

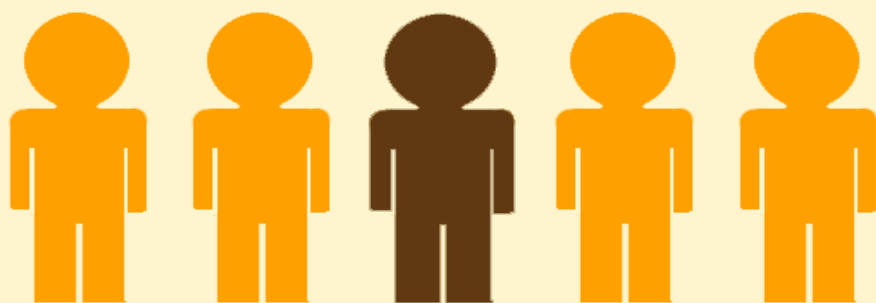
# FIGHT CHILD HUNGER

## IN THE UNITED STATES

1 out of 7 households were **FOOD INSECURE** in 2011

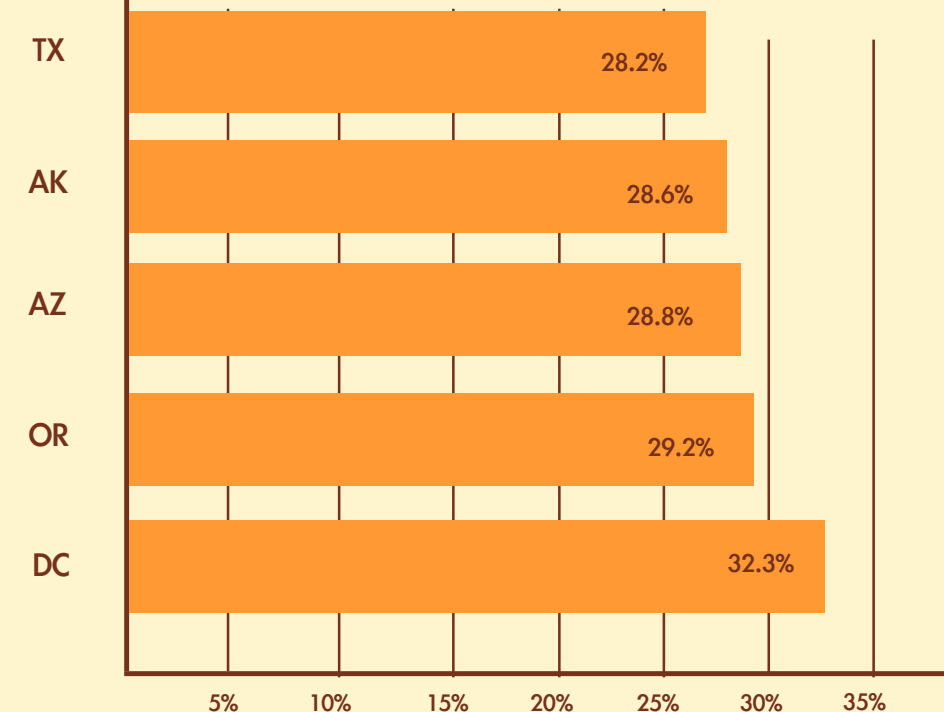


1 out of 5 children are **HUNGRY**



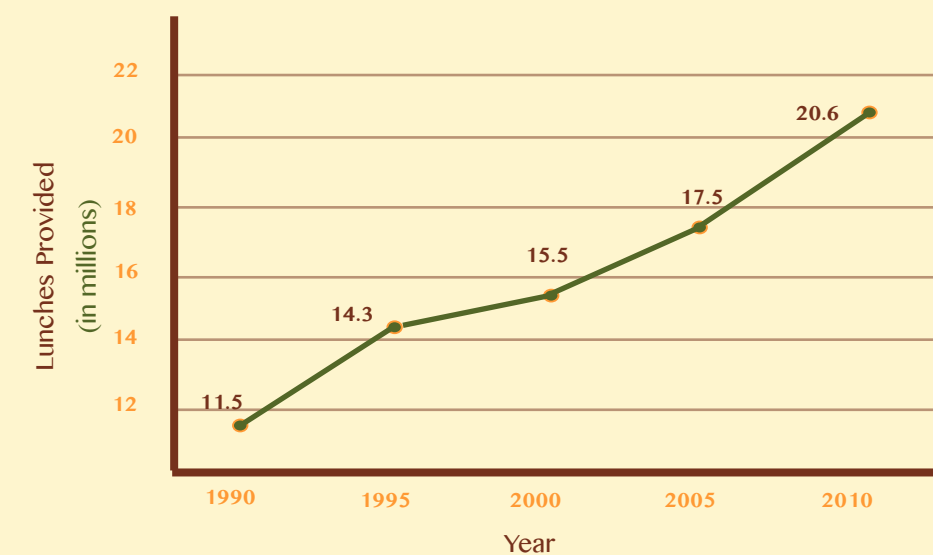
More than 18 million children qualify for free or reduced price lunches through the National School Lunch Program to help get them through the week without being hungry.

Top 5 States with Highest Percent of Child Food Insecurity



### School Lunch Program Growth

More than 31 million low-income children received free or reduced price meals through the National School Lunch Program in 2011 fiscal year.



### WHAT ABOUT THE WEEKENDS?

For more than 15 years, Feeding America has been helping children get the nutritious and easy-to-prepare food they need over the course of the weekend through...



### THE BACKPACK PROGRAM!

Bags of food are distributed to nearly **230,000** children a year

With your help, we can provide more! Visit [feedingamerica.org](http://feedingamerica.org) to DONATE and help keep children from being hungry.



[http://www.licares.org/News/In\\_The\\_News/Newsday07-23-12.pdf](http://www.licares.org/News/In_The_News/Newsday07-23-12.pdf)  
<http://www.bread.org/ol/2012/domestic-nutrition/pdf/fact-sheet-food-security-2012.pdf>  
<http://www.ers.usda.gov/media/884525/err141.pdf>  
<http://feedingamerica.org/hunger-in-america/hunger-studies/map-the-mealgap/~/>  
<http://www.letsmove.gov/child-nutrition-programs>  
<http://www.fns.usda.gov/pd/slsummar.htm>

## Market and Message Statement

### Strategic Planning

Poverty is a prevailing issue in America that ultimately affects every dimension of culture and society. According to the U.S. Census Bureau, some 47 million people or 15% of all American's were living in poverty in 2011. The poverty rate in the U.S. has increased dramatically in recent years, and may soon eclipse the highest level since 1965.

The affects of the economic downturn have resulted in an increase in the number of families, both above and below the poverty line, who struggle to provide basic necessities. As incomes decline and family budgets shrink, the level of food insecure households rises. Families with diminished incomes are often unable to provide enough food, or the right kinds of food, for their children. Without adequate nutrition, children are in danger of experiencing the damaging long-term effects of poor health, growth, and development.

Feeding America is a non-profit organization dedicated to fighting child hunger. In collaboration with a nationwide network of food banks, Feeding America serves as the leading domestic hunger-relief charity, constructing programs and services designed to provide nutritious food to those in need and eventually guide them toward a self-sufficient lifestyle outside of poverty.

Feeding America recognizes child hunger as an important issue that has the ability to effect future prosperity in the U.S. According to the United States Department of Agriculture (USDA), 16.7 million children under the age of 18 in the U.S. live in households where they are unable to consistently access enough food to maintain a healthy lifestyle. Feeding America has taken action by creating programs specifically for children such as the Kids Café, the Backpack Program, the Summer Food Program, and the School Pantry Program. This info graph gallery focuses on the Backpack Program, which is designed to provide children with nutritious and easy to prepare food on weekends and holidays when the federally subsidized school lunch program is not available.

The proposed Feeding America info graph gallery regarding child hunger in the U.S. is targeted toward adults who are parents of one or more children, grandparents, or other adults who are involved with children. The demographics considered when selecting the target market included age, gender, education level, and income range.

Feeding America intends to reach employed, married adults who are middle or upper class, with one or more children. These are individuals who are 'joiners' and 'solvers' who feel they have the potential to affect real change in their communities. They are likely to be PTA members or involved in their children's school. Their children are most likely involved with sports teams and extracurricular activities. Potential donors for Feeding America are somewhat religious and contribute regularly to charity.

By providing graphs and statistics in an easy to understand format, Feeding America hopes to raise awareness regarding food insecurity in the U.S. and illustrate the devastating impact it has on children. While helping readers understand the dynamics of the issue, Feeding America also conveys that readers can be a part of the solution by donating. Community support, in the form of donations, is vital to ensure that children continue to benefit from the Backpack Program.

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The info graph gallery will be distributed through local newspapers and featured in sections that are geared toward families. Fliers may also be posted at schools, churches, community centers, libraries, pediatricians, and family restaurants. Online sites relating to children, education, nutrition, hunger, and poverty will also be an area of focus.

Hunger in America is often perceived as problem unique to the very poor or the homeless. Many individuals in the target audience may be unaware of the increasing prevalence of food insecurity within their own communities and how this affects children. This appeal will increase awareness of this issue as well as the programs Feeding America has developed to help combat it.

Donations will be used to fund additional program services that will directly benefit more children and their families. The success of this campaign will be evaluated by the increase in visits to Feeding America's website and the level of donations received.

### **Production Publication**

The goal of the Feeding America info graph gallery is to raise awareness of the both the increase and scope of child hunger in the United States. Many people are unaware of the impact the current economic crisis is having on child hunger. By providing gripping statistics pertaining to child hunger, the gallery hopes to educate readers, and to evoke a sense of compassion to the issue and a willingness to donate.

The colors used in the info graph gallery are consistent with the organization's colors and include yellow, green, orange, white, and brown. Yellow is used for the background color because it catches the reader's attention. Brown demonstrates stability and is a color typically used within the food industry, and on top of the yellow, creates good contrast. Because Feeding America is focusing on receiving donations, green is also used in the gallery, symbolizing money. Orange is used to complement the other colors in the design and to catch attention.

The images and icons in the info graph gallery provide visuals for the statistics relating to poverty and child hunger. The stylized person symbol is used to show the number of children that are hungry in the U.S. each day. The grocery bags are used to demonstrate the number of households that are food insecure. The image of the plate and silverware is designed to evoke a table set for a meal and how poverty impacts the security of knowing there will be a meal. The backpack icon is used to symbolize the BackPack Program created by Feeding America.

The design of the gallery is supposed to take the reader through each statistic and graph to create an understanding pertaining to the issue of child hunger in the U.S. By the end of the gallery, the reader should recognize the need for the BackPack Program and the need for donations to keep Feeding America's programs running, and children from being hungry.

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Typography:

Head:

ProtestPaint BB, 100 pt.

Leading, 120 pt.

Subhead:

Apple LiGothic, 35 pt.

Leading, 42 pt.

Subhead 2:

ProtestPaint BB, 55 pt.

Leading, 66 pt.

Subhead 3:

Arial, Italics, 13 pt.

Leading, 13 pt.

Body:

Apple LiGothic, 20 pt.

Leading: 24 pt.

Ink:

R=217 G= 128 B=75

R=117 G=51 B=30

R=83 G=103 B=39

R= 254 G=245 B=206

R=255 G=153 B=52

Art Credits:

Feeding America logo: <http://www.delish.com/cm/delish/images/feeding%20america%20logo.jpg>

Grocery bag: <http://www.thefellowshipcup.org/images/Grocery%20Bag.jpg>

Backpack: <http://www.clevelandfoodbank.org/images/content/pagebuilder/13969.jpg>

Plate and silverware: <http://www.istockphoto.com/stock-illustration-20413121-restaurant-and-fine-dining-black-amp-white-set.php>

Food bank icon: [http://farm7.static.flickr.com/6175/6163380955\\_eed9905f72.jpg](http://farm7.static.flickr.com/6175/6163380955_eed9905f72.jpg)

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