The Challenge: Millions of children live in households where there is inconsistent access to food throughout the year.

Our Belief: At ConAgra Foods, we know the power of food and the difference it can make in a child’s education, health and quality of life. Delivering everyday food in extraordinary ways means we are passionate about ensuring that children and their families have access to and knowledge about food in their own community.

ConAgra Foods is doing its part to make a difference through the power of food — one child, one meal, one champion at a time.
Foundation Mission & Priorities

**Mission:** To ensure children and families have access to food and knowledge about food to live active, healthy lives today and tomorrow.

**Priorities:**

**Access to Food:** Pursuing sustainable solutions that increase food security - consistent access to enough food for an active, healthy life – among children and help families maximize their food resources.

**Food Knowledge & Skills:** Providing kids and families with innovative nutrition and food skills education that is culturally relevant and leads to behavior change.

**Sustainable Solutions for a Hunger-Free Tomorrow:** Engaging and enabling individuals and communities to contribute to sustainable solutions for child hunger and nutrition in their own backyards, and developing today’s youth as future leaders in the fight against child hunger in their homes and communities.

11/21/14
Measuring Results: Foundation Logic Model

Strategy
Support access to and consumption of nutrient dense foods by food insecure children and their families

Areas of Focus
Access To Food

Food Knowledge & Skills

Sustainable Solutions For A Hunger Free Tomorrow

Program Types
Food Bank initiatives
Community based-feeding programs
Federal program access (summer feeding, SNAP, school meals, etc.)
Nutrition awareness
USDA based nutrition education
Financial education/budgeting skills
Cooking/shopping skills
Research, Policy, Advocacy efforts
Best practice expansions
Improving community based feeding programs
Collaborations to increase service linkages
Volunteer Initiatives

 Desired Results
Children and their families connect to needed resources to become food ‘secure’
Families with children confirm ability to re-direct funds to other basic needs
Children feel good about what they are eating and feel full and satisfied
Families with children confirm they can make the best nutritional choice given their available resources
Children have improved health or behavior
Nonprofits:
Integrate new food choices that contribute to the health of children
Implement and confirm the benefits of new service linkages
Volunteers:
Commit to continued volunteer service in the nutrition and hunger space

Impact
Reduce Child Hunger in the U.S.

How We Contribute
• Direct Service Grants
• Capacity Building Grants
• Systems Change Grants
• Testing innovative Solutions
• Informing Systemic Change

11/21/14
Access To Food: Results Trail

Food Security for Households with Children

- Become aware of culturally relevant, appropriate food options/sources
- Sign up for food option(s)
- Get food needs met for children for the short term
- Get food needs met for children on a regular basis
- Connect to needed resources and supports to become food secure
- Confirm ability to re-direct funds to meet other basic needs
- Confirm that children are more active, more focused or have fewer behavior problems
Access To Food: Key Tactics

**Individual – Family Households**
- Increase parents’ and other family caregivers’ knowledge and access to supplemental food assistance resources

**Community**
- Increase availability of access points for food assistance resources
- Replicate best practices and effective solutions in meal provision programs
- Enhance linkages to additional service that aids families’ pathways to food security

**Systemic**
- Enable partners to advise and inform policy that will enhance benefits for children and remove barriers to access for key programs (i.e., SFSP, ASMP, SNAP, etc.)
- Commission key research that will help to validate effective solutions and add new data to the field for strategy enhancements and agenda setting

11/21/14
FOOD KNOWLEDGE & SKILLS STRATEGY
Food Knowledge & Skills: Overview

**Priority:**
- To provide kids and families with innovative nutrition and food skills education that is culturally relevant and leads to behavior change

**Focus Areas:**
- Nutrition Education for Children, Youth & Families
- Nutrition Education for Nonprofit Organizations

**Goals by 2018:**
- Help 250,000 youth and their families have more balanced, nutritious diets and maximize their food resources
- Create improved nutrition environments and settings among 2,500 community-based service (CBO) providers where children learn and play
Food Knowledge & Skills: Results Trail 1

Nutrition Education For Children, Youth & Families

- Enroll in the program and set learning goals
- Demonstrate new food safety, food purchasing, food preparation, and food budgeting skills and knowledge
- Commit to making needed changes in nutritional eating habits
- Successfully use new skills and knowledge outside of the program for the first time
- Confirm regular use of new skills and knowledge outside of the program
- Confirm they feel good about what they are eating and that they feel full and satisfied
- Confirm they can make the best nutritional choice given their available resources
- Confirm improved health or behavior of children and/or youth

11/21/14
Food Knowledge & Skills: Results Trail 2

**Nutrition Education for Nonprofit Organizations**

- Express interest in integrating nutrition education into their work with program participants
- Confirm their understanding of how culturally relevant, prepared or raw food and food safety can contribute to the health and nutrition of their participants and themselves
- Commit to using their new understanding in their upcoming food purchases, preparation and offerings to participants
- Integrate some fresh, frozen or prepared food into food offerings with their participants for the first time
- Integrate fresh, frozen or prepared foods into food offerings with their participants on a regular basis
- Confirm that their new food choices or preparation methods are contributing to the health and nutrition of themselves and their participants

11/21/14
Food Knowledge & Skills: Key Tactics

**Individual – Family Households**
- Empower families with practical skills and knowledge to improve the nutritional value of their diets
- Improve parents’ and other family caregivers’ skills to maximize their food budgets
- Increase parents’ and other family caregivers’ knowledge and access to supplemental food assistance resources

**Community**
- Develop a national portfolio of partners to provide nutrition education to organizations and individuals residing in underserved urban and rural communities
- Replicate best practices and effective solutions in nutrition education
- Rally service providers to endorse the gold standard for high quality nutrition education service delivery

**Systemic**
- Validate an expert-endorsed checklist for high-quality programs
- Champion a gold standard for what high-quality nutrition education provides
- Enable partners to advise and inform policy that will enhance benefits for children and remove barriers to access for key programs (i.e., SNAP Education, EFNEP, etc.)
- Commission key research that will help to validate effective solutions and add new data to the field for strategy enhancements and agenda setting

11/21/14
Access To Food: Key Tactics

**Individual – Family Households**
- Increase parents’ and other family caregivers’ knowledge and access to supplemental food assistance resources

**Community**
- Increase availability of access points for food assistance resources
- Replicate best practices and effective solutions in meal provision programs
- Enhance linkages to additional service that aids families’ pathways to food security

**Systemic**
- Enable partners to advise and inform policy that will enhance benefits for children and remove barriers to access for key programs (i.e., SFSP, ASMP, SNAP, etc.)
- Commission key research that will help to validate effective solutions and add new data to the field for strategy enhancements and agenda setting
Access To Food: Hometown Meal Gap Reduction Targets

Goal by 2018: Close the gap in meals needed by 25% among households with children struggling with hunger in the company’s largest operating communities

<table>
<thead>
<tr>
<th>County, State</th>
<th>Food Insecure Children by County</th>
<th>Total Food Insecure</th>
<th>Meals Gap ($)</th>
<th>Avg Meal Cost</th>
<th>Meals Needed for Children</th>
<th>25% Reduction</th>
<th>% eligible for FNP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dupage County, IL</td>
<td>35,980</td>
<td>84,490</td>
<td>$36,226,120</td>
<td>$2.63</td>
<td>5,865,728</td>
<td>1,466,432</td>
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<td>Will County, IL</td>
<td>32,900</td>
<td>70,360</td>
<td>$29,020,650</td>
<td>$2.53</td>
<td>5,363,604</td>
<td>1,340,901</td>
<td>50%</td>
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<tr>
<td>Douglas County, NE</td>
<td>24,640</td>
<td>70,960</td>
<td>$29,615,180</td>
<td>$2.56</td>
<td>4,016,997</td>
<td>1,004,249</td>
<td>58%</td>
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<td>Benton County, WA</td>
<td>10,210</td>
<td>21,650</td>
<td>$9,282,700</td>
<td>$2.63</td>
<td>1,664,510</td>
<td>416,127</td>
<td>66%</td>
</tr>
<tr>
<td>St. Louis County, MO</td>
<td>36,210</td>
<td>157,500</td>
<td>$70,354,500</td>
<td>$2.74</td>
<td>5,903,224</td>
<td>1,475,806</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>139,940</strong></td>
<td><strong>404,960</strong></td>
<td><strong>$174,499,150</strong></td>
<td><strong>$2.74</strong></td>
<td><strong>22,814,063</strong></td>
<td><strong>5,703,516</strong></td>
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</tr>
</tbody>
</table>

Data based on Feeding America’s Map the Meal Gap 2011; investments to be determined based on success of CHEH-Omaha Project