



CLOSE ^{THE} GAP
50 Million Meals By 2011.

Key Messaging Tool

For External Use

"It is no longer acceptable to grow incrementally. We must do what needs to be done to meet the need."

Jan Pruitt, President and CEO

For questions contact PR Department at
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Close the Gap: What is it?

- A 29 million meal gap
- For people at Federal poverty line and below
- Gap is between what they need (*3 meals per day*) and what they currently access
 - Current need is over 1 billion pounds of food which is equivalent to 800 million meals

Close the Gap: Why?

- Because there are hungry people (children, seniors, families).
- Because there is **a gap between need and access to resources**, and without our efforts it will continue to grow.
- Goals will be based on addressing the need, not solely on projected incremental increases.

So, what are their current sources for food?

- 391mm meals Own efforts
- 259mm meals Food Stamp program
- 82mm meals School Meal program
- 14mm meals WIC - Women, Infants, Children
- 25mm meals 260 Member Agencies (917 F&E programs) or other sources
- **771mm meals** **Total of Current Sources**
- **800mm meals** **Total Needed**
- **29mm meals** **Missing! ←The Gap!***

*that you will help close!

Close the Gap: How will we close?

- Increase poundage
 - More nutritious product available
 - Strengthen agency infrastructure
 - Provide direct services in underserved areas
- Expand Food Stamp Outreach efforts

Close the Gap: Our key messages

Core:

By 2011 (7/1/08 -6/30/11), the NTFB will unite the community to narrow the food gap by providing **access** to 50 million meals annually.

Primary:

- » Close the Gap on Hunger
50 Million Meals by 2011
- » I'm (We're) Helping to Close the Gap on Hunger

Secondary:

- » Feeding Kids. Feeding Seniors. Feeding Families.
- » Select one, two or three foci

Close the Gap: More key messages

- 1 meal = 1.28 pounds (*per USDA*).
- The term “meals” is for illustrative purposes only. Meal count includes all distributed food and grocery product .
- In FY08 we provided access to 26 million meals.
- In FY11, we will provide access to 50 million meals, doubling the impact of FY08.

Close the Gap: Other Key Messages

- The NTFB passionately pursues a hunger-free community.
- Every \$1 = 4 meals
- Out of every \$1 donated, 97 cents goes directly for hunger relief.
- Founded in 1982, the NTFB has distributed over 308 million meals.
- Last year* 26 million meals were distributed.
- The NTFB provides food to 917 feeding and education programs.
- The NTFB serves 260 Member Agencies.
- Last year* an average of 50,000 families were fed each month by our Member Agencies
- Last year* an average of 435,000 meals/snacks were served each month.
- Paul's (3) Funding Templates: *Feeding Kids, Feeding Seniors, Feeding Families*

* FY2008 (7/1/07 – 6/30/08)

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