



**CLOSE <sup>THE</sup> GAP**  
50 Million Meals By 2011.

## Key Messaging Tool

For External Use

*"It is no longer acceptable to grow incrementally. We must do what needs to be done to meet the need."*

*Jan Pruitt, President and CEO*

For questions contact PR Department at  
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# Close the Gap: What is it?

- A 29 million meal gap
- For people at Federal poverty line and below
- Gap is between what they need (*3 meals per day*) and what they currently access
  - Current need is over 1 billion pounds of food which is equivalent to 800 million meals

# Close the Gap: Why?

- Because there are hungry people (children, seniors, families).
- Because there is **a gap between need and access to resources**, and without our efforts it will continue to grow.
- Goals will be based on addressing the need, not solely on projected incremental increases.

# So, what are their current sources for food?

- 391mm meals Own efforts
- 259mm meals Food Stamp program
- 82mm meals School Meal program
- 14mm meals WIC - Women, Infants, Children
- 25mm meals 260 Member Agencies (917 F&E programs) or other sources
- **771mm meals** **Total of Current Sources**
- **800mm meals** **Total Needed**
- **29mm meals** **Missing! ←The Gap!\***

\*that you will help close!

# Close the Gap: How will we close?

- Increase poundage
  - More nutritious product available
  - Strengthen agency infrastructure
  - Provide direct services in underserved areas
- Expand Food Stamp Outreach efforts

# Close the Gap: Our key messages

**Core:** By 2011 (7/1/08 -6/30/11), the NTFB will unite the community to narrow the food gap by providing **access** to 50 million meals annually.

## Primary:

- » Close the Gap on Hunger  
*50 Million Meals by 2011*
- » I'm (We're) Helping to Close the Gap on Hunger

## Secondary:

- » Feeding Kids. Feeding Seniors. Feeding Families.
- » Select one, two or three foci

# Close the Gap: More key messages

- 1 meal = 1.28 pounds (*per USDA*).
- The term “meals” is for illustrative purposes only. Meal count includes all distributed food and grocery product .
- In FY08 we provided access to 26 million meals.
- In FY11, we will provide access to 50 million meals, doubling the impact of FY08.

# Close the Gap: Other Key Messages

- The NTFB passionately pursues a hunger-free community.
- Every \$1 = 3 meals
- Out of every \$1 donated, 97 cents goes directly for hunger relief.
- Founded in 1982, the NTFB has distributed over 308 million meals.
- Last year\* 26 million meals were distributed.
- The NTFB provides food to 917 feeding and education programs.
- The NTFB serves 260 Member Agencies.
- Last year\* an average of 50,000 families were fed each month by our Member Agencies
- Last year\* an average of 435,000 meals/snacks were served each month.
- Paul's (3) Funding Templates: *Feeding Kids, Feeding Seniors, Feeding Families*

\* FY2008 (7/1/07 – 6/30/08)

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