

A SUPPORT SYSTEM: MONICA RELIES ON HER LOCAL AFTER-SCHOOL KIDS CAFE, SERVED BY THE ATLANTA FOOD BANK, TO PROVIDE NUTRITIOUS FOOD FOR HER DAUGHTER ASKAARIAH.



HUNGER
ACTION MONTH

FEEDING
AMERICA

One in six. Believe it or not, that's the number of Americans who struggle with hunger. To make tomorrow a little better,

Feeding America, the nation's largest domestic hunger-relief organization, has designated September as Hunger Action Month. As part of its 30 Ways in 30 Days program, it's asking communities across the country to pitch in and help the more than 200 food banks and 61,000 agencies in its network provide low-income individuals and families with the fuel they need to survive.

It's the kind of work that's done every day at St. Andrew's Episcopal Church in San Antonio. The men, women and children who gather at its front door on the first and third Thursdays of each month aren't looking for God—they're there for something to eat. St. Andrew's runs a food pantry that serves the city and several of the surrounding towns. Janet Drane is its manager, a volunteer position she has held since retiring as an elementary school teacher eight years ago.

"We've had a food pantry for the past 25 years, and it was always very small," Drane says on a sweltering summer day. But in the wake of the recession, the number of families in need of food assistance began to grow. "We went from maybe 10 families to close to 50. It's a challenge keeping up with the demand." Twice a month, Drane and members of her volunteer team drive 10 miles to the San Antonio Food Bank, a member of the Feeding America network, to pick up the groceries they will distribute in the evening.

"I try to get staples like meat, diapers, canned food and cereal," she says, "and I make sure there are cookies or something sweet for the kids." The team spends the day sorting and packing the food in bags, and begins distributing

PHOTOS: FEEDING AMERICA

STEPPING UP TO THE PLATE

Food assistance programs are helping Americans—including people with jobs—feed their hungry families.



September is Hunger Action Month.

More than 49 million Americans—that's one in six—struggle with hunger each year. This September, Feeding America, the nation's leading hunger relief charity, and its network of food banks are inviting you to join the fight against hunger. You can help by contributing food or funds, volunteering, or contacting your local member food bank to see how you can get involved.

Visit HungerActionMonth.org



Hunger Action Month is supported by the following Feeding America partners:



the groceries around 6 p.m. “We serve coffee when folks show up early,” Drane says. “Many of them are embarrassed to even be here, and this makes them feel a little more at ease.”

Growing Need, Greater Burden

The scene at St. Andrew’s is being played out every day in thousands of churches, community centers and shelters across the country. Driven by the lingering effects of the recession and a brutal job market, the need for food assistance is growing, placing a greater burden on domestic hunger-relief programs.

Lucia Russett, director of advocacy for Little Sisters of the Assumption Family Health Service in East Harlem, an agency that receives food from two Feeding America members, Food Bank For New York City and City Harvest, says her agency now serves about 450 families per month. “The families who come here were poor to begin with,” Russett explains, “but they’re getting poorer. Many have lost jobs, or their hours have been cut to the point where they need help putting food on the table.”

It’s a problem—a big one. According to the U.S. Department of Agriculture, 49 million Americans are unsure of where they will find their next meal, including 17 million children and 2.3 million seniors.

What’s most surprising is that 36% live in households where at least one adult is working. “It used to be that one job was all you needed,” says St. Andrew’s Drane. “The people we see now have three and four part-time jobs and they’re still right on the edge financially.”

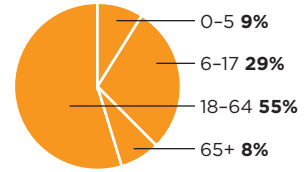
In light of this crisis, the federal government has stepped up its efforts to help fight hunger. President Obama’s economic stimulus program included an additional \$100 million for food purchased by the USDA for The Emergency Food Assistance Program. The Farm Bill that passed in 2008 also increased the amount of money for the Supplemental Nutrition Assistance Program, formerly the Food Stamp Program.

Still, Vicki Escarra, president and CEO of Feeding America, says the problem is far too big for the government to tackle alone. It takes the collective effort of all Americans, including its biggest companies. “Corporations have been generous because they have employees in all the communities where hunger is a problem,” says Escarra, noting that more than 600 companies support Feeding America. “This isn’t just a ‘poor person’ issue. Middle-income Americans, people with jobs, are having a tough time feeding their families.”

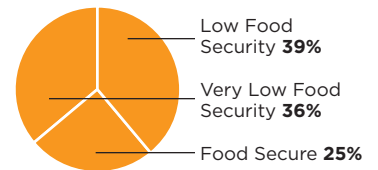
One of the biggest hurdles facing

The Demographics of Hunger*

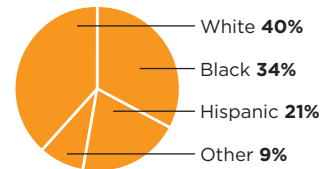
AGE OF CLIENTS



FOOD SECURITY OF CLIENT HOUSEHOLDS



RACIAL & ETHNIC BACKGROUND OF ADULT CLIENTS (rounded)



*The universe of Americans receiving emergency food assistance from Feeding America food banks and their partner agencies.

Source: *Hunger in America 2010*

Feeding America secures and distributes more than 3 billion pounds of food and grocery products to 61,000 agencies nationwide.



A COUPLE TURNS TO GLOUCESTER’S OPEN DOOR FOOD PANTRY, AN AGENCY OF THE GREATER BOSTON FOOD BANK, FOR GROCERIES.

THE WAY FORWARD > > >
JPMORGAN CHASE & CO.



JPMORGAN CHASE IS PROUD TO SUPPORT FEEDING AMERICA.

It's hard to believe, but 49 million Americans don't know where they'll find their next meal. This means that 1 in 6 Americans are at risk of hunger.

That's why JPMorgan Chase is proud to support Feeding America with monetary donations that help give people the food they need. To that end, Chase recently donated \$5 million to Feeding America. This money allowed them to provide 34 refrigerated trucks, including 13 mobile pantries, to deliver fresh food within 20 communities across the nation. Because of this donation alone, in the next year, 40 million meals will be served to Americans who otherwise may not have had food to eat.

Over the past 10 years, JPMorgan Chase has donated nearly \$14 million to food banks and hunger-related programs. Fighting hunger is one more way JPMorgan Chase is helping to move America forward.

**To learn more about JPMorgan Chase and The Way Forward,
visit jpmorganchase.com**

This FOOTBALL SEASON,
WE WANT EVERYONE TO
HAVE ENOUGH.



HELP US GIVE 20 MILLION
MEALS* TO THOSE IN NEED.

Visit

HuddleToFightHunger.com
for details.



Kraft Foods' goal is to donate 20 million meals.

*The monetary equivalent of a meal will be donated. \$1 = 7 meals secured by Feeding America on behalf of local food banks.



VOLUNTEERS PITCH IN AT THE CAPITAL AREA FOOD BANK OF TEXAS IN AUSTIN.

food banks and pantries is finding enough space to store and refrigerate food before it is given to needy families. Thanks to a \$5 million donation from the JPMorgan Chase Foundation, Feeding America has been able to purchase 34 refrigerated trucks to better serve 20 food banks in parts of the country hardest hit by the recession, including Detroit, New Orleans and Atlanta.

The new trucks will allow the food banks to transport an additional 1.5 million pounds of food each year—enough for nearly 1.2 million additional meals. Says Kimberly Davis, president of the foundation: "Access to adequate food is a basic human rights issue and needs to be addressed. I think sometimes we view hunger as a problem that happens only outside the United States."

Hunger Action Month

Another way Feeding America is spreading the word is through Hunger Action Month. Now in its third year, the program has powerful corporate supporters, including Kraft Foods, Macy's, The Cheesecake Factory, Ameriprise and United Airlines.

Throughout September, Feeding America's national network of food banks is encouraging communities to

get involved by donating money or food, volunteering and advocating to fight hunger. The 30 Ways in 30 Days calendar on hungeractionmonth.org spells out specific ways that Americans can make a difference, including hosting a dinner party and asking guests to bring a donation of food instead of a gift for the host or hostess.

"September is the month that leads into the holidays, the time of year when people

are thinking of others," says Escarra. "We want Americans to recognize that there are many ways that they can help, and that they can do it throughout the year."

Kraft Foods is spreading that message by leveraging America's love of football and food. This fall it launched its Huddle to Fight Hunger campaign, partnering with football legend Joe Montana, sportscaster Erin Andrews and celebrity chefs Patrick and Gina Neely to help give 20 million meals to Feeding America. To further raise awareness of hunger in the U.S., Kraft will sponsor the first-ever Kraft Fight Hunger Bowl on Jan. 9. For each person who visits the Huddle to Fight Hunger website and pledges to join the campaign, Kraft will donate one meal to a local Feeding America food bank.

In a country blessed with such abundance, experts say it's hard to comprehend how so many Americans can go to bed hungry each night. St. Andrew's Drane often wonders the same thing. "Most of the families we see aren't homeless," she says. "They have jobs and a roof over their heads, but they're still having such a hard time. It shouldn't be this way." —Susan Caminiti

For specific information on how to help, go to feedingamerica.org or hungeractionmonth.org.

IT'S NOT WHETHER YOU WIN OR LOSE,
but whether there's
ENOUGH TO GO AROUND.

Make everyone's day on game day. Spice things up with this favorite recipe of The Neelys.



Neely's Muffuletta

Prep: 20 min. plus refrigerating | Makes: 8 servings

WHAT YOU NEED

- 3/4 cup KRAFT Mayo with Olive Oil Reduced Fat Mayonnaise
- 1/4 cup KRAFT Zesty Italian Dressing
- 3/4 cup each chopped black and stuffed green olives
- 4 stalks celery, chopped
- 1/2 cup chopped drained canned artichoke hearts
- 1/4 tsp. ground black pepper

- 1 round Italian bread (10 inch)
- 6 slices each OSCAR MAYER Deli Fresh Shaved: Cajun Seasoned Chicken Breast, French Dip Flavored Roast Beef, Smoked Ham and Smoked Turkey Breast
- 4 KRAFT DELI DELUXE Process American Cheese Slices

MAKE IT

*MIX first 6 ingredients.
CUT bread horizontally in half, hollow out slightly.
FILL bread with half the olive mixture. Top with meat, cheese and remaining olive mixture.
Wrap tightly. Refrigerate 1 hour.*

The Neelys – TV celebrity chefs

