



SHARE OUR STRENGTH | **ANNUAL REPORT 2011**





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# LETTER FROM CEO & FOUNDER BILL SHORE



When Share Our Strength launched the No Kid Hungry campaign at the end of 2010, we laid out an ambitious national strategy for ending childhood hunger by connecting more children to effective nutrition programs and teaching families the skills they need to get the most out of their food dollars. In the past year, that strategy attracted broad bipartisan support, proving that, even in these polarized times, ending childhood hunger in America is politically feasible.

The need for the No Kid Hungry campaign is greater than ever. With millions of Americans out of work, child poverty is climbing. For the first time in history, 46 million Americans are on food stamps (now called the Supplemental Nutrition Assistance Program, or SNAP), and nearly half are children. Their suffering puts not only their futures at risk but also the future of our nation. Simply put, we cannot have a strong America with weak kids. With political will and funding within reach, ending childhood hunger is more of a moral imperative than ever before.

In 2011, the No Kid Hungry campaign connected tens of thousands of children to school breakfast and summer meals programs through innovative tactics like mobile meals and school challenges that encourage the adoption of alternative breakfast programs. Our Cooking Matters program helped tens of thousands low-income families learn to shop for and cook healthy, affordable meals. We also helped make childhood hunger a part of the national

discussion and demonstrated that ending childhood hunger—largely through existing food and nutrition programs—is achievable.

We are grateful to all of the organizations and individuals who have invested in our mission over the past year. We are especially honored by the significant investments that our Core Partners, the ConAgra Foods® Foundation, Food Network and Walmart, have made to fuel our growth and enable our impact.

We still have a long way to go to fully achieve the goals of the No Kid Hungry campaign, but we know that our model of ending childhood hunger through strategic, systematic and sustainable tactics gives promise to the millions of children who face hunger in our country. With your help, the No Kid Hungry campaign is already executing 2012 plans that are even bigger and bolder, with metrics to which we'll hold ourselves and our collaborating partners accountable. Together, we are moving closer to the finish line of No Kid Hungry.

The time to act is now. With your continued support, we will make No Kid Hungry a reality in America.

Thanks for all you do.

Bill Shore



# EXPANDING THE NO KID HUNGRY NETWORK



At the forefront of Share Our Strength's No Kid Hungry strategy are state- and city-based No Kid Hungry campaigns dedicated to ending childhood hunger in specific geographic areas by building public/private partnerships. These partnerships—which bring together private citizens, government officials, business leaders and others providing innovative hunger solutions in their communities—focus on increasing participation in federal nutrition programs. This in turn unleashes millions of budgeted federal dollars to connect kids to the food they need to succeed.

In 2011 through early 2012, Share Our Strength launched new No Kid Hungry campaigns in Los Angeles, New Mexico, Connecticut, Virginia, New York City, North Carolina, Texas, Georgia, Illinois, Michigan, and Montana. Along with existing campaigns, our No Kid Hungry Allies program, Cooking Matters curriculum and other members of the No Kid Hungry Network, we are reaching kids and families in all 50 states.

In the initial years of our No Kid Hungry campaigns, most focus primarily on improving and expanding the reach of school breakfast programs—essential for ensuring that kids get a good start to the school day—and summer meal programs, which bridge the meal gap when school lets out. In our No Kid Hungry states, the campaign model is already showing great progress.

**I have been a teacher for over 20 years and I am seeing more kids coming to school hungry than ever before. Our children are in need of help!**

**- Elementary School Teacher**

# FIGHTING HUNGER IN THE HOME WITH COOKING MATTERS



With education about cooking, shopping and nutrition, Share Our Strength's Cooking Matters® helps families at risk of hunger learn to get more food for their money and better nourishment from those foods. This education provides the crucial link between having access to food through programs like SNAP and WIC and providing the skills to maximize those resources and put healthy meals on the table, every day.

[\*click to learn more about Share Our Strength's Cooking Matters\*](#)



In 2011, Cooking Matters expanded in new ways to bring food skills education to more American families than ever.

The commitment of more than 2,100 volunteers, along with generous support from national sponsors the ConAgra Foods Foundation and Walmart, allowed us to reach over 89,000 individuals at risk of hunger in 40 states with Cooking Matters programming in 2011. Our six-week courses continued to be the core of our program, with 44% more families graduating in 2011 than the year before.

We also officially launched the interactive grocery store tour series Shopping Matters®, with generous support from Walmart. We created the new educational tools Exploring Food Together and Cooking Matters for Chefs and Kids which serve as easy-to-use guides to bring Cooking Matters programming to any community in America.

Cooking Matters programs were launched in New Orleans, LA, Arkansas, Rochester, NY, and Huntington, WV in 2011.

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*After taking the Cooking Matters class,*

**I CAN TRIPLE THE VALUE OF MY WIC CHECK**

*and feel good about what I'm feeding my children.*

---

- Lareese Cathey, mother of two, Cooking Matters graduate



# MORE KIDS CONNECTED TO SUMMER MEALS



Summer is a critical time for children at risk of hunger because so many rely on school meals as their primary source of nutrition. Nonetheless, participation in summer meals programs nationwide is low: More than 21 million kids count on free and reduced-price school breakfast and lunch during the school year, but just over 3 million get summer meals. There are generally two reasons for the gap. First, communities lack enough accessible summer meals sites. Second, families are unaware of existing programs.

[click to view our summer meals video](#)



Share Our Strength promotes increased summer meals participation on the national level through a media campaign and by sharing technical assistance and resources through our No Kid Hungry Center for Best Practices.

More than 21 million kids count on free and reduced-price school breakfast and lunch during the school year, but just over 3 million get summer meals.

On the state level, in 2011, Share Our Strength supported summer meals efforts in 33 states, including aggressive, targeted summer meals outreach and marketing in nine campaign states. Each of these campaigns aimed to increase the number of places children can have access to free summer meals, the number of families that knew how to use the programs, and the number of kids who ate summer meals.

Share Our Strength also provided 114 strategic grants totaling nearly \$1 million to schools and community-based organizations across the country to help them run or start summer meals programs. In seven states alone, 1.9 million additional summer meals were served in 2011 with the help of the No Kid Hungry campaign.

For example, in 2011 the Arkansas No Kid Hungry campaign used a community assessment to identify under-served areas and locations that would make good summer meals sites. As a result—the campaign helped increase the number of sites from 339 in 2010 to 440 in 2011 and helped secure 40 additional sponsors.

In Colorado, the campaign helped to increase participation in summer meals by 19 percent, an increase of 188,060 meals. They also increased the number of summer meals sites by more than 25 percent through mapping to better target outreach, a summer meals specific website, simplified online sponsor application, robo outreach calls, and text messaging capabilities to a hotline.



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**OUR NATION SHOULD BE ABLE TO FEED OUR CHILDREN**

*and if we can't do that there's not a lot of hope*

**FOR ANYTHING ELSE WE HOPE TO DO AS A PEOPLE.**

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- Maryland Governor Martin O'Malley

# MORE KIDS STARTING THE DAY RIGHT WITH BREAKFAST



Improving access to and participation in school breakfast programs is a critical component of the No Kid Hungry campaign. During the 2010-2011 school year, only 48 percent of kids who received a free or reduced-price lunch also participated in the School Breakfast Program. Complicated morning schedules or prohibitive food budgets at home can get in the way of a morning meal before school, and transportation issues prevent many kids in need from participating in pre-class school breakfast programs.



On the national level, we are working with public and private sector partners to raise awareness about the importance of breakfast, encourage and support implementation of effective alternative school breakfast models (such as Breakfast in the Classroom), and track and communicate progress.

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WHEN I COME TO SCHOOL, I GET SCHOOL BREAKFAST

*so when I go to class I can focus.*

**SCHOOL BREAKFAST FEEDS MY BRAIN.**

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- A Maryland student who participates in Grab and Go Breakfast

## If we didn't have our breakfast at school, some kids would only eat once a day.

- Principal Yolanda Prim,  
Robert Morehead Middle School  
in Maryland



Thanks to coverage on CNN, USA Today and many other media outlets, our 2011 report *Hunger in Our Schools* reached millions with the message of the critical role that school breakfast can play in raising academic performance among children who struggle with hunger. The report was based on an annual national survey of public school teachers, many of whom are passionate and committed spokespeople for the No Kid Hungry campaign.

Although our efforts to increase participation in school breakfast differ across states, they all build on best practices from around the country and include similar components. For example, they produce tool-kits for school principals, administrators, teachers and school food service staff that make the case for alternative breakfast models and demonstrate how to work through resistance to create a successful program. They also hire staff to encourage schools to adopt alternative school breakfast models and provide technical assistance to schools that do so.

Share Our Strength also funds incentive or start-up grants to schools that are working to introduce alternative breakfast programs but face identifiable operational barriers. For example, a grant for a refrigerator or food cart can be crucial to a school's new breakfast initiative. In 2011, at least 128 schools in six No Kid Hungry states added alternative breakfast models, many as part of "breakfast challenges" or pilot projects supported by Share Our Strength.

Through Maryland's First Class Breakfast Initiative—a collaboration among the Partnership to End Childhood Hunger (the official name of the No Kid Hungry effort in Maryland), the Governor's Office for Children, and Maryland Hunger Solutions—20 Maryland public schools are implementing alternative delivery models. The net result: more than 11,000 Maryland students have easier access to school breakfast without the stigma or time constraints that often accompany eating in the cafeteria.



With alternative models in place, the early returns have been extremely promising: The eight schools that are farthest along in implementing the First Class Breakfast Initiative saw a significant increase in breakfast participation, with four more than doubling the number of breakfasts served every day.

With two years of breakfast efforts on the books, Colorado's results have been even more impressive. Led by Hunger Free Colorado, the Colorado No Kid Hungry campaign has implemented two annual "breakfast challenges" to increase school participa-

tion, and has also sparked an upsurge in the availability of fruit, vegetables and whole grains. In 2011, through the leadership of our partners, including Hunger Free Colorado and Governor John Hickenlooper, the number of breakfasts served daily statewide grew from 84,000 in the 2009-2010 school year to 108,000 in 2010-2011, an overall increase of 29 percent. When extrapolated over the average school year, this increase of 24,000 breakfasts per day means that an additional 4 million breakfasts could be served in these schools.



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*I'm proud that I was the first Republican Governor*

**TO ADOPT NO KID HUNGRY AND THAT OTHERS HAVE FOLLOWED**

*and I urge every governor in this country to*

**GET BEHIND THE NO KID HUNGRY CAMPAIGN.**

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**- Virginia Governor Bob McDonnell**

# ARKANSAS: ON THE ROAD TO NO KID HUNGRY

When Share Our Strength launched the Arkansas No Kid Hungry campaign in October 2010 in collaboration with Governor Mike Beebe and the Arkansas Hunger Relief Alliance, Arkansas ranked first in the nation for childhood food insecurity. Only 71 percent of those eligible participated in SNAP (the Supplemental Nutrition Assistance Program) and only 14 children received summer meals for every 100 who received a free or reduced-price lunch at school. The campaign coalition—which includes experts from state agencies, business, and non-profits—decided that reasonable 2011 goals would include increasing SNAP participation by 5 percent and summer meals participation by 10 percent.

Thanks to tireless, strategic work from the coalition, the Arkansas campaign blew by their first-year goals. According to the Department of Human Services, SNAP participation increased by 13 percent, with a caseload increase of 24 percent, in part because the campaign helped facilitate the training of 50 local agencies in SNAP outreach.

More impressive still, summer meal participation increased by 16 percent over 2010, serving an extraordinary 236,000 additional meals this summer. Working with key state programs, the campaign recruited new meal sites; issued grants to address barriers ranging from transportation, staffing, and kitchen equipment challenges; recruited volunteers; and provided marketing and outreach support.

The campaign also seized the opportunity to make progress in key areas beyond its original campaign plan, especially after-school meals and school breakfast. With support from First Lady Ginger Beebe, No Kid Hungry Arkansas launched a breakfast challenge that is a hallmark of the First Lady's work. The Eat Healthy Play Smart Challenge promotes nutrition education and school breakfast, along with physical activity in schools.

Afterschool Meals are also taking off quickly: the Department of Human Services reported serving 88,000 snacks and meals in August 2011 alone, representing a 248 percent increase over August 2010. Utilizing Share Our Strength's Cooking Matters and Shopping Matters, the campaign is also spreading nutrition education through the Cooperative Extension and the Northwest Arkansas Food Bank, with the first course participants scheduled to graduate soon.





# FUNDING FOR VITAL NO KID HUNGRY PROGRAMS



Share Our Strength involves more than 400 organizations across the country in our No Kid Hungry campaign by providing more than \$6.9 million in grants to innovative local organizations working to ensure kids receive healthy, regular meals.

Our grants are largely focused on supporting the coordinated work of members of the No Kid Hungry network. This funding includes support not only for our lead partners in each state, but also for more than 150 other organizations in these states. These organizations are on the front lines, providing kids with summer meals, school breakfast, after-school snacks and suppers, as well as access to family nutrition resources, such as SNAP and WIC.





Our 2011 grants broke down barriers that keep kids from food:

- Helping more than 100 providers of summer meals overcome transportation and awareness challenges.
- Providing more than 60 schools throughout North Carolina, Maryland, Arkansas, New Mexico, Los Angeles and Colorado with school breakfast grants and awards that help implement new breakfast programs.
- Helping afterschool programs in Virginia, Georgia, and Connecticut provide a full supper along with their enrichment programming.

Our grants program was also bolstered by 64 culinary events and the continued growth of Share Our Strength's Dine Out for No Kid Hungry. The number of restaurants participating in the 2011 event grew by 34 percent to 5,561 restaurants. Revenue from the program was \$2.8 million, which reflected a 46 percent growth over 2010. Our 2010 funds enabled Share Our Strength to make additional grants to support our goals.

# THE LEADER IN BEST PRACTICES TO FIGHT CHILDHOOD HUNGER



In late 2011, we launched the No Kid Hungry Center for Best Practices. The Center offers a robust collection of best practices and resources that can assist states in ending childhood hunger by connecting kids to programs such as school breakfast and summer meals. These resources are available for elected officials and their staff, as well as educators, community leaders and others who want to end childhood hunger.

The Center's website, [BestPractices.NoKidHungry.org](http://BestPractices.NoKidHungry.org), offers lessons learned from our national and state anti-hunger work and includes a compilation of key resources such as guides, toolkits and videos developed by Share Our Strength and partners around the country. These resources can help states increase participation in food and nutrition programs and promote healthier meals. The site also offers an online forum for partners to share what strategies are working in their states in the fight to end childhood hunger.

We also laid the groundwork for expanding the reach of the No Kid Hungry campaign in 2011 by launching the No Kid Hungry Allies Program.



The No Kid Hungry Center for Best Practices offers a robust collection of best practices and resources that can assist states in ending childhood hunger by connecting kids programs such as school breakfast and summer meals.

Through the Allies program, we will be engaging organizations nationwide and using our experience and the resources from the No Kid Hungry Center for Best Practices to galvanize their local efforts. We will provide financial resources, capacity building, communications and programmatic support, and networking for sharing best practices. This will enable these groups to raise awareness about hunger in their communities, engage community partners and key leaders in coalition strategies and employ sophisticated marketing and outreach programs to increase participation in nutrition and nutrition education programs.



# NEW SCHOOL BREAKFAST GUIDE PROMOTES CREATIVE SOLUTIONS

Share Our Strength and the National Education Association (NEA) Health Information Network rolled out a publication in 2011, *Start School with Breakfast: A Guide to Increasing School Breakfast Participation* that promotes alternative breakfast service models—Breakfast in the Classroom, Grab N’ Go, and Second Chance Breakfast, among others—to educators, school professionals, and those associated with the school community. The guide highlights the benefits of school breakfast, and offers new ways to increase school breakfast participation, useful tools for advocates, and success stories from school districts around the country.



# BRINGING NATIONAL ATTENTION TO CHILDHOOD HUNGER

The No Kid Hungry campaign's heightened organizational profile is also reflected in the growth of high-level national media coverage generated by our media relations team in the past year. Included in the thousands of media mentions over the past year are more than 35 media placements that were either national in scope or highly influential with key target audiences. The top-tier hits included broadcast coverage on CNN, Hardball, Fox & Friends, Morning Joe, The Dr. Oz Show, and NPR's All Things Considered. Print coverage included The Los Angeles Times, Washington Post, The New York Times, Variety, and the top local or regional papers around the country that are critically important to many of the key political allies who support our No Kid Hungry campaigns.



[click to view a clip of Jeff Bridges and Bill Shore on Larry King Live](#)



Our annual survey of teachers - which incorporated a school breakfast advocacy message - was covered in USA Today and on CNN, and received extensive national radio pick-up. Coverage of our No Kid Hungry campaign launches was consistently strong, equaling more than \$1 million in publicity value. Dine Out for No Kid Hungry, bolstered by successful satellite and radio media tours, generated more than 30 million media impressions. Our print PSAs ran in People, Entertainment Weekly, Sports Illustrated, and other magazines. And as demonstrated by our involvement in national coverage around the release of the annual poverty numbers in outlets such as National Public Radio, the No Kid Hungry campaign and its spokespeople increasingly help insert childhood hunger into the national discussion.

The health of our children, taking care of our kids, that's taking care of the whole deal, the whole kit and caboodle. That's the most important thing.

- Jeff Bridges, No Kid Hungry National Spokesperson





# BUILDING AN ARMY WITH THE NO KID HUNGRY PLEDGE



The expanded reach of the No Kid Hungry campaign in 2011 was also demonstrated by the five-fold growth in those who took the No Kid Hungry pledge to more than 110,000 individuals. These individuals, who have committed to a deeper relationship with our No Kid Hungry efforts, are critical to our advocacy, grassroots, and fundraising efforts.

**As a mom of two young children, I know how kids depend on healthy foods to help them grow. I want to do my part to make sure every child has the opportunity to start out healthy, not hungry.**

**- Melissa, proud mom and member of Team No Kid Hungry**

No Kid Hungry pledge takers, as part of Team No Kid Hungry, are making a real difference through simple actions that ensure kids have the food they need to reach their full potential. In 2011, Team No Kid Hungry:

- Sent thousands of letters to Congress, urging their elected officials to protect America's most vulnerable children.
- Attended culinary events in more than 70 cities and hosted more than 1,000 community bake sales that fund the No Kid Hungry campaign.
- Sent letters to the editor that were published in more than a dozen newspapers across the country raising awareness of hunger and No Kid Hungry.
- Volunteered for canvassing days in high need communities to raise awareness of summer meals programs.
- Successfully lobbied the Maryland Governor's office and elected officials to have additional school breakfast funds included in the 2013 budget.



### **Share Our Strength's No Kid Hungry Campaign**

No child should grow up hungry in America, but one in five children struggles with hunger. Share Our Strength's No Kid Hungry campaign is ending childhood hunger in America by ensuring all children get the healthy food they need, every day. The No Kid Hungry campaign connects kids in need with nutritious food and teaches their families how to cook healthy, affordable meals. The campaign also engages the public to make ending childhood hunger in America a national priority. This work is accomplished through the No Kid Hungry network, made up of private citizens, government officials, business leaders and others providing innovative hunger solutions in their communities. Working closely with the culinary industry and relying on the strength of its volunteers, No Kid Hungry hosts innovative culinary fundraising events and develops pioneering cause marketing campaigns that support ending childhood hunger.

Join us at [NoKidHungry.org](https://NoKidHungry.org).

# SHARE OUR STRENGTH'S BOARD OF DIRECTORS

**Sid Abrams**

*Principal*

Deloitte Consulting LLP

**James L. Bareuther**

*Chairman*

Distilled Spirits Council  
of the United States

**Jim Berrien**

*Chief Revenue Officer*

AIRCELL

**Neil Braun**

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**Kathy Calvin**

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**Joni Doolin**

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People Report

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*Founder & Managing Principal*

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*President*

The Gold Group, First Book

**Maria Gomez**

*President & CEO*

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and Child Care

**Michael Gordon**

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**Bob Greenstein**

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**Will Kanteres**

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**Roz Mallet**

*CEO/President*

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**Donna S. Morea**

*Former President, U.S., Europe and Asia*

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**Mark Rodriguez**

*Chief Executive Officer*

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*Vice Chairman*

Thomas H. Lee Partners, L.P.

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**Billy Shore**

*Founder & CEO*

Share Our Strength

**Charles Bernstein**

*Board Member Emeritus*

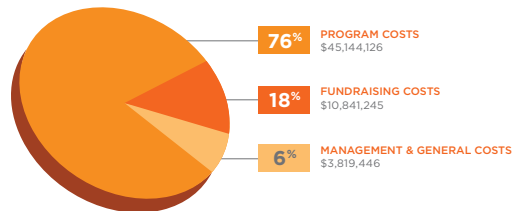
# FISCAL YEAR 2011 FINANCIAL OVERVIEW

Share Our Strength ensures that every dollar donated has a direct impact on our nation's children. We accomplish this critically important mission by making targeted investments that leverage enormous community resources across the country. In fiscal year 2011, Share Our Strength had total revenues of \$64.6 million and operating expenses of \$59.9 million in support of the No Kid Hungry program. Approximately \$46 million, or 76% of total operating expenses, were invested in Share Our Strength's program activities that connect kids facing hunger to healthy meals served in their communities.

The No Kid Hungry program administers life-changing education programs for low income families, leads advocacy and outreach efforts, and invests substantially to expand the reach and effectiveness of nutrition programs including school breakfast and summer meals for kids. We work through an extensive and committed network of private citizens, public officials, leading chefs, school leaders, nonprofits, and business leaders, and have attracted a high-performing staff with programmatic and child nutrition expertise. Through these combined efforts, we have helped provide families, schools, community centers, cities, and

states, with the resources they need to meet the needs of children facing hunger across America.

Share Our Strength's investments in best in class fundraising efforts to support the No Kid Hungry program, which represented 18% of our 2011 budget, have resulted in the organization achieving significant growth since 2008 and provided the strong, sustainable funding base needed to accomplish our bold goal of ending childhood hunger in America. The final 6% of our 2011 budget were general and management expenses, which includes essentials like technology, infrastructure and communications efforts to raise awareness of hunger issues and to mobilize a network of more than 125,000 individuals, working to end childhood hunger in their communities. We are proud of our smart investments and of the important results we're seeing across the country.



Share Our Strength's auditors have expressed an unqualified opinion on our financial statements. These statements will help interested supporters as they review the financial results and strong financial condition of our organization. In order to access the complete set of financial statements and notes, please visit [NoKidHungry.org/Financials](http://NoKidHungry.org/Financials).

## SHARE OUR STRENGTH, INC.

### Statement of Financial Position

	FY 2011
<b>CURRENT ASSETS</b>	
Cash and Cash Equivalents	\$6,441,942
Sponsorships Receivable	7,938,791
Accounts Receivable	37,759
Prepaid Expenses and other assets	453,988
Investments	839,091
Property and Equipment, Net	422,215
<b>TOTAL ASSETS</b>	<b>16,133,786</b>
<b>LIABILITIES</b>	
Accounts Payable and accrued expenses	2,138,016
Grants Payable	429,873
Deferred Revenue	466,505
Deferred rent and leasehold incentives	173,865
<b>TOTAL LIABILITIES</b>	<b>3,208,259</b>
<b>NET ASSETS</b>	
Release from Restriction	1,909,114
Change in Net Assets-Current Year	11,016,413
<b>TOTAL NET ASSETS</b>	<b>12,925,527</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>16,133,786</b>

# FUNDRAISING SUCCESS FOR NO KID HUNGRY

Share Our Strength began with the belief that everyone has a strength to share in ending hunger. The idea was simple yet revolutionary and led to the creation and growth of groundbreaking fundraising programs and partnerships that have contributed over \$300 million to the fight to end hunger.

2011 was a year of remarkable growth for Share Our Strength and the No Kid Hungry campaign. That growth was only possible because of an extraordinary level of support from individuals, foundations and corporations and because of the growth of our signature fundraising programs.

Every form of Share Our Strength fundraising—whether through our culinary or restaurant events, grants from foundations, individual donations, corporate sponsorships or cause marketing campaigns—supports our work to connect kids to food and end childhood hunger in America. Thank you for your support!





#### INDIVIDUAL DONORS

Share Our Strength's work to end childhood hunger would not be possible without the generous support of our network of individual donors. 2011 was a record year for our individual giving program. Driven by compelling stories of impact and game-changing media events like The Dr. Oz show, which featured powerful stories about the issue of childhood hunger, our community of members, major donors and activists generously gave more than \$3 million to help feed kids. That's nearly twice what individual supporters gave in 2010. Our online program saw especially significant growth, with donors providing more than \$1.4 million online, a 134% increase over 2010 compared to an industry average of 19%. We are deeply grateful to these committed individuals for making possible our work to reach kids across the country with healthy food so they can grow and thrive.



#### NO KID HUNGRY DINNERS

Share Our Strength's No Kid Hungry dinners are hosted by the nation's finest restaurants, with renowned chefs joining together to prepare a multi-course meal with a cause: ending childhood hunger in America. Guests enjoy legendary meals, learn more about the work of Share Our Strength in an intimate setting, and have the opportunity to participate in auctions that include one-of-a-kind culinary, travel and lifestyle items. In 2011, Share Our Strength hosted 16 No Kid Hungry Dinners across the country, engaging nearly 80 of the nation's most celebrated chefs and attracting more than 1,700 attendees. Dinners featured guest speakers including CBS Evening News anchor Scott Pelley, New York City Schools Chancellor Dennis Walcott, author Richard Russo, U.S. Secretary of Agriculture Tom Vilsack, Congressman James McGovern, Senator Patrick Leahy, and No Kid Hungry National Spokesperson Jeff Bridges. These dinners raised over \$2 million to help end childhood hunger.

### TASTE OF THE NATION

Share Our Strength's Taste of the Nation is the nation's premier culinary benefit dedicated to making sure no kid grows up hungry. Each spring and summer, the nation's hottest chefs and mixologists donate their time, talent and passion at nearly 40 events across the United States and Canada, with one goal in mind: to raise the critical funds needed to support Share Our Strength's No Kid Hungry campaign. Taste of the Nation is nationally sponsored by American Express, Sysco, Food Network, Brown-Forman and S.Pellegrino Sparkling Natural Mineral Water. Since 1988, Taste of the Nation has raised more than \$80 million. In 2011, Taste of the Nation engaged over 1,200 volunteers; over 1,500 restaurants, chefs, mixologists and sommeliers; and countless local sponsors to raise over \$4 million for No Kid Hungry.

### GREAT AMERICAN BAKE SALE

Share Our Strength's Great American Bake Sale, presented by Domino Sugar and C&H Sugar, and Duncan Hines, is a national fundraising initiative that encourages people to host bake sales in their communities to support Share Our Strength's No Kid Hungry campaign. Since 2003, more than 1.2 million people have participated in Great American Bake Sale, raising more than \$8 million. In 2011, Great American Bake Sale received support from national television partner Food Network, national magazine partner Family Circle, official bakeware partner Chicago Metallic and official baking ingredient partner Solo. In 2011 the Great American Bake Sale raised over \$1.45 million for No Kid Hungry.





#### DINE OUT FOR NO KID HUNGRY

Share Our Strength's Dine Out For No Kid Hungry is a national fundraising event that brings together thousands of restaurants and millions of consumers to help make sure no child in America grows up hungry. Every September, participating restaurants raise funds in a variety of ways to support the No Kid Hungry campaign. Share Our Strength's Dine Out For No Kid Hungry is nationally sponsored by Sysco, American Express, SCA, Ecolab, Food Network and the National Restaurant Association. In 2011, 5,560 restaurants joined Dine Out for No Kid Hungry and helped to raise nearly \$2.4 million for No Kid Hungry.

#### CORPORATE & FOUNDATION SUPPORT

Share Our Strength draws on the strengths, talents and creativity of leading corporations through strategic marketing programs and philanthropic partnerships that engage customers, employees and partners to help end childhood hunger in America. Our phenomenal growth in 2011 was fueled by extraordinary support from our Core Partners, ConAgra Foods Foundation, Food Network and Walmart and other major supporters, including American Express, Arby's, Domino Sugar and C&H Sugar, Hickory Farms, Sodexo Foundation, and Weight Watchers. We are also grateful to many independent and family foundations that have invested in No Kid Hungry, including the Colorado Health Foundation and The Irving Harris Foundation.

#### FOOD NETWORK NEW YORK CITY WINE & FOOD FESTIVAL PRESENTED BY FOOD & WINE

The Food Network New York City Wine & Food Festival presented by FOOD & WINE pays homage to one of the greatest culinary destinations in the world, while showcasing the finest wines and spirits from the Southern Wine & Spirits of New York portfolio. The world's greatest chefs, winemakers, spirits producers and personalities come together to educate and entertain palates while helping to fight hunger. The 2011 Festival hosted 50,000 attendees at over 120 events at various locations throughout New York City. From the Meatpacking District to Manhattan and Brooklyn, the 2011 Festival included over 500 chefs and more than 100 wineries, spirits producers and non-alcoholic beverage suppliers. To date the Festival has raised over \$5 million to benefit the Food Bank for New York City and Share Our Strength's No Kid Hungry campaign.



# FISCAL YEAR 2011 DONOR LISTING

## CORE PARTNERS

ConAgra Foods Foundation  
Food Network  
Walmart

## NO KID HUNGRY PARTNERS

American Express Company  
Arby's Foundation  
Birds Eye  
C&S Wholesale Grocers  
The Capital Grille  
CGI Group Inc.  
Chicago Metallic  
ConAgra Foods Foundation  
Corner Bakery Cafe  
Denny's  
Domino Sugar and C&H Sugar  
Duncan Hines  
Family Circle Magazine  
Food Network  
Groupon, Inc.  
Hickory Farms  
Hillshire Farm  
Ignite Restaurants  
Jimmy Dean

The Land of Nod  
Le Creuset  
Ocean Spray Cranberries, Inc.  
OpenTable, Inc.  
SCA Professional Hygiene  
Sodexo Foundation  
Sysco  
Tastefully Simple, Inc.  
USA TODAY  
Walmart  
Weight Watchers  
Whole Foods Market  
Williams-Sonoma

## \$1 MILLION PLUS

Arby's Foundation  
ConAgra Foods Foundation  
Walmart

## \$250,000 - \$999,999

American Express Company  
C&S Wholesale Grocers  
The Capital Grille  
The Colorado Health Foundation  
Denny's

Domino Sugar and C&H Sugar  
Food Network  
Hickory Farms  
Ignite Restaurants  
Jimmy Dean  
Scripps Network  
Sodexo Foundation  
Sysco  
Tastefully Simple, Inc.  
Weight Watchers  
Williams-Sonoma

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

Birds Eye  
Boston Market Corporation  
Brown-Forman Corporation  
CGI Group Inc.  
Chicago Metallic  
The Conde Nast Publications Inc.  
Corner Bakery Cafe  
Creative Artists Agency  
Duncan Hines  
Ecolab, Inc.  
Grain Foods Foundation  
Groupon, Inc.

The Irving Harris Foundation  
Hillshire Farm  
The Land of Nod  
Le Creuset  
Ocean Spray Cranberries, Inc.  
OpenTable, Inc.  
SCA Professional Hygiene  
The Yum-O! Organization, Inc.  
Whole Foods Market

**\$50,000 - \$99,999**

Leigh Abramson and  
Carrie Culp Abramson  
BL Restaurant Operations, LLC  
Katherine and David Bradley  
Buffalo Wild Wings, Inc.  
CB2  
Dave & Buster's Inc.  
Deloitte  
Great American Restaurants, Randy and  
Patsy Norton  
William H. and Leonora K. Hegamyer  
Family Foundation  
Kaiser Foundation Health Plan of the  
Mid-Atlantic States  
Kiehl's Since 1851  
Genevieve and Robert Lynch  
Magellan Health Services  
Mary Sue Milliken  
MissionFish

Nestle Waters North America  
P.F. Chang's China Bistro  
Raising Cane's Restaurants, LLC  
Beatrice Snyder Foundation  
Solo Foods  
Spitzer Family Foundation

**\$25,000 - \$49,999**

James Ansara and  
Karen Keating Ansara  
Associated Grocers of  
New England, Inc.  
Melissa and Dan Berger  
Blackstone Wines  
Bruegger's Enterprises  
The Cheetah  
City of New Orleans, Louisiana  
Darden Restaurants  
Dominion Foundation  
Joseph Drown Foundation  
Empire Distributors, Inc.  
Michael and Lise Evans  
Excellence Committee Inc.  
Fenwick & West LLP  
FKQ Marketing, Inc.  
Jeffrey Gallups  
Georgia Crown Distributing Company  
Michael Keating  
Barrie Landry Charitable Foundation

Legendary Pictures  
Maximus, Inc.  
McAlister's Corporation  
Metrowest Community Health  
Care Foundation  
Danny and Audrey Meyer  
National Distributing Company  
O'Charlies, Inc.  
Park Avenue Foundation  
Participant Media  
Pinnacle Foods - Bake Sale Teams  
Pritzker Early Childhood Foundation  
Pulte Homes Corporation  
Quality Wine & Spirits, Inc.  
The Restaurant at Meadowood  
Scott A. Schoen  
Top Chef Masters 3 - The Mission  
Productions  
Tyson Foods, Inc.  
Ultimate Distributors  
United Distributors  
United Restaurant Group (TGI Friday's)  
The Ward Foundation  
ZWILLING J.A. HENCKELS, Inc.

**\$10,000 - \$24,999**

Anonymous (3)  
Peter and Susan Abdalla  
John Abraham

**\$10,000 - \$24,999 CONTINUED**

Sidney and Miriam Abrams

Airtran Airways, Inc.

Alaska Seafood

Pamela Saunders Albin and David Albin

ALSCO

American Roland Food Corporation

Amrest, LLC

Anheuser-Busch

Atlanta Wholesale Wine

Michael and Sally Bailin Charitable Fund

Richard Balzer and Patricia S. Bellinger

Bank of America Foundation

Bay State Savings Bank

Dr. Max H. Bazerman and

Dr. Marla Felcher

Big Boat Wine Company

The Bloomberg Family Foundation, Inc.

Teri and Wayne Bonomo

Neil Braun and Anne C. Flick

Frank Brown

Bush Brothers

The Morris and Gwendolyn Cafritz  
Foundation

California Tortilla

Castelnau Foundation

Cause Media Group

Joanne Chang

Charlie's Produce

Cinnabon

City of Culver City

Cityspoon, Inc.

Coca-Cola North America

Coleman Family Charitable Foundation

Con Vinum Inc.

J. Michael Cook and Mary Anne Cook

Creekstone Farms Premium Beef

Crosswhite Enterprises Inc.

Cultural Care Au Pair

Cora & John H. Davis Foundation

The Denver Foundation

Alan and Marcia Docter

Stephanie Dodson

Dodson Charitable Gift Fund

Eleven Madison Park

Steve Ells

Endeavor Real Estate

Francis and Rosa Feeney

First Watch Restaurants, Inc.

Fleishman Hillard Inc.

Lawrence Flick IV

Elizabeth W. Floor

Food & Wine Magazine

Food Lion Banner Family & Bottom

Dollar Food

Food Should Taste Good

Roxanne H. Frank

French's Foodservice

Gas South

Theresa Gendron

Genentech

Gibson, Dunn & Crutcher LLP

Gilt City

Goldman Sachs Gives

GRACE HealthMatters

The Great Chappaqua Bake Sale

William Hagood

Hampshire Hotels & Resorts

Michael Hedlund

Hotel Healdsburg

Lisa P. Howard, DDS

James E. Iacino

Idaho Potato Commission

IHOP

Il Fornaio (America) Corporation

Thomas Jefferson University Hospital

Sandy and Kay Jenkins

Kellogg's

Kiwanis California-Nevada-  
Hawaii District

Edward and Ethel Klein

Eliza Kraft Olander

La Madeleine

LA Specialty Produce Co., Inc.

Lactalis Food Service

Cynthia Lee

Legal Sea Foods

Lettuce Entertain You Enterprises

Jackie Locklear

Violet Lucas

Richard and Karen MacLeod Charitable  
Lead Annuity Trust

Maine Magazine

Mako Foundation

The Billi & Bernie Marcus Foundation

Margaritaville Enterprises, LLC

Martignetti Companies of  
New Hampshire, Inc.

Debra and Michael McCurry

Todd and Lisa McGowan

Alan & Amy Meltzer Family  
Foundation, Inc.

Mexican Hass Avocado  
Importers Association

Tom Meyer and Julie Stevenson

Mission Foods

Lori R. Mody

Donna Morea

Mario M. Morino Trust

The Morningstar Foundation

National Pork Board

New Balance Foundation

New Seasons Market

Pacific Drilling Services

Jay and Ruthie Pack

Paulson & Nace, PLLC

PepsiCo/FritoLay

Pernod Ricard USA

Piedmont Natural Gas Company

Heather M. Podesta

PowerPay LLC

Peter and Tracy Powers

Prime Wine and Spirits

Public Strategies

Quantum Foods

Regions Bank

Republic National Distributing Company

RFI Foundation

Hugh C. Riddleberger and  
Louise McIlhenny

Jeanne and Steve Robinson

Irene G. Rothgerber

Rotonda Foundation

Rums of Puerto Rico

S.T. Management Group, Inc.

Yvonne & Angelo Sangiacomo Family

George and Dana Schindler

Seattle Fish Company

Denny and Marcia Seremet

Rutherford Seydel

Jeff Shames

Sanjiv Sharma and Nadine Allen

Silicon Valley Bank

Harold Simmons

Sizzler USA Restaurants, Inc.

Southern Wine & Spirits of New York

SSP America

Stairway Fund

Stanley Korshak, LP

Jeff and Mari Stein

Sweet Street Desserts

SWS Charitable Foundation, Inc.

Tasting Table

Ted's Montana Grill

Bonnie and John Thaler

Thermador

Togo's Eateries, Inc.

Triangle Manufacturing Co. Inc.

Turner Enterprises, Inc.

Union Square Hospitality Group

US Foodservice

Variety Foundation

Jill Viner

Trish and George Vradenburg

Walt Disney World

Andrew C. Walter

Wells Fargo Bank, N.A.

Whole Foods Market Florida

John Woodruff

The Yuccaipa Companies

Nancy and Harold Zirkin

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

Anonymous

Advanced Design & Manufacturing

Charles and Vera Alva

Anschutz Family Foundation

Martim de Arantes Oliveira

Christina Grdovic Baltz and Phillip Baltz

Merrilyn Bardes

Eugene and Harriett Becker

John and Pamela Beckert  
Family Foundation

William Begal

Mike and Susi Bickley

Jude Blake

Stephen and Kimberly Bollenbach

David Bradt and Diane Tipton

Jack and Leigh Braglia

Jonathan and Susan Bram

Damon and Jamie Brown

Aubry R. and Melissa Burleson

Cadillac Division, General Motors LLC

California Olive Ranch

Haley Carroll

Centennial Toyota

China Grill Management

Rebekah Cholawa

CMGRP Inc.

Coalition for the Homeless of Central  
Florida, Inc.

Colorado State University Foundation

Coobo Media

Cook Family Charitable Trust

Cookie Central

Joan Corrigan

Peter Corry

Crispers Restaurants

John Currence

Dan Cutforth

Danson/Steenburgen Trust

Dash of Stash

Belle and Henry Davis Foundation

Walt and Jill Davis

DECA

Dec-Tam Corporation

DeLonghi

Denver Post Season to Share

Orrin and Deborah Devinsky

Domino Foods - Bake Sale Teams

Diana and Dan Dooley

The Dovey Family Foundation

Elizabeth & Richard Dubin Foundation

Duvel Moortgat USA, Ltd.

Holt Edmunds

Gail and Matt Eilers

Elephant Bar Restaurant

Ricardo and Brenda Elias

Marc Eller

Families First of the Greater Seacoast

Fazoli's Restaurant Group, Inc.

Fiserv

Jay and Karen Foreman

Angela Fox

Kay Franks

Hugh Frater

FreshPoint Dallas

Richard Friedman

Fulton Street Brewery LLC

Michael Galletti

General Motors LLC

Russell and Beverly Ginn Fund  
GM

Daniel and Barbara Goldberg

Michael and Karen Gordon

W.R. Grace Foundation Inc.

Great-West Life & Annuity  
Insurance Company

Grill Concepts, Inc.

Grocery Manufacturers Association

H.E.I., Inc.

Howard and Lynne Halpern

Hansen, Jacobson, Teller, Hoberman,  
Newman, Sloane & Richman

Harper & Pearson Company, PC

Rosetta W. Harris Charitable Trust

Hazen and Sawyer

Sharon E. Hazzard

Brian Hecht

Laura Herbert  
Hermione Foundation  
Lauren Hoffman  
Home Box Office  
HotChocolate Restaurant and  
Dessert Bar  
Houston Energy  
IF Hummingbird Foundation Inc.  
IFF Foundation  
JoAnn Ignelzi  
Sarah Inskeep  
International Biscuit Festival  
International Culinary Center, LLC  
Ken and Jill Iscol  
Cristen Jacobsen  
Michael and Elizabeth Jones  
The Journey Fund  
KB Fund  
Kingston Healthcare Company, LLC  
Kona Grill  
The Raymond F. Kravis Center  
Kroger Food Stores  
LA Times Main  
Lamb Promotion Research and  
Information Board  
Legacy Works Foundation  
Ralph Leo  
Charles E. Leonard and Elizabeth  
A. Adams  
Marc and Cila Lewis

Liberty Mutual  
Jane Lipsitz  
The Marker Group  
Anne Marsden  
George A. Marsh III  
Donna and Paul Masse  
Jon May  
Martha May's 5th Annual Bake Sale  
Meat & Livestock Australia  
Meier Family Foundation  
Alan and Amy Meltzer  
Bill and Kathleen Mercer  
Meredith Corporation  
Steve Miller  
Miller-Furst Family Trust  
Millward Brown, Inc.  
Fredric Mintz  
Monical Pizza Corporation  
Bobby S. Monks  
Morgan Stanley Foundation  
Peter and Luciana Nathaniel  
National Basketball Association  
National Restaurant Association  
Nevada Property 1 LLC  
The New York Community Trust  
Newell Recycling  
Michael Newhouse  
Niche Media Holdings, LLC

Andrew and Lisa Nowak  
Nutter, McClennen, & Fish LLP  
Michael Olander  
Lisa Orange  
Cristin O'Shea  
Owens Illinois General Inc.  
Pacific Gas and Electric Company  
Kathryn Page  
Peggy Pollock Foundation  
Bill and Chris Peirson  
Mike and Jean Phillips  
Thomas S. Pines  
Chellie Pingree and Donald Sussman  
Pinnacle Cherry Hill Corporate Team  
Pinnacle Imlay City Team  
Pita Pit, Inc.  
Jeanne Pitblado  
Polaner Family Supporting Foundation  
Gary Pollack  
Portland Harbor Hotel Associates  
Provvista Specialty Foods Group, Inc.  
Laura Purcell Herbert  
Family Foundation  
Jessica Reinmann and Holly Blum  
Mark Richman  
Ritz Cleaners, Inc.  
Michael and Maureen Ruetters  
Jerry and Carolyn Runnels  
The Sage Foundation

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

The Saxton Group

Michael Senter

Michael Shingleton and  
Donna Lyn Tamaroff

William and Rosemary Shore

Jane Smith Turner Foundation

Sonoma County Vintners

Spark III, LLC

Steven M. Starace

Peter Stein and Elizabeth Trundle

David and Ruth Stemler

George Stephanopoulos

Rosamond Stern

Stonewall Kitchen & Cooking School

Strebel Planning Group

Linda and Neal Strohmeyer

Hannah Swett

Tony and Kathleen Tait

The Timberland Company

Laurie M. Tisch Foundation

Kirk and Melinda Titus

TMG Strategies

Nazzic Turner

U.S. Concepts LLC

United Parcel Service

Valhrona

Vineyard Vines, LLC

Wagner Family Foundation

John and Kathryn Walters

Barton Weiss

Jamie Welch and Fiona Angelini

Connie Welsh

Whispering Bells Foundation

Rodney and Sarah White

Wildflower Bread Company

Chad Willis

Phillip and Gabriela Willis

Yoga East

Raymond H. and Cici Ziegler

Zyacorp Entertainment 1, LLC

