national network and field teams deeply integrated into school districts and communities, we will expand the reach of school breakfast, afterschool and summer meals, and help ensure that schools are maximizing federal funding to sustain these programs. We'll help schools become central hubs for feeding children in this moment of extraordinary need, even as we work beyond schools to strengthen systems to prevent childhood hunger for years to come. And we will maintain a constant focus on the children who need us most – prioritizing communities disproportionately impacted by poverty and inequity even before the pandemic and drawing on the wisdom and existing leadership of the communities we're serving.



**The meals at school provide stability and comfort; they reduce anxiety and stress, and help our children get ready to learn. You get them here. You love them up. You feed them. We make them whole people.**

**PAM DAVIS**

PRINCIPAL OF HIGHLAND VIEW  
ELEMENTARY SCHOOL, BRISTOL, VA.



## Supporting Schools as Nutrition Hubs

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### INITIATIVE BUDGET

**\$68 MILLION**

While so much has changed since the outbreak of this pandemic, schools remain the best way to feed children in need. They provide the vital school meals children depend on and serve as a central hub for other food and nutrition resources such as backpack programs, food pantries and access to benefits like WIC and SNAP.

But school looks different this year in most communities. Many implemented hybrid models combining virtual and in-person learning, meaning that in-school meals must evolve to smaller group meal service, eating in classrooms, and grab-and-go kiosks – all of which require training, staff and equipment.

Leveraging the trust and relationships we've spent years building, we will tailor our support to meet the changing needs of schools and help them become a place to meet every child's need for healthy food.

### IN COMMUNITIES WHERE SCHOOLS ARE CONDUCTING REMOTE LEARNING OR OPERATING HYBRID MODELS, WE WILL:

- **PROVIDE TRAINING, GRANTS, AND TECHNICAL ASSISTANCE** to help schools continue feeding students in need, including funding for equipment, personal protective gear and staff to deliver meals, as well as research and best practices to inform how schools implement meal programs.
- **DEPLOY "SCHOOL MEAL NAVIGATORS" TO WORK IN THE HIGHEST NEED COMMUNITIES**, helping schools develop strong and flexible meal delivery programs throughout the crisis.
- **EXPAND AND IMPROVE OUR NATIONAL MEALS FINDER** map and outreach efforts to help families find free food distribution sites, organized by schools and local organizations in their communities.

### AS MORE SCHOOLS REOPEN FOR IN-PERSON LEARNING AND EXPLORE NEW WAYS TO FEED CHILDREN, WE WILL:

- **PROVIDE GRANTS AND TECHNICAL ASSISTANCE** to support widespread adoption of breakfast in the classroom, grab-and-go meals and new models for school lunch.
- **RESOURCE AND TRAIN SCHOOLS AND COMMUNITY ORGANIZATIONS** to build effective afterschool and summer meals programs.
- **HELP SCHOOLS CONNECT FAMILIES TO FOOD RESOURCES** by supporting school pantries and backpack programs and training them to help families enroll in SNAP, WIC and P-EBT programs.



**Schools are the most scalable, sustainable, and practical way to end childhood hunger because they are trusted resources and anchors in their communities.**

**DOROTHY MCAULIFFE**  
FORMER FIRST LADY  
OF VIRGINIA AND  
NATIONAL POLICY ADVISOR  
FOR SHARE OUR STRENGTH

# Strengthening the Safety Net for Children

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## INITIATIVE BUDGET

**\$32 MILLION**

Schools and community organizations alone are not enough to ensure that every child is fed, especially when school meals disappear in the summer and resources vary across districts and communities. A strong safety net for children and their families must ensure access to food whether school is open or closed and must meet the unique needs of children before school age.

Fortunately, programs like SNAP, WIC, and P-EBT can scale to help millions of families, but due to the sudden surge in need and historical underinvestment in infrastructure to administer these programs, many families are not receiving the benefits they are eligible for, and those benefits are not wholly adequate. We will leverage our advocacy and expertise to provide the necessary technical support, training, and awareness building to navigate these benefits and ensure that the families who need them are receiving them.

### TO PERMANENTLY STRENGTHEN THE SAFETY NET FOR ALL CHILDREN, WE WILL:

- **ADVOCATE FOR SNAP ACCESS AND EXPANSION, P-EBT EXPANSION, AND OTHER NUTRITION BENEFIT PROGRAMS** by lobbying members of Congress, collaborating with governors, mayors, and state legislators and elevating the voices of effective champions for kids.
- **TRAIN STATES AND CITIES** to utilize and maximize all the federal nutrition programs and **PROVIDE CRITICAL CAPACITY** needed for program implementation, embedding staff in many of the highest need communities.
- **ENSURE THAT FAMILIES WHO ARE ELIGIBLE FOR SNAP AND P-EBT KNOW HOW TO ACCESS THEM**, working directly with schools and our national network to educate and support family enrollment, and running targeted ad campaigns to reach families of specific populations such as native and rural communities, and parents of young children (ages 0–5).

Even when schools are fully operational, there are populations of children that aren't getting the food they need. Solutions to feed these children often require deep investment and innovation to meet their unique needs and break down barriers like geography or age. Specifically, children living in isolated, rural communities, and young children under the age of five have historically not had the resources needed to address hunger.



**We had to apply for SNAP because I wasn't working, and that was a godsend. That allowed us to eat. That was what SNAP did for us. SNAP is a really important program for families that are struggling.**

**JUSTIN**  
FATHER, TEXAS

A majority of the counties reporting the highest rates of food insecurity are in rural areas and often lack the infrastructure necessary to reach children. Similarly, the federal nutrition programs supporting the families of children ages 0–5 – a time when hunger can have the most devastating impacts – are insufficient to ensure that these young children have the food they need to thrive. With both populations, we’ll meet children and families where they are, addressing geographic isolation and reaching young children through childcare, healthcare, and retail systems.

**TO ADDRESS THE UNIQUE CHALLENGES FACING RURAL COMMUNITIES AND IDENTIFY CRITICAL INTERVENTIONS FOR CHILDREN AGES 0-5, WE WILL:**

- **EXPAND OUR RURAL HUNGER PROJECT, PROVIDING GRANTS AND TECHNICAL ASSISTANCE TO RURAL SCHOOL DISTRICTS,** investing in infrastructure, and scaling effective interventions that address the geographic isolation, population dispersion, and limited resources present in rural and Native American communities.
- **FUND DEMONSTRATION PROJECTS FOR COMMUNITY-BASED INNOVATIONS** that strengthen health clinic to community referrals to increase access to healthy food and food security for adults with children.
- **ADVANCE OUR EARLY CHILDHOOD INITIATIVE** to end hunger for the youngest children, testing new models of family-focused food access and leveraging existing health systems to provide early hunger interventions.



On Monday mornings, more students line up for free school breakfast than on any other day of the week. We know that for some of them, lunch on Friday was their last complete meal.

JENNIFER LEBARRE  
OAKLAND UNIFIED  
SCHOOL DISTRICT

**WHY THE MONDAY FUND?**

For children living in poverty, Mondays matter. The pantry at home is often empty, and school meals are critical fuel for their growing minds and bodies. For some of these children and their families, there is enough food during the school year, but overwhelming hardship during the summer, when school meals disappear. To capitalize on the crucial role that schools play in feeding children, we created the Monday Fund in 2018. Our goal was to scale the No Kid Hungry campaign and connect millions of children to school breakfast and other critical school meal and summer feeding programs. We were making tremendous progress, and childhood hunger rates were the lowest we’ve seen in decades. Now, with unprecedented rates of childhood hunger across the country, we are relaunching an expanded campaign – working to support schools as comprehensive nutrition hubs in this moment of extraordinary need and to strengthen systems to prevent childhood hunger for years to come. Together, we can ensure that a child living in poverty never faces a Monday—or any other day—hungry again.



## **OUR MOMENT TO END CHILDHOOD HUNGER**

Every child deserves the same chance to learn, thrive, and achieve their dreams. But the repercussions of inaction – from psychological stress to chronic health conditions – will impact children for years to come, stealing their opportunities and ability to reach their full potential. We cannot look back at this time and wonder what we should have done.

There is no single solution to ending childhood hunger in America. We must deploy every resource we have. With increased public and political goodwill, a proven plan, and dedicated school and community leaders across the country, we can make exponential progress in this moment.

### **TOGETHER WE CAN END CHILDHOOD HUNGER.**

We are seeking transformational investments to make this work possible. With your support of the No Kid Hungry Monday Fund, we will have the ability to feed children now and ensure that no child struggles with hunger in the future.

### **WILL YOU JOIN US?**

## **Supporting the No Kid Hungry Monday Fund**

Support for the No Kid Hungry Monday Fund at all levels will be accepted with gratitude and put to immediate use, while investments of \$100,000+ will be recognized in fund materials. All amounts will be given or paid out in multi-year investments at the discretion of the funder, not to extend beyond December 2023.

#### **LEAD INVESTORS**

\$5 million and above

#### **COMMUNITY BUILDERS**

\$250,000 to \$499,999

#### **CHANGE MAKERS CIRCLE**

\$1 million to \$4,999,999

#### **SCHOOL MEAL CONNECTORS**

\$100,000 to \$249,999

#### **OPPORTUNITY ACCELERATORS**

\$500,000 to \$999,999



**The uncertainty of where your next meal will come from is a scary thing and it consumes every waking moment you have. I still remember what it was like—the stigma attached to it and the shame—that’s what so many families are going through right now. You have no idea the potential we could tap into just by solving this one problem for kids.**

**VIOLA DAVIS**  
NO KID HUNGRY NATIONAL SPOKESPERSON

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## THANK YOU

We want to express our deepest gratitude to the Share Our Strength staff, Board of Directors, Leadership Council, and our current supporters, without whom our immediate response to the COVID-19 crisis would not have been possible.

We also want to recognize our Monday Fund Co-Chairs, Executive Council Members, Lead Investors, and early supporters who have built the foundation for a strong and transformative fundraising campaign. We are so thankful for your belief in us to end childhood hunger.

### CONTACT

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[MondayFund.org](http://MondayFund.org)



## Campaign Leadership Campaign Supporters

### CO-CHAIRS

Carrie and Leigh Abramson  
Renee and John Grisham

### HONORARY CHAIRS

Ayesha and Stephen Curry  
Sam Kass  
Rachael Ray

### EXECUTIVE COUNCIL MEMBERS

Karen and Michael Gordon  
Amanda and Gladstone Jones III  
Shannon Hunt-Scott  
Dorothy McAuliffe  
Donna Morea  
Tara Nicholson Olson  
Tina and Steve Romaniello  
Jordan Salcito and Robert Bohr

### \$5 MILLION AND ABOVE

Anonymous  
MacKenzie Scott

### \$1 MILLION TO \$4,999,999

Anonymous  
Anonymous  
Anonymous  
Blue Meridian Partners, COVID-19  
Emergency Relief Fund  
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The Poses Family Foundation  
Mary Quick and Jim Daras  
Stupski Foundation

### \$500,000 TO \$999,999

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Michelle and Michael Hagerty  
Molly and Robert Hardie  
The HAWK Foundation  
Martha and Bruce Karsh  
Audrey and Danny Meyer

### \$250,000 TO \$499,999

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Learn. Play. Foundation  
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Donna Morea and Jeffrey D. Chandler

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The Rachel Ray Foundation  
Anna Reilly and Matthew Cullinan  
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Tina and Steve Romanello  
The Scott Family Foundation  
Nancy and Harold Zirkin

### \$100,000 TO \$249,999

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Sally and Steve Robling  
Mary Solomon  
Stairway Fund  
Katie Workman and the  
Workman Family