



Chef Aarón Sánchez cooks
with youth from EcoStation:NY
Bushwick, Brooklyn
Photo by: Diane Bondareff



“ We’ve learned from working with WhyHunger that there is a wider movement. There are barriers we all face and we are not alone in overcoming them. It’s been great to have a connection to a world that realizes that trying to get more food is not the answer and to admit that we can’t solve the problem through emergency food is ok. ”

— Amanda Nickerson
Mother Hubbard’s Cupboard

Mother Hubbard’s Cupboard, Bloomington, IN
Photo by: Josh Franer

MESSAGE FROM THE EXECUTIVE DIRECTOR

Dear Friends,

As this report looks back at our many accomplishments, it also marks a moment of reflection and change at WhyHunger. After decades of steadfast leadership, our co-founder Bill Ayres transitioned from his role as Executive Director to Ambassador while embarking on a legacy campaign to ensure a sustained future for our work. Bill thoughtfully carried the work forward that he and Harry Chapin started so many years ago – from helping to start the very first National Hunger Hotline and the *Presidential Commission on Hunger*; to connecting millions of children and families to nutritious, affordable food and government programs; to providing millions of dollars in direct support and partnership to build the capacity of grassroots organizations across the US. And now it's time for me to lead the organization in a way that seizes on the opportunities the years ahead will provide us. Hunger is at an all-time high in the United States and millions of people around the world struggle to meet their basic needs, yet we must look beyond simply *feeding* to creating a food system that *nourishes* our bodies and our communities. Your ongoing support at this critical juncture in our history is more important than ever.

WhyHunger remains steadfast in our work to solve hunger by digging deep to tackle the root causes, support grassroots movements and promote food justice for all. The time has come for us to take bold steps to transform the predominant model of charitable food distribution as the solution to hunger into a more equitable and inclusive social justice movement that unites us all around the belief that everyone has the right to nutritious food. This framework is creating broad alliances that prioritize people and planet over the profits championed by big agribusiness at the expense of our personal health and our earth's ecology.

There is a new way forward that invests in sustainable food production, the dignity of farmworkers, the power of youth and work that pays a living wage. We see it in the success of our partners organizing in the fields of Florida for better working conditions; in the stories of innovation, resilience and justice woven together in our new digital storytelling site; in the case studies and best practices for sourcing healthy food embedded in our capacity building guides for emergency food providers; and in the community transformations in Haiti, Sri Lanka, Mali, and Brazil fueled by investments in local agroecological practices. We see the persistent power of music to catalyze change through the work of our incredible artist ambassadors and new initiatives like the *Homemade Jams* campaign and *Summer Meals Rock for Kids*. WhyHunger is actively engaged in building powerful and unified networks and alliances that are working at the intersection of the root causes of hunger and poverty to transform the food system while ensuring access to nutritious food for people in need.

As we look forward to celebrating our 40th anniversary, we are eager to share with you our new way forward and invite you to keep learning about the power of community organizations building food justice, the burgeoning agroecological approaches that produce healthy food and conserve soil and water, and our new initiative to form the Nourish Network for the Right to Food. We're honored to have you as supporters and look forward to a deeper engagement with each of you as we build the movement to end hunger.

Peace,



Noreen Springstead
Executive Director



“ **We must look beyond feeding to create a food system that nourishes our bodies, our communities and our planet.** ”

— Noreen Springstead

“ I support WhyHunger because they not only help meet daily food needs, but seek to change our attitudes, systems and politics that perpetuate those needs. With the food crisis we need to move beyond sympathy and recognize it as a justice issue.”

— Phil Kaufmann
Artists Against Hunger & Poverty Ambassador



CIW's Concert and March for Fair Food, FL
Photo by: Jake Ratner

OUR MISSION

WhyHunger is a leader in building the movement to end hunger and poverty by connecting people to nutritious, affordable food and by supporting grassroots solutions that inspire self-reliance and community empowerment.

WhyHunger Envisions:

resilient, powerful and unified networks and alliances of grassroots leaders and community-based organizations working at the intersection of the root causes of hunger and poverty to build and strengthen movements to **transform our current food system into one that nourishes whole communities and ensures the rights of all people to food, land, water and sustainable livelihoods.**

ABOUT WhyHunger

Founded in 1975 by the late musician Harry Chapin and radio DJ Bill Ayres, WhyHunger is a **grassroots support organization** working with thousands of community-based groups and social movements across the country and around the world to fight hunger and poverty. An award-winning global non-profit, WhyHunger is helping to build the movement to end hunger and poverty and create a just and sustainable food system that recognizes everyone's right to nutritious food.

WhyHunger brings its unique assets and history to building a broad-based social movement to end hunger. Our set of core values rests on the understanding that solutions and innovation are often found in the grassroots. WhyHunger's programs work to support these community-based organizations as they grow and develop, and bring new ideas and practices to creating a just food system that provides universal access to nutritious and affordable food.

WhyHunger provides capacity building services, technical support and access to information and financial resources to community organizations and social movements implementing new ideas and developing groundbreaking projects to transform their communities. We build networks of grassroots organizations that share a vision of healthy, sustainable and self-reliant communities leading to greater mobilization and stronger advocacy to end poverty and hunger.

The **Nourish Network for the Right to Food**

is working with emergency food providers, community health organizations and other grassroots and national allies to transform the charitable response to hunger in the U.S. into a more equitable and inclusive social justice movement that recognizes nutritious food as a human right. ■

The **Grassroots Action Network**

works in partnership with community-based leaders, organizations and networks to build a movement for a just and equitable food system in the US. By supporting and promoting grassroots leadership, WhyHunger works to build capacity for community organizing and to accelerate the collective impact of community-based strategies for food justice. ■

The **Global Movements Program**

supports and partners with social movements and networks to build international solidarity and advance the goals of food sovereignty and the basic rights to food, land, water and sustainable livelihoods for all people. ■

The **WhyHunger Hotline**

refers people in need across the U.S. to food pantries, soup kitchens, summer meals sites, government nutrition programs and grassroots organizations, especially those that provide access to nutritious foods and nutritional support services. Call 1(800) 5-HUNGRY or visit whyhunger.org/FindFood to locate a local emergency food provider and other support services. ■

Artists Against Hunger & Poverty

offers artists, the artist community and the music industry the opportunity to use their voices to support the movement to end hunger and poverty. Through members like Bruce Springsteen, Jackson Browne, Chicago, Darryl "DMC" McDaniels, Brandi Carlile and more, over \$13 million has been raised to support innovative and effective community-based organizations fighting hunger and ensuring the right to nutritious food for all. ■

CORE PROGRAMS



ACCOMPLISHMENTS*



Hungerthon:

Hungerthon, WhyHunger's signature public outreach and fundraising campaign, raised more than **\$821,000** and engaged millions through radio broadcasts, live events, media coverage and social media in 2014. More than a dozen radio stations including SiriusXM Satellite Radio, CBS Radio Group and the iHeartRadio stations in New York City partnered for this Thanksgiving Day tradition, which included an online auction with over 200 unique experiences and memorabilia from top musicians, athletes and personalities.

Storytelling:

WhyHunger believes that storytelling is a powerful tool that can educate, inspire, engage and shape our collective understanding of the food justice movement. We launched **Community Voices**, a new digital storytelling website that profiles over fifty community leaders and organizations that are working to regain control of their communities' food, and **Food Justice Voices**, a new series of publications that feature leaders on the front lines of the food justice movement telling their own stories.

Sharing Resources:

WhyHunger released **Beyond Bread**, a capacity building guide for emergency food providers on innovative ways to source healthy food, which highlights the best practices, case studies, how-to's and stories from dozens of emergency food providers across the country. With a robust online library of resources, our expanded **Get Info** web portal provides in-depth information, stories, actions and multimedia detailing how we grow, process and eat our food, why people are hungry and what communities are doing to reshape their food systems.

Connections to Nutritious Food:

WhyHunger helps more than **351,387 hungry Americans** each year to find emergency food in their neighborhoods and connect to federal nutrition programs like SNAP through our online database and **national WhyHunger Hotline**. Together with our grassroots partners in communities all across the country we are helping seniors, veterans, working families, children and individuals in need access nutritious food all year round.

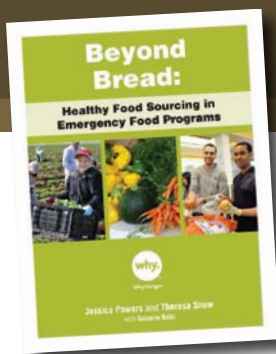
Combating Childhood Hunger:

During the summer months, when childhood hunger in the U.S. peaks, WhyHunger and our partners helped the USDA connect 2.4 million children to free, nutritious meals in their communities through more than 128,000 text messages, web searches and hotline calls. By building the country's only comprehensive database of over 43,600 summer meals sites, we were able to help communities in all 50 states access nutritious meals for their children.

The Power of Music:

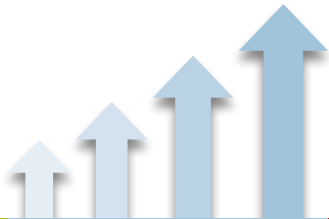
Continuing to grow the Artists Against Hunger & Poverty program, WhyHunger partnered with top-level artists, like The Eagles, Paul McCartney, Bruce Springsteen, the Dirty Heads and Chef Aarón Sánchez, our first ever Chef Ambassador, to raise funds and awareness for childhood hunger through our new **Summer Meals Rock for Kids** campaign.

HUNGERTHON
2014



**Please note that WhyHunger's fiscal year runs from April 1st through March 31st and that some of the financial results listed above will be reflected in the forthcoming FY15 financial audit.*





Homemade Support:

The **Homemade Jams: 100 House Concerts to End Hunger** campaign, which helps fans and musicians raise funds and awareness by hosting house concerts, has taken WhyHunger to the living rooms, backyards, wineries and concert halls of supporters across the country. True to WhyHunger’s musical roots, this campaign has engaged hundreds of fans, artists and donors in the fight to ensure that everyone has access to nutritious food.



HOMEMADE Jams 100 HOUSE CONCERTS TO END HUNGER

Investing in Communities:

Mobilizing the resources of companies, funders and others in direct support of and in solidarity with our partners, **WhyHunger provided over \$132,000 in direct grants and stipends and in-kind donations of 65,137 nutritious meals to 31 community-based organizations** on the front lines of the fight against hunger in the US in 2014. By coupling this critical financial support with **resource sharing, training, technical assistance, on-going partnerships and allyship**, WhyHunger is investing in both increased access to healthy food and the long-term goal of building a sustainable, just food systems in the US.

Strengthening Social Movements:

WhyHunger provided **over \$227,000 in the form of 24 grants in 20 countries through the International Solidarity Fund** to strengthen the capacity of social movements in the Global South to support communities in developing collective agroecological practices and advocating for themselves. Through building strong relationships and with active participation, support and facilitation in numerous learning exchanges, networks and alliances – like the US Food Sovereignty Alliance – WhyHunger is working to **advance the growing global movement for food sovereignty and justice.**

Linking Communities Globally:

WhyHunger coordinated site visits and facilitated learning exchanges and partnerships between two major social movements in Brazil with communities in the U.S. struggling to protect their land and water rights for food production. WhyHunger also facilitated an exchange between two African leaders who traveled to the U.S. to participate in a forum to deepen alliances between U.S. and African movements for food sovereignty.

Supporting Cohorts of Grassroots Leaders:

WhyHunger pioneered partnerships with a national alliance of youth-based food justice organizations, facilitated strategic linkages between small farmers and farmworkers building towards cooperative economic models, and continued to develop a New Mexico/Texas collective leadership training anchored by Latino communities along the border.

Amplifying Impact:

WhyHunger joined the national **Hunger Is** advisory committee to work collaboratively with the Safeway Foundation and the Entertainment Industry Foundation to raise awareness about childhood hunger in America while investing in grassroots solutions helping kids. Through this partnership, we are having a direct impact on hunger through grants to support the work of our partners and are able to share voices, stories and perspectives from the grassroots to help inform the national agenda of this new initiative.

“ Our evolution is unique in that we had WhyHunger as a partner and funder that didn’t throw funds at us and tell us what to do, but rather provided technical assistance and allowed us to create a model that worked for us. ”

— Deborah Moore, Board Chair, Delta Fresh Foods Initiative, MS



Artists in ACTION

Tapping into the power of music to raise funds, increase awareness and catalyze change, WhyHunger's **Artists Against Hunger & Poverty** connects artists, fans and the music community to the movement to end hunger and poverty.



Fab Faux
Photo by: Diane Bondareff



Lissie
Photo by: Scott Gries/Invision for Hard Rock International/AP Images



Yoko Ono
Photo by: Hard Rock International/ Tsurumoto Fujita AP Images for Invision

Chef Aarón Sánchez
Photo by: Diane Bondareff
Summer Meals Rock for Kids



Blurred Vision
Photo by: WhyHunger



Jen Chapin
Photo by: SiriusXM



Martha Redbone
Photo by: Diane Bondareff



Toby Lightman
Homemade Jams



Davy Knowles
Homemade Jams



The Dirty Heads
Photo by: Lori Berkowitz for Hard Rock

“ As a band we make music to inspire & bring positivity into people’s lives. We have a strong message that we write & sing about. **We felt it was time to take action on that message & actually do something about it.** That’s why we chose to partner up with WhyHunger, an organization that’s changing lives on a daily basis. We’re excited and honored to work with such a great cause. ”

— The Dirty Heads
Artists Against Hunger & Poverty Ambassador

IMAGINE a WORLD WITHOUT HUNGER

WhyHunger's global *Imagine There's No Hunger* campaign, with the support of Hard Rock International and Yoko Ono Lennon, challenges the charitable approach to ending hunger by supporting local grassroots partners in building their own capacity to develop sustainable agroecological solutions to nourish, empower and advance their own communities. Inspired by John Lennon's vision of a world at peace and free from hunger, the campaign calls for the rights to land, water, seeds and training to ensure all children, and their families, have access to nutritious food and a dignified life without hunger.

The *Imagine There's No Hunger* campaign has:

HELPED communities grow enough food to provide an estimated **9.7 million meals** to families in need.

PARTNERED with **33 grassroots organizations and social movements** in **20** countries around the globe to increase sustainable food production practices for a future free of hunger.

ACTIVATED and educated tens of thousands of supporters across the globe through **#ImagineNoHunger**.

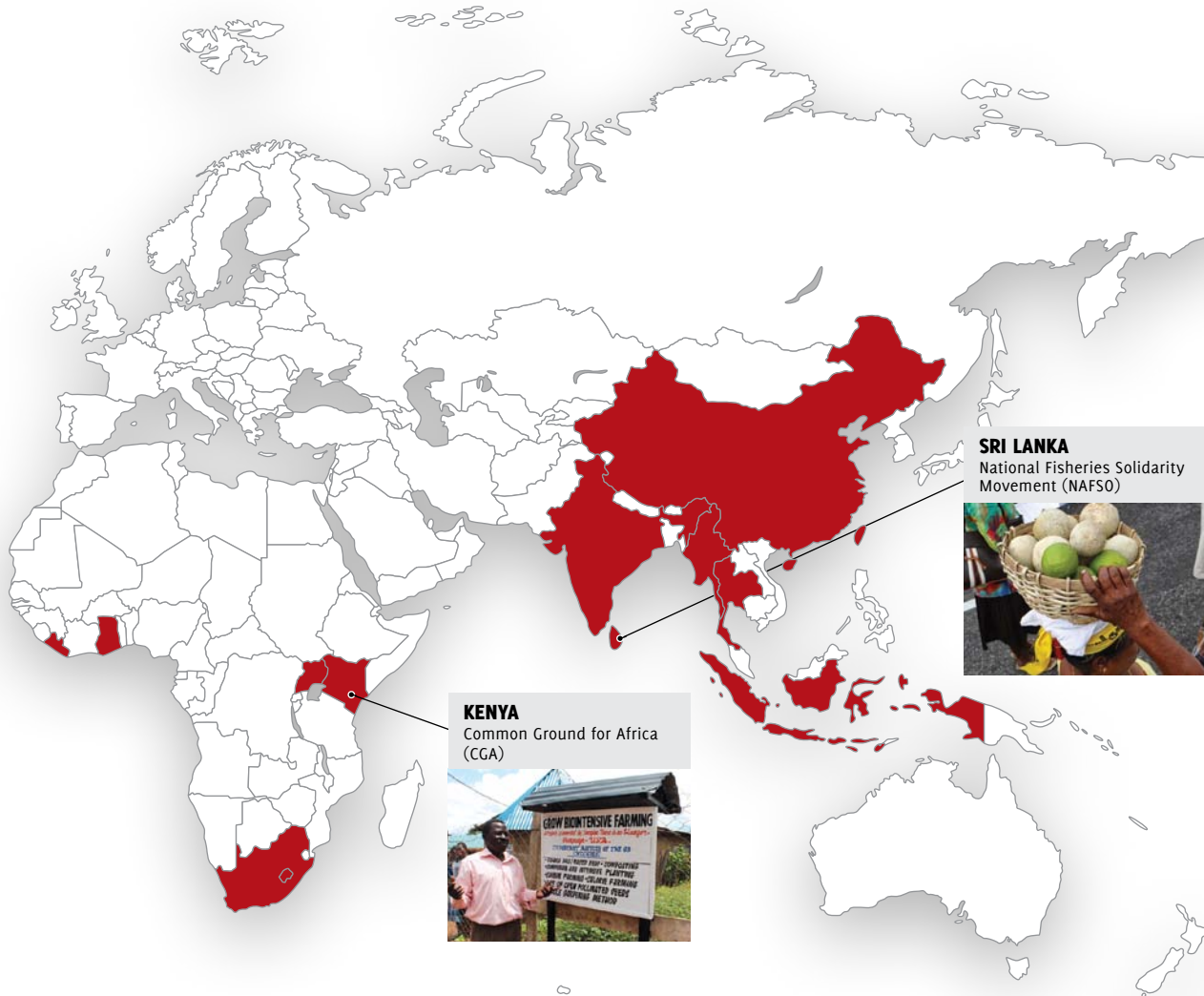
RAISED more than **\$6.4 million** to help nourish, educate and support **83,000** children worldwide.



PANAMA
Kuna Yala:
Kuna Youth Movement



Charity will not end chronic food insecurity; addressing the broader social problems and policies perpetuating hunger and poverty **will**.



PANAMA

Kuna Yala: Kuna Youth Movement

Located in the Kuna Yala territory off the coast of Panama, the Movimiento de La Juventud Kuna, or MJK, is working with indigenous women and children to provide healthy foods for themselves and their families using traditional methods of farming and oral tradition. With Imagine support:

- 300 children and 150 families were provided with healthy, traditionally harvested meals through school gardens
- A women-led agroecological farming project growing pineapples, rice and plantains for the women, their families and their community was piloted

SRI LANKA

National Fisheries Solidarity Movement (NAFSO)



KENYA

Common Ground for Africa (CGA)

Through an agroecological model they call "Grow Biointensive," CGA focuses on sustainable agriculture and healthy eating, while also providing 25 primary school-aged orphan girls with the opportunity to attend secondary school. With Imagine support:

- Enough healthy food was produced to provide more than 300,000 meals to 530 students and 95 adults
- Agricultural trainings were provided to communities, impacting the lives of 2,250 people

SRI LANKA

National Fisheries Solidarity Movement (NAFSO)

NAFSO is a national movement of fishers, farmers, and families in Sri Lanka that works with women-headed fishing families who lost the husband and father at sea and who are without a source of food and income. With Imagine support:

- Chickens, seeds and tools were provided for home gardens
- Enough food was produced to ensure 300 children and their families were nourished

20
COUNTRIES

ASIA:

China
India
Indonesia
Myanmar
Sri Lanka
Thailand

AFRICA:

Ghana
Kenya
Lesotho
Liberia
South Africa
Uganda

NORTH AMERICA/ CARIBBEAN:

Dominican Republic
Haiti
United States

CENTRAL AMERICA:

Guatemala
Nicaragua
Panama

SOUTH AMERICA:

Colombia
Venezuela



WhyHunger

GIVING CIRCLE

Many thanks to the members of our Giving Circle, whose monthly donations represent an investment in long-term solutions and sustain the movement to end hunger and poverty.

To learn more, please visit whyhunger.org/givingcircle.



*All My Life's A Circle
by Harry Chapin*

All my life's a circle;
Sunrise and sundown;
Moon rolls thru the nighttime;
Till the daybreak comes around."



Stephen Adelfio
Eliana Alzugaray
Albert Arroyo
Robert Barkalow
Pastor Colin Barr
Keith Beaven
Audrey Beerman
Dr. Steven Bergmann
Kim Biberdorf
Paul Biscardi
Michelle Brill
John Brockelsby
Barbara Byrne
George Cauttero
Emily Chang
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WhyHunger

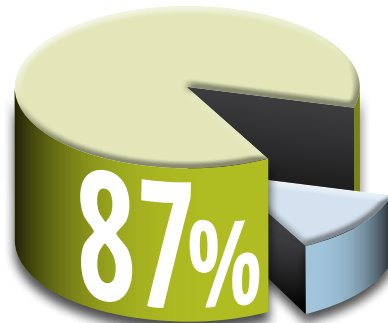
FINANCE

In Fiscal Year 2014, WhyHunger again was one of the country's leading high performing charities with over 87% of expenses being used for programmatic activities that directly fulfill our mission.

We are proud of our achievement of the respected Charity Navigator four-star rating for the fourth consecutive year. It reaffirms our strong commitment to sound fiscal management, good governance, and other best practices that ensure WhyHunger is consistently executing its mission in a responsible way.

For a complete copy of our audited financial statement, visit whyhunger.org.

Our **Work** is
at the **Center**



Statement of Activities

March 31,	2014	2013
Revenue:	<i>Unrestricted</i>	
Individual contributions	\$145,851	\$577,461
Foundation grants and corporate donations	\$574,540	\$279,594
Artists Against Hunger & Poverty/Hungerthon	\$780,706	\$844,018
Special events, net of expenses	\$164,747	\$261,035
Government grants and contracts	\$461,521	\$450,000
Other	\$482,088	\$581,397
Total Revenue	\$2,609,453	\$2,993,505
Expenses:		
Program services	\$2,743,178	\$3,284,938
Supporting services	\$420,359	\$334,565
Total Expenses	\$3,163,537	\$3,619,503
Change in Net Assets	\$(554,084)	\$(625,998)
Net Assets, Beginning of Year	\$1,741,169	\$2,367,167
Net Assets, End of Year	\$1,187,085	\$1,741,169

87% of all expenditures go to programmatic activities that directly fulfill our mission

Statement of Financial Position

March 31,	2014	2013
Assets		
Cash	\$202,746	\$730,055
Investments	\$394,127	\$334,035
Accounts receivable	\$500,211	\$315,012
Prepaid and other assets	\$77,141	\$99,209
Fixed assets, net	\$643,513	\$652,506
	\$1,817,738	\$2,130,817
Liabilities and Net Assets		
Liabilities:		
Grants payable	\$299,450	\$240,000
Accounts payable and other liabilities	\$331,203	\$149,648
Total Liabilities	\$630,653	\$389,648
Net Assets		
Unrestricted:		
Operating	\$781,897	\$1,401,288
Board designated endowment fund	\$405,188	\$339,881
Total Net Assets	\$1,187,085	\$1,741,169
	\$1,817,738	\$2,130,817

“The Entertainment Industry Foundation with The Safeway Foundation, our partner in the Hunger Is initiative, is delighted to collaborate with WhyHunger as a member of our Hunger Is Advisory Committee. WhyHunger provides invaluable insights and assistance as we work to distribute grants aimed at achieving a critical goal: eradicating childhood hunger in the United States.”

— Lisa Paulsen
President and CEO, The Entertainment Industry Foundation



For the fourth year in a row, WhyHunger received the highest rating of four stars for excellence in fiscal management, accountability and transparency from America’s leading independent charity evaluator, Charity Navigator.

Eighty-seven cents of every dollar raised goes directly to programmatic work, so when you donate to WhyHunger you can be sure the money is spent responsibly.

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Kids Can Make a Difference (KIDS)

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Co-Founder and Co-Director,
Kids Can Make a Difference (KIDS)

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Hon. Shirley R. Watkins

Deputy under Secretary of Agriculture
(1993-1995); Author

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Executive Director

Bill Ayres

Ambassador & Co-Founder

Alison Meares Cohen

Senior Director of Programs

Joy Curtin

Senior Director of Finance &
Administration

Debbie Grunbaum

Senior Director of Communications

List current as of publication

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WhyHunger is eternally grateful for all of its friends who are committed to combating hunger and poverty in the United States and across the globe. A very big THANK YOU to all who made a donation to WhyHunger during FY 2014!

\$100,000+

Frank Brunchorst
Hard Rock Cafe Foundation, Inc.
HMS Host
Mel Karmazin Foundation, Inc.

\$50,000-\$99,999

Hard Rock International
Newman's Own Foundation

\$25,000-\$49,999

Steve Buontempo
Ford Foundation
Yoko Ono Lennon
Wallace Genetic Foundation, Inc.

\$10,000-\$24,999

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\$5,000-\$9,999

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Brian Doolan
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Kathleen Madden
Bob & Heidi Wolk

\$1,000-\$4,999

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Annie Balliro
Bank of America
Matching Gifts Program
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Leonard Fichter

Fidelity Charitable Gift Fund
Flagship Food Group LLC
Marguerite & Neal Fleming
Colin & Sabine Flemming
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Marc Handelman
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As we acknowledge our supporters, please forgive any inaccuracies or omissions. Better yet – let us know! Email corrections to development@whyhunger.org.

“ WhyHunger remains steadfast in our work to solve hunger by digging deep to tackle the root causes, support grassroots movements and promote food justice for all. ”

— Noreen Springstead
WhyHunger, Executive Director



WhyHunger

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