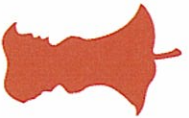


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NO KID HUNGRY

# Arkansas Legislative Day September 25, 2012



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## History of Share Our Strength

- Founded in 1984 by Bill and Debbie Shore in response to the Ethiopian famine
- 1990s: Operated largely as a grant-making organization
- 2004: 20 year anniversary-announced new focus to **end childhood hunger in America**
- 2010: No Kid Hungry (NKH) Campaign launches
- Currently: 18 NKH state campaigns, Cooking Matters in 37 states, Allies in 12 states



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## The Issue

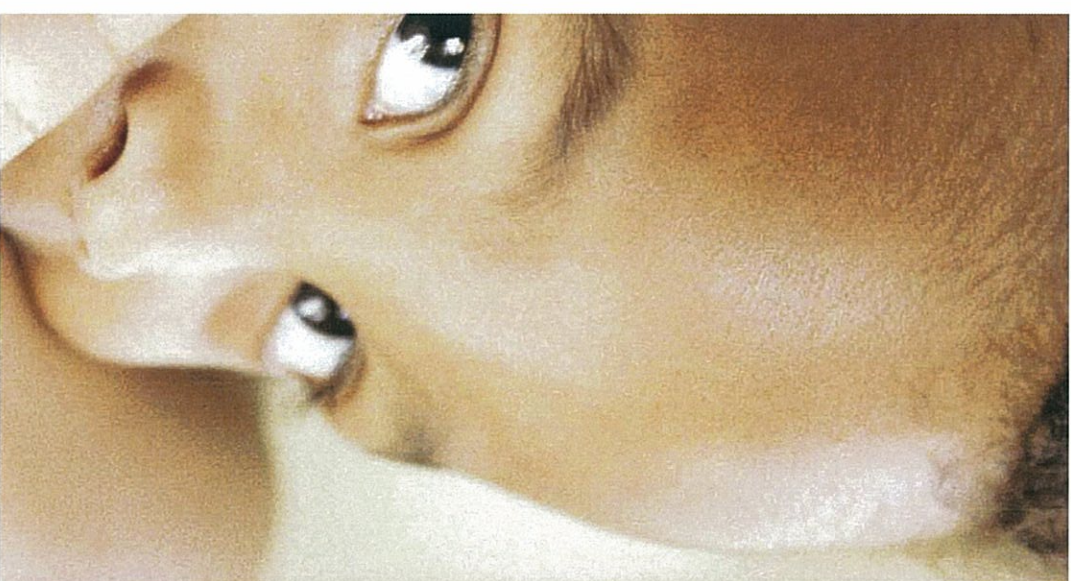
### The Crisis: Childhood Hunger

- **16 million, or one in five**, American children struggle with hunger.
- **Almost one-third** are under five years old.
- **Undernourished children suffer** from impaired cognitive development and long-term emotional and health problems.

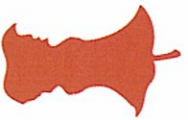
### The Problem: Access to Food

There is enough food in America to feed all children, yet:

- **10 million eligible kids** don't get free or reduced price school breakfast.
- **16.3 million children** qualify for summer meals but don't receive them.



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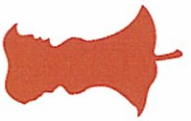
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## Hunger in the Classroom: Magnitude of the Problem



62% of teachers nationally and 73% of teachers in Arkansas say that students regularly come to school hungry because they are not getting enough to eat at home.

More specifically, among those teachers, 80% say that these children are coming to school hungry at least once a week.



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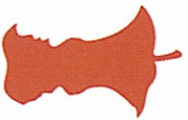
## School Breakfast



9 out of 10 teachers agree that breakfast is very important for academic achievement.

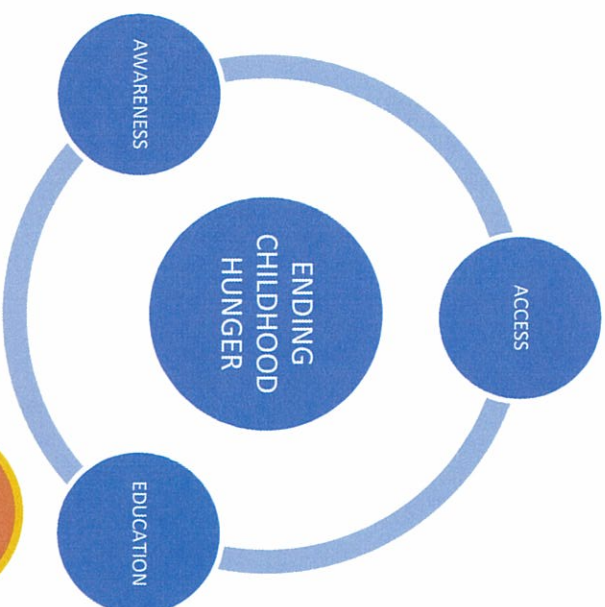
More than 8 in 10 teachers say breakfast helps students concentrate, contributes to better academic performance and leads to healthier students with fewer headaches and stomach aches.

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**Through the No Kid Hungry campaign, Share Our Strength adopts a holistic approach to end childhood hunger**



**WE**

<b>Build Public Knowledge, Commitment &amp; Engagement</b>
<b>Collaborate with Local Organizations &amp; Public Officials</b>
<b>Provide Resources to Local Partners</b>
<b>Advocate for Strong &amp; Efficient Public Nutrition Programs</b>

**TO**

<b>Connect Kids with Healthy Foods Through Public Nutrition Programs</b>
<b>Teach Kids and Caregivers How to Get the Most Nutrition from Limited Resources</b>
<b>Ensure that Ending Childhood Hunger is a National Priority</b>



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## Systemic Change Model

*Share Our Strength surrounds children who struggle hunger with nutritious food where they live, learn and play by increasing participation in the following programs:*

### LEARN

- Nutritious, high-quality **BREAKFAST** during school
- Nutrition education



### LIVE

- **SNAP** Food pantries and shelters
- Food for pregnant women, infants and preschool kids (**WIC**)
- Fresh-food markets and stores
- **NUTRITION EDUCATION**
- Earned Income Tax Credit (EITC)
- Temporary Assistance to Needy Families (TANF)

### PLAY

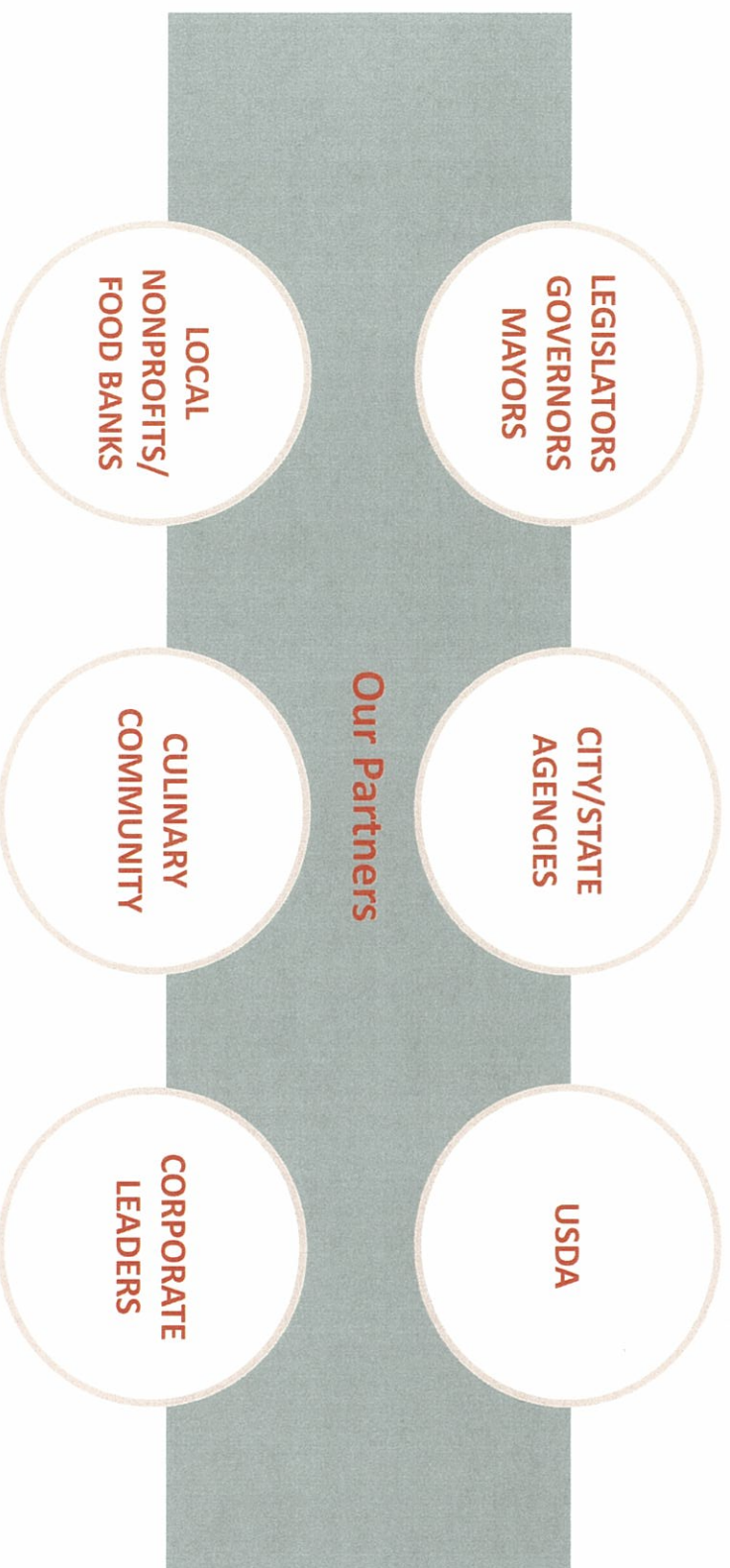
- Nutritious, high-quality meals when school is not in session, including **AFTERSCHOOL SNACKS** and **SUMMER MEALS**
- Fresh-food markets and stores
- Community gardens



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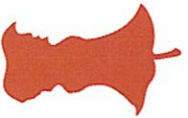
## Access: No Kid Hungry State-Based Campaign Model

Share Our Strength brings together key stakeholders from the private, public, and nonprofit sectors around a common table to map out comprehensive plans with measurable goals and real accountability to end childhood hunger in those cities and states.









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## Rethinking Hunger: A Universal Impact

# HUNGER

> EDUCATION



> ECONOMIC PERFORMANCE



> HEALTH

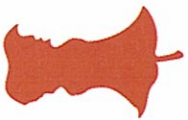


> NATIONAL SECURITY



> OBESITY

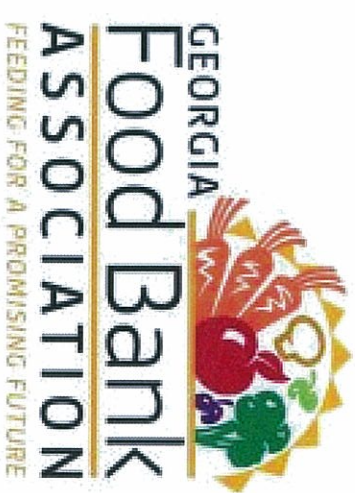


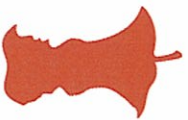


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## Public-Private Partnerships at Work: Georgia

- Launched in November 2011
- Partnership with the Georgia Food Bank Association and Governor Nathan Deal
- Funded by Lead Sponsors Arby's, Walmart, and ConAgra Foods Foundation





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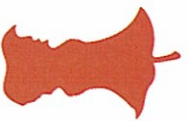
## Public-Private Partnerships at Work: Texas

- Launched in November 2011
- Partnership between Share Our Strength and Texas Hunger Initiative, part of Baylor University
- Funded by Lead Sponsor Walmart, Sponsors Arby's Foundation and Yum-O!, and Supporter Maximus



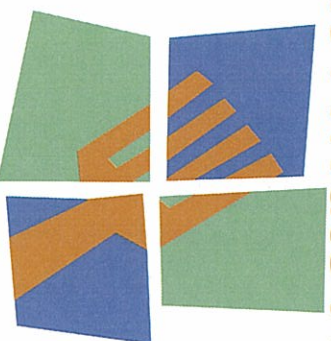
**TEXASHUNGER**  
INITIATIVE  
BAYLOR UNIVERSITY SCHOOL OF SOCIAL WORK

NO KID HUNGRY



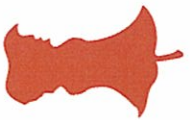
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## Public Private Partnerships in Arkansas



arkansas  
**Hunger Relief**  
alliance

- Launched in October 2010
- Partnership with Governor Mike Beebe and the Arkansas Hunger Relief Alliance
- Funded by Lead Sponsor Walmart, Sponsor Weight Watchers, and Supporter Tyson
- **Real results:** With support from DHS, Arkansas No Kid Hungry increased the number of summer meals sites from 440 in 2011 to 606 in 2012
- Breakfast 'advocates' working with schools to switch to serving alternative breakfast models



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## Thank You!

**For more information:**

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