



2017 Annual Report

A Letter from the CEO

Dear Friends,

On behalf of the Children's Hunger Alliance team, thank you for your support of our mission to provide healthy meals to Ohio children who struggle with hunger. **In 2017 your contributions helped us provide more than 7.1 million meals to toddlers, preschoolers, school-aged children and teens.**

The well-being of Ohio's children is always top of mind at Children's Hunger Alliance – and it's for these children who urgently need access to healthy meals that we work to make this agency better each day.

New Efficiencies Implemented Agency-Wide

When I assumed the role of president and CEO in May 2017, I had a vision of maximizing agency resources to help more at-risk children receive the food they need. Our team worked together and analyzed caseloads, strategized growth opportunities, evaluated costs to maintain and expand our programming, and implemented a new project management tool to better track grant deliverables.

A Year of Growth

In 2017 we increased the total number of meals we helped provide to Ohio children by more than 700,000. Much of that growth was a result of a greater need for afterschool meals, which led to the addition of more than 60 new partners statewide. We worked with schools to implement best practices such as breakfast in the classroom, so more students could start the day with a healthy meal. We also increased access to summer meals by helping communities launch mobile feeding programs to reach children who do not have transportation to summer feeding sites.

Giving Meals, Giving Hope

The business efficiencies and growth we experienced this year have had a very real impact on the lives of Ohio children. The stories we hear on a daily basis are both heartbreaking and heartwarming:

- Children arriving at school hungry can now eat breakfast in the classroom each day;
- Preschoolers hiding food in their pockets because there is no food at home are now eating up to three healthy meals and two snacks a day offered by their child care provider;
- Homeless teens looking for dinner receive hot meals provided by Children's Hunger Alliance at their local library.

With your support, we meet this urgent need for healthy meals that nourish children's bodies, help them grow and learn, and give them hope. We simply must not stop trying to meet the most basic needs of the children in our state. Together, we are making a difference.



Thank you,

A handwritten signature in black ink that reads "Judy Mobley".

Judy Mobley
President & CEO

2017 Key Milestones

With the support of our corporate and individual donors, Children's Hunger Alliance was able to achieve some key milestones that will help us continue to increase access to healthy meals for Ohio's food-insecure children.

Walmart Renews \$1.5 Million Grant

The Walmart Foundation made a substantial **\$1.5 million grant for the second consecutive year** that helped fund our daycare center expansion, increase school breakfast participation, pilot shelf stable meals for afterschool programs, support summer meal expansion and conduct an asset mapping project in southeastern Ohio. In addition the grant enabled us to begin offering EatPlayGrow, an innovative early childhood nutrition education curriculum, which was taught to preschoolers attending daycare centers in Cincinnati, Cleveland and Columbus.



Children's Hunger Alliance Included in State Budget

Children's Hunger Alliance was included in the state budget for the first time in a decade. The generous funding totals **\$250,000 per year in the biennial state budget**, which will enable the agency to expand its programming for childcare centers and provide early childhood nutrition education. For every \$1 Children's Hunger Alliance invests in programs, \$3 in federal child nutrition funds are returned to the state of Ohio, which creates a sustainable model to feed hungry children in high-need areas.

Sponsoring Summer Meals

Children's Hunger Alliance received approval from the Ohio Department of Education to serve as a **Summer Food Service Program sponsor**. As a summer sponsor we are able to directly provide meals to children in summer programs similar to how we provide afterschool meals and snacks for at-risk children during the school year.



Advocacy Work Results in Legislation to Expand Number of Summer Feeding Sites

Last year we testified and lobbied on behalf of House Bill 49, which was signed into law by Governor Kasich, and will allow summer meal sponsors to operate feeding programs out of schools in high-need areas. **Currently, only 1 in 10 children who receive free or reduced school lunches are able to access a summer meal.** This critical legislation will address the need to increase summer feeding sites within local school buildings so more children can eat a healthy meal during the summer.

Our Programs & Impact

More than 1 in 5 children in Ohio live in food-insecure households where they may not receive the food they need to grow, learn and thrive. Poor nutrition is linked to health problems, learning challenges and an increased risk of obesity. Children's Hunger Alliance works to fill nutrition gaps through sustainable feeding models that leverage the U.S. Department of Agriculture's USDA federal nutrition programs, administered by the Ohio Department of Education. Through community partners statewide we helped provide more than 7.1 million meals to children who otherwise would have started their school day trying to learn on an empty stomach, or gone to bed without dinner.

Early Childhood
Nutrition

School
Breakfast

Afterschool
Meals

Summer
Nutrition

Nutrition & Physical Education



Nutrition and Physical Education

Children form eating habits at an early age. With guidance they can learn the importance of nutrition and how to make healthier choices to build a foundation of good eating habits. Our team of registered dietitians led more than **2,200 children** through age-appropriate nutrition and physical education curriculum at daycare centers, as well as afterschool and summer programs.

Children's Hunger Alliance staff led training and technical assistance visits with **120 in-home child care providers** as part of Ohio Healthy Programs for the Family Child Care Provider. Funded by the Ohio Department of Health, this program's purpose is to create child care environments where nutrition and physical activity are emphasized to reduce the risk of obesity in young children.

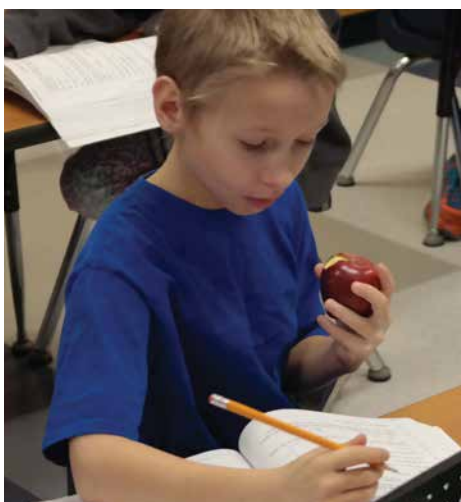
**2,200 Children Completed Nutrition
Education Classes**

Early Childhood Nutrition

Our Early Childhood Nutrition team supported nearly 1,000 child care providers in serving more than 4.3 million healthy meals and snacks through the USDA's Child and Adult Care Food Program (CACFP). In addition, we doubled the number of daycare centers we support statewide and reached more than 1,500 food-insecure children. The majority of the childcare providers we partner with are women- or minority-owned businesses. By leveraging CACFP to help cover the cost of meals, Children's Hunger Alliance ensures kids receive healthier food without the small business owners being impacted financially.

**Nearly 1,000 In-Home Providers and 25 Daycare
Centers Statewide Participate in CACFP**





School Breakfast

Our School & Summer Nutrition team awarded **\$90,000 in grants** funded by the Walmart Foundation to help 34 school districts implement breakfast in the classroom and other best practices to increase the number of kids eating each morning. On average breakfast participation rose from 30% to more than 53% - which meant **1.4 million more breakfasts** were served to help nourish students and get them ready to learn.

On Average, 50% of Students Ate School Breakfast in Partner Schools

Afterschool Meals and Snacks

Our Afterschool Nutrition team supported more than **285 afterschool programs** with more than **1 million hot meals and snacks** in 2017, a 27% increase in feeding sites from FY16 when we served 225 programs. We provided shelf stable meals for the first time to all programs to ensure there was food available in case of increased attendance or hot meal delivery issues.

Provided 1 Million Meals and Snacks Through 285 Afterschool Programs



Summer Meal Programs

Summer meals hit the road at many of our summer programs bringing healthy food to children who need it but lack transportation to local feeding sites. More than 20 communities increased the average number of **meals served to over 88,000**.



To reach more kids our summer nutrition consultants helped school districts determine how to use buses, minivans and food trucks to reach children in rural areas. Switzerland of Ohio, our Summer Program of the Year, deployed three school vehicles which **traveled over 150 miles daily to deliver 350 meals a day**, or 18,500 meals at 12 different sites last summer.

88,000 Summer Meals Served in 20 Communities

2017 Event Highlights

We appreciate the support of our sponsors, donors and volunteers who have made our annual fundraisers and children's events a success.



Menu of Hope

The 22nd Annual Menu of Hope luncheon featured a captivating keynote address from John Quiñones, Emmy Award Winning host of "What Would You Do?" Quiñones met with Hispanic business leaders for a community discussion about food insecurity prior to the event. Menu of Hope is the agency's largest annual fundraiser garnering \$335,000 in net revenue.

Winter Skate Party

More than 300 children attended our annual Skate Party and enjoyed fun physical activity, arts and crafts and a hot meal. An anonymous donor has generously funded this afterschool event for several years, which gives many children in attendance their first ice skating experience.



Taste to Remember Columbus

More than 350 guests attending the 15th Annual Taste to Remember Columbus enjoyed live music and savory dishes from 20 local restaurants. The event, presented by The Champion Companies, was held at the trendy Bluestone in Columbus.

Giant Eagle/Huntington Telethon on ABC 6 and FOX 28

Corporate supporters Giant Eagle and Huntington partnered with ABC 6 and FOX 28 for an 18-hour telethon, "A Call to End Hunger." Callers pledged more than \$20,000 in donations, which was matched by a \$20,000 gift from Huntington.



Taste to Remember Cincinnati

Appetizers, entrées and desserts were on the menu to delight guests at the 4th Annual Taste to Remember Cincinnati presented by Brandicorp. The event was held at the historic 20th Century Theater in Cincinnati.

Afterschool Bowling Party

Corporate supporter Discover sponsored our first ever afterschool bowling party, giving 150 Columbus children a chance to enjoy a hot meal and strike up some fun at the lanes.

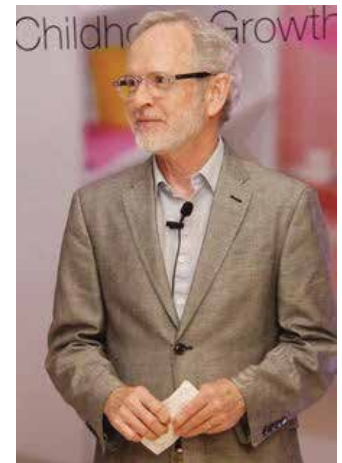


Come Out to Play Cleveland

Cleveland supporters played life-sized games to raise money to feed Ohio kids at the 4th Annual Come Out to Play at the Ariel International Center in Cleveland. Nearly 100 attendees enjoyed a tasty buffet, DJ entertainment and games, including Jenga, Operation, checkers and corn hole at this fun event presented by the FirstEnergy Foundation.

Donor Profile – Robert Murray, M.D.

For more than 15 years Robert Murray, M.D., has been a supporter of Children’s Hunger Alliance although his interest in children’s health and development has been a lifelong passion. Growing up in Grand Rapids, Michigan the second of eight children, Dr. Murray found himself regularly helping out with the care of his six younger siblings. After college, he turned his love for children into a career in pediatric medicine. For 20 years he was employed in the field of pediatric gastroenterology and nutrition, and as his experience led him to consult on numerous projects involving nutrition and childhood obesity, he was invited to join an advisory committee at Children’s Hunger Alliance. Dr. Murray consulted with the agency to research and roll out its CATCH Kids Club nutrition education program to help combat the growing incidence of obesity in Ohio’s low-income communities.



“Because of my interest in children’s nutrition, I was encouraged to see that Children’s Hunger Alliance was not only going to feed the hungry child but also provide the nutrition these children need to thrive,” Dr. Murray explained. “It’s important for people to support Children’s Hunger Alliance ... We can’t fix all the issues faced by at-risk children, but we definitely have the resources to ensure kids are nutritionally sound.”



Today, Dr. Murray serves on the Children’s Hunger Alliance Central Ohio Regional Advisory Board and also leads the Ohio Chapter of the American Academy of Pediatrics as the board president. He is a nutrition professor at The Ohio State University and a member of the university’s Food Innovation Center where he provides leadership around topics related to overweight and undernourished children. In addition to donating his talents in an advisory capacity, Dr. Murray is also a lead donor at Children’s Hunger Alliance.

We are grateful to Dr. Murray for his ongoing leadership and support.

Corporate Donor Profile – AEP

American Electric Power and its foundation have been longstanding corporate supporters of Children's Hunger Alliance, serving as a three-time platinum sponsor of the annual Menu of Hope luncheon, holding positions on our Governing Board and contributing more than half a million dollars to help feed Ohio's children. We asked Dale Heydlauff, Senior Vice President, Corporate Communications and President of the AEP Foundation, to share more about what drives the philanthropic culture at the company and why they support the Children's Hunger Alliance mission.

The energy leader AEP has a strong legacy of philanthropy dating back to the 1920s when a former president wrote a creed emphasizing giving back is essential to the health and vitality of the communities AEP serves. The organization's philanthropic focus emphasizes STEM education for children and young adults, but also provides for the basic needs of community members.



"The two are related because you can't expect a child to learn if they're hungry," Heydlauff explained. "Their overriding objective in life will become how to calm the rumbling of their stomachs."

AEP employees understand that if a child is going to pursue an education and rise above poverty, his or her most basic needs must first be met. That's why the organization has given grants specifically focused on summer feeding.

"We've done a lot of work with Columbus City Schools and know that today, all their students have free breakfast and lunch – and there's no doubt that for the majority of them those are the most nutritious meals they're going to get in any given day or week," he continued. "The idea of taking the summer off without any real assurance that young people will have access to nutritional meals is troubling. That's why we support Children's Hunger Alliance which doesn't just focus on summer feeding but also summer learning experiences to help address summer learning loss, which creates a beautiful complement."

Not only is AEP a major donor, its employees are also actively engaged in community service projects. This robust community involvement is led by executive and community champions comprised of frontline workers who give their time and talents to support more than 18 different organizations in Central Ohio.

"There is such a large population of people who need help," Heydlauff said. "One of the sad consequences of life in central Ohio is the perceived notion that we're flourishing yet there's evidence that suggests that's not the case. There's a forgotten population of people living in deep poverty with little chance of escaping it if we don't find a different approach to help bring them along and position them for success. We need to provide children with a good education that leads to a job that delivers a living wage, and that starts with providing the basic essentials of life, starting with a healthy meal."



The Children's Hunger Alliance team is grateful to have such excellent corporate leadership support. AEP sets the bar high in central Ohio encouraging others to join them in community-wide corporate philanthropy. Now that's powering change! Thank you AEP for your continued support and partnership in our work to end childhood hunger in Ohio.

Dale Heydlauff

*Senior Vice President - Corporate Communications - American Electric Power,
President - American Electric Power Foundation*

Financials

Revenues

\$8,627,000

USDA/ODE Reimbursement

\$1,062,000

Other Government Grants

\$2,217,000

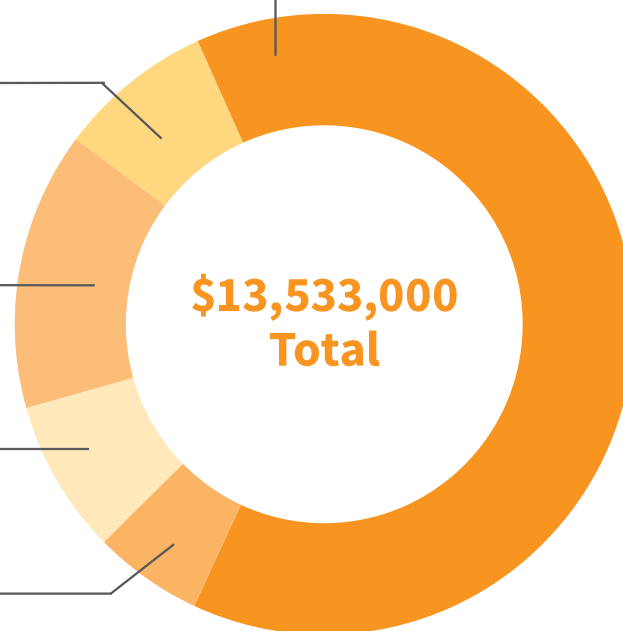
Corporate & Foundation Giving

\$1,048,000

Individual Giving

\$579,000

Events



Expenses

\$11,366,000

Programs and Services

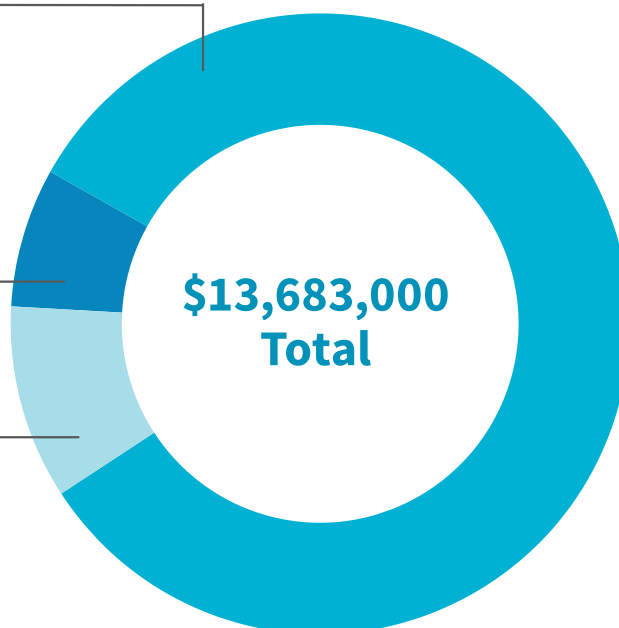
- Sponsored Meal Programs \$10,403,000
- Nutrition Education \$283,000
- Advocacy \$680,000

\$877,000

Administration

\$1,440,000

Fundraising



\$918,952 – Total Year End Net Assets

Our Donors

We are very grateful for the generosity of the individuals, groups, businesses, foundations and friends that partner with us in the fight against childhood hunger. Their continued support truly makes a difference in the lives of Ohio's food-insecure children. The gifts and grants reported here reflect contributions of \$500 or more received between October 1, 2016 and September 30, 2017.

Gifts above \$1,000 indicate membership in the Marion Wearly Leadership Society, named in honor of the founder of Children's Hunger Alliance.

\$1,000,000+

Walmart Foundation

\$100,000+

American Electric Power

The Columbus Foundation

Franklin County Board of Commissioners

\$50,000+

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Every donation is important to us. Due to space constraints, only donors of \$500 or more are listed in the annual report. We thank these donors and everyone who made gifts of under \$500 to Children's Hunger Alliance during the last fiscal year. If your name or organization is incorrectly listed or omitted, please notify the development Department at 614-643-8041.

*Indicates a portion of the gift was made in-kind

**Indicates membership in the Marion Wearly Leadership Society

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Liberty Mutual Insurance

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Nationwide
PNC Foundation
Target
UPS

2017 Employee of the Year – Sonja Hill

Sonja Hill is deeply passionate about children, and her passion drives her to work with schools and community organizations throughout southeastern Ohio to increase access to school breakfast and summer meals. Sonja was nominated for employee of the year by her supervisor who wrote, “Sonja is one of the most conscientious and passionate employees at the agency.”

As the Southeast School and Summer Nutrition Manager at Children’s Hunger Alliance since 2015, Sonja has built strong connections within the communities she works, which helps to inspire partners to take action. She consults with schools on ways to implement best practices to serve breakfast so children are ready to focus on the day’s lessons. Recently she helped an elementary school start their breakfast in the classroom program and a little boy ran up to her and exclaimed, “Now I can eat breakfast every day!”

Sonja has also helped local communities expand their summer meal options. Last summer she strategized with a school district to implement a process to deliver meals to children in remote areas. One middle school student wrote a letter to the school expressing her gratitude: “This summer was hard, but because of you and your program we at least knew we had food to eat.”

Congratulations, Sonja, and thank you for the hard work and infectious passion you bring to Children’s Hunger Alliance.



Our Supporters

Board membership as of September 30, 2017.

2017 Governing Board - Executive Committee

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future space LLC

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Brooke Wagner (Vice Chair)
Victoria's Secret Stores

Shawn Anderson (Treasurer)
Columbia Gas of Ohio

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