



## *A Transformational, Collaborative Movement to Fight Hunger*

The Hunger-Free Minnesota campaign is a statewide, data-driven initiative of community and corporate organizations working together to fight hunger in our state. The goal is to provide 100 million additional meals annually and sustainably for all Minnesotans in need. *We will close the gap in missing meals in our communities.*

### Facts about Hunger in Minnesota

- Hunger costs Minnesota up to \$1.2 billion annually in direct and indirect health care and education expenses, according to a cost/benefit study conducted by the University of Minnesota Food Industry Center (9/2010).
- Hunger in Minnesota has doubled in 5 years – it's an urban, suburban and rural dilemma.
- Hungry Minnesotans miss an average of 10 meals each month.
- 40 percent of Minnesotans in need of hunger relief are children.
- 45 percent of Minnesotans eligible for SNAP, the Minnesota Food Support Program, don't know they qualify. Minnesota ranks in the bottom half of the fourth quartile in program utilization in the United States.
- Hunger is lowering student's grades, raising rates of suicide and, counter-intuitively, obesity
- Less than 25percent of eligible seniors are enrolled in SNAP, the Minnesota Food Support Program.

### Hunger-Free Minnesota Has a Plan to Solve the Problem

Hunger-Free Minnesota commissioned Boston Consulting Group (BCG) to develop an action plan that determines specific initiatives to close the missing meal gap for Minnesotans most in need. In concert with our community partners, the action plan has been enhanced by blending business strategies with community ingenuity to create the first comprehensive effort of its kind in the nation. The Hunger-Free Minnesota plan will leverage community innovation, financial investment and in-kind resources to close the missing meal gap.

The initiatives are clear and focus on three areas:

- Emergency Food System: Strategic initiatives will procure more donated food, support capacity-building and create cost savings within distribution practices.
- SNAP-The Minnesota Food Support Program: Strategic initiatives will increase awareness, decrease stigma, expand outreach and address eligibility criteria.
- Child Hunger and Nutrition Programs: Strategic initiatives will pursue cost-effective school food programs, connect children to summer meal programs and create strong community-based programs.

This effort has community engagement and corporate leadership. Minnesota must fight hunger where we live and continue our state's legacy of caring for our neighbors that need it the most.

**Questions:** Contact Cynthia Shaffer, Executive Director, Channel One Food Bank and Food Shelf, 507-424-1716, [cynthiashaffer@channel-one.org](mailto:cynthiashaffer@channel-one.org) or visit [www.helpingfeedpeople.org](http://www.helpingfeedpeople.org) for more information.