Children's Hunger Alliance

Good Food

2014 Annual Report



Dear Friends,

I am pleased to report Children's Hunger Alliance (CHA) has had an outstanding year ensuring Ohio's children are fed regular, nutritious meals and are developing lifelong healthy eating habits. Our agency has focused on areas that help provide opportunities for more children to be fed, such as collaborations, program expansion and board development. As a result, I am proud of the agency's progress in the three core areas of our work:

- Directly feeding children nutritious meals
- Increasing children's access to nutritious food
- Educating children to make healthy food choices and engage in physical activity

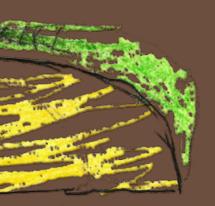


CHA has emphasized and increased collaborations to serve more children. Our agency has partnered with multiple schools, organizations and companies enabling us to help improve and expand Ohio's School Breakfast Program and the Ohio Summer Food Service Program, such as in Lucas and Meigs Counties, respectively. With support from our partners, we also published the first School Breakfast Scorecard and Summer Nutrition Scorecard in Ohio, launched the Ohio School Breakfast Challenge, and helped increase awareness and advocacy through the Columbus Hunger Hub.

Additionally, each of our five regions focused on board development in FY14, and I am delighted to report we have expanded our regional boards and established full board participation. Through the hard work and commitment of our Governing and Regional Board members, Junior Board members, and CHA's staff across the state, we have exceeded last year's sponsorship and support of various events and campaigns, including our signature Menu of Hope Luncheon, our inaugural Taste to Remember Cincinnati event, and the Strike Out Hunger Campaign.

We could not accomplish our goals of feeding the hungry minds and bodies of children without your support. We extend our thanks to you—our donors, partners, Governing and Regional Board members, as well as our volunteers and advocates. We appreciate your time, devotion, and assistance in helping us provide nutritious meals to hungry children and increasing our impact throughout Ohio.

With gratitude,



Mary Lym Foster

Mary Lynn Foster, CPA
President and Chief Executive Officer
Children's Hunger Alliance

I Left Hastings

Jeff Hastings Market President, US Bank CHA 2015 Governing Board Chairperson Thankyou so much for the free food that you provide every day you rock.



THE PROBLEM

Over 20% of households with children in Ohio are food insecure, which means nearly 680,000 children do not have consistent access to the nutritious foods they need to be healthy and thrive. Childhood hunger directly impacts children's health and academics, as well as their conduct and emotive state, including:

- Being tardy and absent from school
- Scoring lower on achievement tests
- Experiencing health, behavior and emotional challenges
- Suffering from obesity

THE SOLUTION

Children's Hunger Alliance's mission is to ensure all children are fed regular, nutritious meals and develop lifelong healthy eating habits. Children's Hunger Alliance accomplishes this by focusing on the three pillars of its work:

- Directly feeding children nutritious meals in child care homes and afterschool programs
- Increasing easy access to nutritious foods in schools and summer feeding locations
- Educating children to make healthy food choices and engage in physical activity to reduce the incidence of obesity and promote lifelong health

A hungry child cannot learn and an uneducated adult cannot earn.



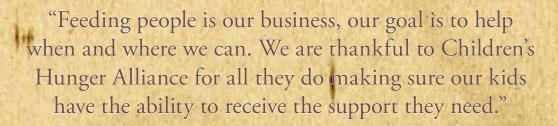


DIRECTLY FEEDING CHILDREN NUTRITIOUS MEALS

Children's Hunger Alliance directly feeds children nutritious meals in CHA-sponsored child care homes and afterschool programs. We reimburse child care providers for the nutritious meals and snacks they serve to children each day. As a sponsor of USDA's Child and Adult Care Food Program, we administer afterschool program locations and provide healthy meals and snacks to children who participate in the programs. Thanks to the child care and afterschool partners, we are able to ensure Ohio's children are fed regular and nutritious meals.



- Directly fed an average of 24,000 children monthly through our network of 1,200 providers and nearly 200 afterschool sites.
- Served more than 5,600,000 meals and snacks to children throughout Ohio.
- Leveraged more than \$9.8 million federal reimbursement dollars into Ohio.

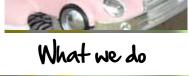


Cheryl McCormick, Public Affairs Manager, Columbus Division, The Kroger Co.











INCREASING EASY ACCESS TO NUTRITIOUS FOOD

Children's Hunger Alliance increases easy access to nutritious foods by working with Ohio schools to help them establish USDA-sponsored breakfast programs and maximize children's participation in the programs. We also work with community organizations, churches, and schools to help them become Ohio Summer Food Service Program sponsors, thereby increasing summer meal locations.

"Nothing is more important than the health of our children. And nothing is more vital to their health than nourishment.

Thanks to the tireless commitment of Children's Hunger Alliance, the children of our communities are healthier, happier and have a brighter future."

Ed Kistner, Executive Vice President
Planning and Operations
Victoria's Secret Stores

Summer Food Service Program Highlights:

- Partnered with Godman Guild to secure summer employment opportunities for nearly 60 low-income youth. With TANF-eligible youth placed at summer meal locations in Franklin County, \$155,000 was leveraged into the homes of these employees throughout the county.
- More than 66,000 Ohio children on average participated in the Ohio Summer Food Service Program with the assistance of CHA.
- Published the Ohio Summer Nutrition Scorecard for the 2012-2013 School Year to empower schools, local government agencies and community-based organizations to serve more children healthy meals during the summer months. The scorecard is Ohio's first national and state publication that reports summer nutrition participation in Ohio, highlighting top-scoring counties and sponsors with the highest participation rates, as well as sponsors with summer lunch menus exceeding nutrition standards.
- Thirty (30) foster grandparents volunteered at nearly 20 summer meal locations and tutored over 300 children in reading and math in Franklin County.
- For each hour of engaged intentional programming at summer meal locations, such as the Coordinated Approach to Childhood Health (CATCH) and OrganWise Guys curricula, there was at minimum a 7% increase in retention of summer meal program participants in Franklin County.
- Summer survey results indicate children participate in summer meal programs for the following "Four Fs": Fun, Family, Friends, and Food. Children want to be at a location where they can make friends. Families want them to be at a safe location close to home. Furthermore, fun, engaged programming causes them to return to summer meal locations. With CHA helping to integrate summer meals into strategies around keeping children fed, the more successful our communities can be with ensuring children are fed regular and nutritious meals.

School Breakfast Highlights:

- An average of over 416,000 children participated in school breakfast programs, an increase of over 4,000 from the previous year. Nearly 83% are low-income children, an increase of almost 11,500 from the previous year which leveraged an additional \$3.1 million federal reimbursement dollars for Ohio schools.
- Published the Ohio School Breakfast Scorecard for the 2012-2013 School Year to empower schools to increase student access to school breakfast. The scorecard is Ohio's first national and state publication that reports school breakfast participation in Ohio, highlighting for example, top-scoring school districts and individual schools that increased student access to school breakfast and enhanced their school breakfast menus.
- Launched the Ohio School Breakfast Challenge, a statewide initiative where schools pledge to increase and sustain school breakfast participation. The initiative is endorsed by over 30 national and state organizations. Partners include: Ohio Action for Healthy Kids, the American Dairy Association Mideast, and the Ohio School Nutrition Association.

EDUCATING CHILDREN TO MAKE HEALTHY FOOD CHOICES AND ENGAGE IN PHYSICAL ACTIVITY

Children's Hunger Alliance educates Ohio's youth to make healthy food choices and engage in physical activity to counteract poor nutrition and obesity among children. Through CATCH Kids Club, our staff and volunteers apply the proven curricula of Coordinated Approach to Childhood Health - Nutrition Education (CATCH-NE) to enable children to learn about healthy foods, make healthy food choices, and participate in fun, physical activities.

Children's Hunger Alliance also works with adults to educate them about nutrition so they can help foster a healthy lifestyle for Ohio's youth.

In concert with Columbus Public Health and Action for Children, we also partner with child care providers utilizing the Healthy Children Healthy Weights (HCHW) program to provide practical strategies to establish environments and policies that promote healthy weight in children. HCHW is designed to prevent childhood obesity by promoting healthy weight and growth in all children beginning with our youngest age group—birth to five years old.

- Over 1,300 children participated in CATCH Kids Club.
- Nearly 75% of children who completed pre and post tests in nutrition education increased their nutritional knowledge through CATCH-NE, progressing towards CHA's goal of 75% improved nutritional knowledge.
- Reached more than 240 adults and over 1,100 child care providers through the adult nutrition education program.
- Of the child care providers who completed the HCHW program, nearly 50 menu changes and 140 policies were implemented to establish child care environments that prevent the incidence of childhood obesity. Menu and policy changes include: an increase in serving whole grains, fruits and vegetables; providers participating in physical activities with children; and kids engaging in 120 minutes of structured and unstructured physical activities each day.

Thank you for all that you done for all the things that you did for me. Fspainly for bringing, US our dinner for the after school program.







CENTRAL OHIO

- Children's Hunger Alliance hosted its 19th Annual Menu of Hope Luncheon with award-winning Chef Jeff Henderson, New York Times best-selling author and Food Network television personality, who served as keynote speaker. CHA's signature luncheon was held in February at the Hyatt Regency in Downtown Columbus. The luncheon proved to be a success as CHA exceeded its sponsorship goal of \$475,000 and more than doubled day-of donations from attendees. We extend a special thanks to Chef Jeff, Platinum Apple Sponsor Honda of America Mfg., Inc., and Honorary Co-Chairs Lynn Elliott and Cameron Mitchell for helping to feed the hungry minds and bodies of Ohio's children.
- Chef Jeff and Columbus' own Cameron Mitchell, president and founder of Cameron Mitchell Restaurants, teamed up in February to host a special gathering of Columbus' culinary community at The Ivory Room at Miranova. Attendees asked the culinary legends questions in an open forum about their history and journey to success. We extend our thanks to Cameron Mitchell and Premier Events for making the evening one to remember.

- Kroger Marketplace in Gahanna hosted an afternoon of fun with Chef Jeff for children who participate in the CHA-sponsored afterschool program from All Saints Academy. Chef Jeff gave the children a tour of the produce section, spoke about the importance of eating nutritious foods, and helped them prepare a healthy snack. We extend a special thanks to the entire Kroger team for creating happy and healthy memories for Columbus' children.
- Children's Hunger Alliance and the American Culinary Federation (ACF) Columbus Chapter hosted the 12th Annual Taste to Remember food, wine, and spirits event in May. The evening of fine wine and scrumptious foods was held at Station 67 with 18 talented chef partners and food trucks providing the savory tastings. Trisha Moore of Sunny 95 FM and Mix 107.9 FM served as emcee, and the Bright Eyed Youth provided musical entertainment. The event raised more than \$60,000 to support the agency's cause of childhood hunger, as well as the ACF Columbus Chapter scholarship funds for promising culinary students.



"Children's Hunger Alliance has helped increase awareness of the needs of kids in our community and has helped people to know that they can make a difference, which can have a profound impact on kids and families in our community."

Brenda Green, NiSource, Children's Hunger Alliance Volunteer

NORTHEAST OHIO

- The regional board developed CHA's inaugural "Strike Out Hunger" campaign, which kicked off in March and continued through June. The campaign inspired participation from companies and community members by offering multiple sponsorship levels, as well as encouraged co-workers, neighbors, and friends to donate their lunch money for a day to CHA. The campaign successfully raised over \$13,000 to increase awareness of childhood hunger and CHA's mission.
- The Northeast Ohio Junior Board engaged DJ Steph Floss' support of CHA through the Cleveland Marathon 5K. To raise awareness and promote living a healthy lifestyle, DJ Floss utilized social media and made personal requests to raise funds for his cause, and he graciously donated \$1,000 to CHA to help ensure hungry children are fed nutritious meals.
- The Junior Board helped to secure NFL player and Cleveland native Ted Ginn, Jr. and his twins as cover models for CHA's first cookbook. The cookbook included CHA's Food Folks recipes and a section of Ted's Family's Favorite healthy recipes. The cookbooks are being distributed to afterschool meal locations to incorporate in their programming, as well as child care providers to increase their knowledge about nutrition and create new, healthy meals for children.
- CHA hosted four Community Kitchen events for USDA child care providers at CornUCopia Place in Cleveland's Kinsman neighborhood. The events featured CHA's adult nutrition education lessons, cooking demonstrations and food sampling, as well as giveaways and raffle prizes. Community Kitchen enabled providers to receive in-service credit hours for training, increase their knowledge about nutrition, learn to prepare healthy meals in advance for children in their care, and stretch food dollars to create more meals with their current budget.

- CHA's Northeast Regional Board Festival Planning Committee coordinated the Care for Kids Festival for over 300 children and child care providers at Luke Easter Park in August. The festival included a child care provider recognition ceremony to acknowledge providers' for their academic achievements and other accomplishments. Children entering kindergarten participated in a graduation ceremony where they also received a kindergarten readiness package with school supplies to help them be prepared for school. New additions to the festival included the Arby's Foundation Hungry for Happiness Tour, the Lake Erie Monsters and Cleveland Gladiators Splash Tour.
- The Northeast region and CHA's Junior Board coordinated the Growing Up Gardening project and secured gift cards and supplies to allow for the installation of GardenSoxx raised bed gardens at 18 USDA child care providers' homes. Each provider was given three (3) GardenSoxx fruit and vegetable plants, and a resource kit to help them grow nutritious foods and prepare healthy meals for children in their care.
- CHA was highlighted in the 2013 annual report for Ohio's Common Sense Initiative (CSI Ohio) and participated in Ohio Lt. Governor Mary Taylor's press conference announcing CSI's accomplishments and the agency's participation in the initiative. CSI Ohio reviews Ohio's regulatory system to eliminate excessive and duplicative rules that may be obstacles to state goals. CHA, the Office of Ohio Lt. Governor Mary Taylor, and other organizations partnered to address state rules that could cause barriers to hungry children in Ohio receiving meals through the federally sponsored Child Nutrition Programs.



SOUTHEAST OHIO

- Partnered with Meigs County Council on Aging, Inc. to expand the summer meal program in the region. Through an innovative shared services model, the Meigs County Council on Aging, Inc., is the first summer nutrition program sponsor in Meigs County and is a senior meals-on-wheels provider that prepares and transports healthy meals to seniors in need. CHA secured a summer meal program sponsor for seven (7) summer meal locations in the region to ensure children continued to receive nutritious meals during the summer months. The Council on Aging prepared and transported healthy summer meals to children by utilizing temperature controlled vans to deliver hot lunches to summer meal sites along their meals-on-wheels service route. Nine (9) summer meal program locations each served lunch to 25-50 children and teens per day.
- Thanks to Southeast Regional Board Member John Komor of General Mills, CHA obtained two additional General Mills grants that support school breakfast expansion.

NORTHWEST OHIO

- Helped increase school breakfast participation at Toledo Public Schools to nearly 7,500 children.
- Over 180 children participated in our CATCH Kids Club curriculum at afterschool meal program locations, exceeding CHA's goal of 75% of children improving their nutritional knowledge.
- Hosted the region's second Hunger Action Month media event in September. Notable speakers from the Northwest Ohio Region included Dr. Romules Durant, Superintendent of Toledo Public Schools, Ohio's 4th largest school district in Ohio; Tiffany Ways of University Church Afterschool Program; Casey Holck of YMCA of Greater Toledo; and Stephanie Cihon of ProMedica.
- Selected as a charity beneficiary for the 2014 Marathon Classic Golf Tournament for CHA's afterschool meal program, the Toledo Mud Hens Home Runs for Charity program, and the United Way Results Award for CHA's assistance with school breakfast expansion in Toledo Public Schools.













SOUTHWEST OHIO

• CHA and the Greater Cincinnati Chapter of the American Culinary Federation (ACF) held the 1st Annual Taste to Remember Cincinnati event in August at the Contemporary Art Center in downtown Cincinnati. The event provided fine wine and spirits as 16 gifted chef partners offered delectable foods to 160 friends and supporters. The evening of food and fun was heightened with musical selections by The Bright Eyed Youth. The inaugural event raised more than \$14,000 to support the mission of CHA and the ACF scholarship fund.

 Held the 7th Annual Dayton Panerathon 5K/10K Race, in partnership with Panera Bread, in April at Centerville High School. The Walk/Run drew nearly 800 participants. Montgomery County Commissioner Judy Dodge and Fox45 Reporter Megan Mongillo kicked-off the race that raised nearly \$24,000 to help feed hungry children in the region.

 Hosted CHA's inaugural Care for Kids Dayton Summer Festival in July by participating in the Victoria's Secret Direct (VSD) Community Cares

Thank you for bringing us food.

Week at Island Metro Park. CHA and VSD employees provided games, crafts, and face painting for nearly 40 preschoolers who received a healthy lunch and a goody bag full of prizes. We extend our thanks to VSD for feeding hungry minds and bodies and to Molina Healthcare's Cincinnati employees for also providing additional contributions.



Volunteers

CHA thanks all corporate and individual volunteers for assisting the agency in increasing our impact in the lives of hungry children and their families. The time and expertise our volunteers provide is invaluable to CHA and the children we serve throughout Ohio

 Over 100 corporations, organizations, universities, and school districts provided over 1,000 volunteers amounting to over 15,500 hours of service to children participating in CHA programs.

 The hours volunteers served are valued at more than \$187,000, an increase of more than \$30,000 from the prior year.

Hunger Hub

Hunger Hub, a virtual resource, serves as a source of data and news for all things hunger-related in Columbus and throughout Franklin County. Children's Hunger Alliance, LifeCare Alliance, Lutheran Social Services Food Pantries and Mid-Ohio Foodbank joined together to align their resources with the consulting firm Collective Genius to combat the growing problem of hunger in Columbus. Major funding partners supporting the collaborative effort include: Nationwide Insurance, American Electric Power and Limited Brands.

Over the past year since the launch of Hunger Hub, we have capitalized on the collaboration and the Hunger Hub website to spotlight successful initiatives and programs, as well as activate larger audiences of advocates. We have also addressed identified needs for individuals seeking assistance. Our efforts centered around four targeted strategies:

- becoming a valuable community resource,
- driving the Hub by creating new content in diverse formats,
- creating a "collective voice" around hunger relief by identifying opportunities to define and mobilize support, and
- promoting and expanding the partnership by showcasing the collaboration of the Hunger Hub partners and growing the network of advocates.

CHA celebrates our partnership and commitment to educate our community, engage advocates and motivate action. CHA and the Hunger Hub partners are continuing to work together to provide strategies, opportunities, and solutions to tackle the hunger crisis in Columbus through a unified platform.

To learn more or become part of a grass-roots movement to find a solution to end hunger, visit *HungerHub.org*.



Children's Hunger Alliance Giving Society

The Children's Hunger Alliance Giving Society unites our most devoted champions and acknowledges them in various ways for their generosity. We extend a special thanks to our dedicated Giving Society Members for helping to feed the hungry minds and bodies of Ohio's children. If you are interested in making an impact in the lives of Ohio's hungry children, we welcome you to visit our website to learn more about becoming a member of the Children's Hunger Alliance Giving Society or an esteemed part of the Marion Wearly Leadership Level, named in honor of CHA's founder and first CEO. Participation at the \$1,000 or \$5,000 level ensures a lasting impact on hungry children. For more information, visit ChildrensHungerAlliance.org.

Shawn Anderson Anil Arya Amy and Paul Atkinson Ellen Berndt

Melanie Rose-Billhardt and Gregory Billhardt

Brooke Billmaier Michele and Michael Boal James Bogac Robert C. Boutell Joelle and Jeff Brock Dr. Thomas Bubenik Heidi Caruso Kimberly Cyphert lami and Robert DeWolf

Patricia Eshman

Luke Fedlam Judith and John Fisher Mary Lynn and Art Foster lerome Friedman Dave Froling

Doris and Kenneth Gamble

Robert Gease Megan and John Gilligan Vijay Gopal Susan Gueli and John Fenzel Tiffany Hannika Andrea and Ryan Hecht Terri Hill

Laurie Houdek-Hill and Thomas Hill Robert Hisle

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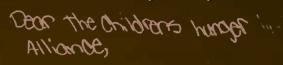
Paula and Hewitt Shaw

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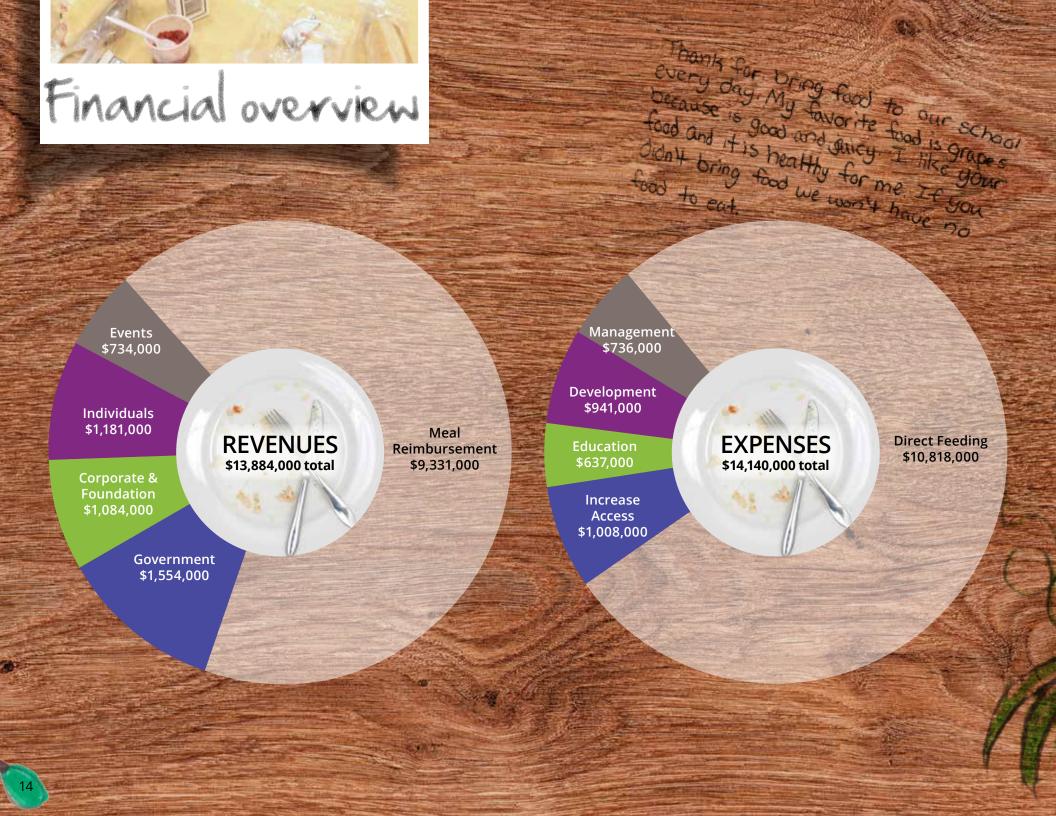
Mary Wood

* **Bolded** names are at the \$5000+ Marion Wearly Society level.



much for giving us food every xuesday and thursday, ed live sw we will be Cohing that mix every day.







We gratefully acknowledge the individuals, groups, corporations, and foundations that supported our mission from October 1, 2013 through September 30, 2014. The following list reflects contributions of \$1,000 and greater; the complete list of supporters at all levels is available on our website at *ChildrensHungerAlliance.org*.

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(continued on next page)



\$5,000-\$9,999

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Amy Line

"I would like to thank you and Children's Hunger Alliance for working with our after school program. The children love the meals. It is such a blessing to be able to provide these beautiful little children with dinner. Thanks again!"

Tiffany Ways, University Church/Reynolds Elementary School, Toledo, Ohio

Jason Lockwood Brent Lombardi Lucas County Prosecutor's Office Lucky's Market, LLC.

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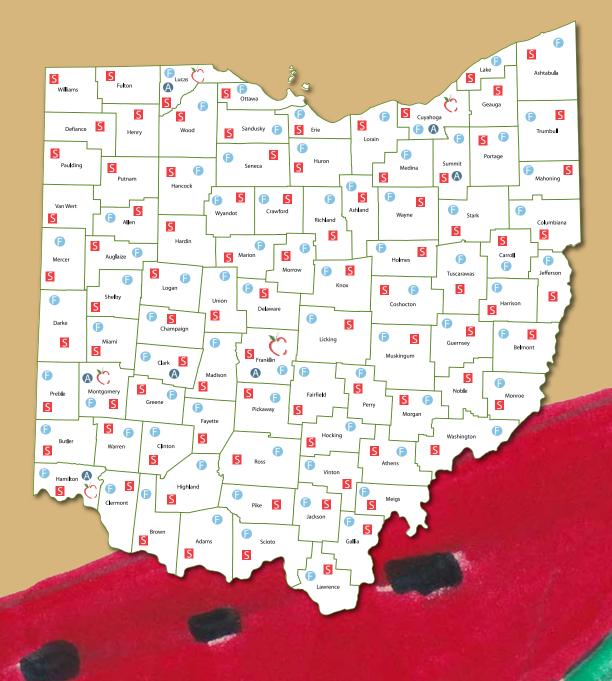
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