



IS
NOW



Right now, you have a chance to double your gift to help hungry children this summer!

April 23, 2010

Dear Friend,

As summer approaches, I can't help but think of my childhood and how I enjoyed those carefree days. Later in life, I watched my children make their own special summer memories. But this year, as summer approaches, I have to admit I'm worried.

I'm afraid for the millions of American kids who will spend their summer worrying about how to get enough to eat.

NO SCHOOL = NO LUNCH!

During the school year, more than 30 million children rely on free or reduced-price school lunch programs every day, which guarantee them at least one nutritious meal. In addition, more than 9 million receive free or reduced-price breakfasts.

But when school ends, most of the meal programs end, too. Two million children receive help in the summer through government-funded meal programs. That means that nearly 28 million children could be without a reliable source of balanced, nutritious meals this summer!

With all of the food this nation wastes each year, it's a tragedy that we have so many children going hungry.

That's why I'm so grateful for generous friends like you and for partners like ConAgra Foods, who has once again offered a \$250,000 matching grant to help children in the summertime. Any gift you give, up to \$250,000, will double to help twice as many children!

It's easy for you to make a difference for a child this summer! Just return the enclosed Matching Grant Meal Ticket, along with your gift, in the enclosed envelope.

For only \$3, you can help provide enough groceries to feed a child three meals a day for an entire week. And with the matching grant, that same \$3 will feed two children for a week. That means \$39 helps provide enough food to feed not one, but two children for three months — an entire summer! I can't think of anything better you can do for \$39.

Your gift will double to help families like Shonda's in Atlanta. Shonda is a single mother of two: a 10-year-old girl and a 6-year-old boy. Recently, her life was turned upside-down when she

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lost her job at an Atlanta preschool.

Eventually, the family lost their home, their car and basically everything else — something Shonda never believed would happen to her.

She remembers standing in the grocery store with \$25 in her wallet and crying, thinking, “What am I going to do with this?”

It was difficult enough coming up with enough food for healthy dinners during the school year. But summers were the worst, she said. Without the lunches provided at school, she had to come up with even more meals for the kids.

Thankfully, Shonda found out about The Study Hall, a Kids Cafe® program that provides snacks and a good dinner every day during the school year. And in the summertime, they pick up where the school meal program leaves off — supplying kids with breakfast, lunch and even snacks. The meals come in large part from the Atlanta Community Food Bank, a Feeding America member.

Shonda credits The Study Hall with helping her get through that rough time in her life. Now she has a great job at another preschool and things are looking up.

“When you lose your job — and you lose everything — your house, your car, everything, it takes you a long time to kind of trust in the flow of things ... Just knowing that I don’t always have to come up with something makes a big difference,” she said. “Monday through Friday is taken care of — my babies are taken care of.”

While Shonda’s family is getting the help they need, there are millions more who need our support. That’s why I hope you can help today. Your gift today will get food to hungry boys and girls during a critical time of year.

In fact, of the more than 37 million people our network serves, nearly 14 million of them are children. These children are depending on you and me to help. And the need is so great we can’t do it without your help!

I hope you will take advantage of ConAgra Foods’ generous matching grant and send a gift today. Just use the enclosed Matching Grant Meal Ticket and return it with your gift in the envelope provided.

Thank you for helping children get the nutritious food they need this summer.

Sincerely,

Vicki Escarra

Vicki Escarra
President and CEO

P.S. Summer is just around the corner, so please help as soon as you can. Remember, with the ConAgra Foods matching grant, every \$39 you give will now provide enough food to feed not one, but two children for an entire summer.

Thank you!