



Congress of the United States CONGRESSIONAL HUNGER CAUCUS

395 FORD HOUSE OFFICE BUILDING
WASHINGTON, DC 20515-6408

March 16, 1994

The Honorable Mike Espy
Secretary of Agriculture
Department of Agriculture
14th Street and Independence Avenue, S.W.
Washington, D. C. 20250

Dear Secretary Espy:

Mike -

I am writing to endorse enthusiastically the End Hunger Network's proposal to revive the Presidential End Hunger Awards program. The proposal has been submitted to the White House Office of Public Liaison.

The program ran from 1984 to 1990. It was established as a means of honoring United States citizens and organizations that have made significant contributions to ending hunger. But it also serves to increase public understanding of the hunger problem and its solutions, as well as to inspire further committed action. As you might know, the program was funded originally by USAID and managed by the End Hunger Network.

The reason for my enthusiasm is two-fold. It is my belief that it is possible to end hunger if we can make this issue a priority. I see the Presidential Award program as an important step toward achieving that goal as it raises awareness in the eyes of the public and among politicians.

Secondly, the End Hunger Network is offering to raise the funding for the program from corporate sponsors. This is another way to develop concern and awareness and to enlist the private sector directly in the fight to end hunger.

Secretary Espy, you are well aware of the problems of hunger and the importance bringing attention to the issue has as part of the solution. You yourself have been involved in a number of important events in the past year that have spotlighted hunger. These awards are yet another excellent tool to focus on the issue of hunger, solutions that work, and people who are making a difference. I would be grateful for anything you can do to facilitate a letter of commitment from the White House that ensures the revival of the Presidential Awards program.

Sincerely,

Tony P. Hall

Tony P. Hall
Member of Congress

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April 7, 1994

MEMORANDUM

TO: Ms. Kathi Way
Special Assistant to the President
The White House

FROM: Margery Kraus *Margery*

RE: The End Hunger Network

Margery Kraus
President and
Chief Executive Officer

Attached is information about an activity being conducted by The End Hunger Network, an organization on whose Board I serve. It is my understanding that End Hunger has already been in touch with Carol Rasco's office regarding the award and that it could be a very good opportunity for the White House, as it has served past presidents well.

I was hoping you could take a look at the information and, if you have time, spend a few minutes tomorrow afternoon with Jerry Michaud, who is Executive Director of End Hunger and a delightful person. Jerry will be in town for the day, and I know he would be very prudent with your time. Unfortunately, I will be attending my Board of Directors meeting in New York and will not be able to join him.

Please have your office call Cathy Crane in my office (778-1012) to let her know whether a meeting will be possible. I still have not given up on having lunch with you and hope we can set something up for the near future.

Thanks for your assistance.

Attachment

*Oct 29.77
Marty factor*

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THE END HUNGER NETWORK



1994 Presidential End Hunger Awards

The Presidential End Hunger Awards were established in 1983 as a means of honoring United States citizens and organizations that have made significant contributions to ending hunger. The program seeks to increase public understanding of the hunger problem and its solutions, as well as to inspire further committed action.

Individual recipients of the Presidential Awards have been noted educators, scientists, celebrities, members of Congress, advocates for the poor, and hunger activists both within the U.S. and around the world. Organizational recipients of the Awards have included nonprofit organizations, media groups, corporations, government agencies, and volunteer groups.

Traditionally, presentation of the Presidential End Hunger Awards has been made on or around the international observance of World Food Day, October 16. This is an appropriate time for the President of the United States to acknowledge individuals and groups for their outstanding and often heroic efforts on behalf of the hungry in the U.S. and around the world.

At the annual Awards presentation in Washington D.C., a series of events with celebrity participation were created to generate media attention and put a spotlight on the issue of hunger and the dramatic efforts being made to end this avoidable tragedy. It is an opportunity for the Administration to state its commitment to fight hunger and poverty, showing its alignment with private and public action to end hunger.

Proposals aimed at re-establishing the Presidential End Hunger Awards program, which was produced annually by the End Hunger Network from 1984 to 1990, have thus far been sent to the following individuals:

- Dan Wexler, Office of Public Liaison
- Carol Rasco, Domestic Policy Advisor
- John Podesta, White House Communications
- Secretary Espy, Dept. of Agriculture
- Brian Atwood, U.S. Agency for International Development

What's Needed

Previously, the Presidential End Hunger Awards program was funded by USAID. We intend that the program be privately funded by corporate sponsors, so that it is a citizen's initiative which doesn't use federal funds and also involves corporations more in communicating about hunger issues. In order to solicit corporate funding for this year, however, as soon as possible we need a letter from the White House stating its intention to participate in this Awards program. Commitment of attendance by President or Mrs. Clinton, or Vice President Gore at the ceremony in the Rose Garden or Old Executive Office Building theater would be essential as well, something around October 16 to coincide with other World Food Day activities.

Individual Achievement**Past Presidential
End Hunger Award
Recipients**

- 1983 Wallace Campbell, *president of CARE*
 Dr. Frank Parker, *scientist*
 Kareem Abdul Jabbar, *celebrity*
 Kenny Rogers, *celebrity*
 Harry Chapin, *celebrity*
 Roberto Clemente, *celebrity*
- 1984 C. Payne Lucas, *founder of Africare*
 Dr. Arthur Moshier, *scientist*
 Eddy Albert, *celebrity*
- 1985 Hon. Bradford Morse, *administrator of UNDP*
 Dr. Norman Borlaug, *scientist*
 Hon. Benjamin Gilman, *congressperson*
 John Denver, *celebrity*
- 1986 Dr. John Hannah, *director of World Food Council*
 Mary Barden Kcegan, *US hunger activist*
 Dr. Robert Chandler, *scientist*
 Hon. John Danforth, *senator*
 Dennis Weaver, *celebrity*
 Dr. Larry Ward, *founder of Food for the Hungry*
- 1987 Y.C. James Yen, *founder of IIRR*
 Marguerite Chandler, *US hunger activist*
 Dr. John Mellor, *scientist*
 M. Peter McPherson, *director of USAID*
 Valerie Harper, *celebrity*
 David Guyer, *president of Save the Children*
 Glen & Mildred Leet, *founders of Trickle Up*
 Dr. Jean-Pierre Hallet, *founder of The Pygmy Fund*
- 1988 Eliza Carney, *US hunger activist*
 Dr. Ralph Waldo Cummings, *scientist*
 Hon. Marge Roukema, *congressperson*
 Hon. Tony Hall, *congressperson*
 Jeff Bridges, *celebrity*
- 1989 Hon. Mickey Leland, *congressperson*
 Mickey Weiss, *US hunger activist*
 Dr. Jean Mayer, *educator and nutritionist*
 Hon. Bill Emerson, *congressperson*
 Julia Taft, *director of OFDA*
 Ted Danson, *celebrity*
 Ambassador Alan Woods, *director of USAID*
- 1990 Rev. Art Simon, *founder of Bread for the World*
 Dr. Marie Gadsden, *educator*
 Dr. Chaman Kashkari, *scientist*
 Hon. Doug Bereuter, *congressperson*
 Sally Struthers, *celebrity*

- 1991 Elizabeth Silverstein, *Friends of the South Pacific*
Tara Chestnut, *youth*
Mark Patinkin, *syndicated columnist*
Dr. Warren Kronstad, *educator*
Hon. Barber Conable, *president of World Bank*
Dr. Orville Vogel, *scientist*
Ana Christina Bozzo, *activist*
Charles Sykes, *activist*

**Past Presidential
End Hunger Award
Recipients
(cont.)**

Organizational Achievement

- 1983 Save the Children
1984 Meals for Millions/Freedom from Hunger
1985 Land O'Lakes, Inc.
CARE
Band Aid Trust (*for Live Aid*)
USA for Africa
1986 Lutheran World Relief
The Peace Corps
1987 Christian Children's Fund
Christian Science Monitor
1988 ACCION International
National Public Radio
General Foods Fund
1989 Volunteers in Overseas Cooperative Assistance
Hill Staffers for the Hungry & Homeless
1990 Helper Project International
Independent Broadcasting Associates
U.S. Food for Peace
Boy Scouts of America
1991 Pioneer Hi-Bred International, Inc.
Technoserve, Inc.
Second Harvest National Food Bank Network