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The Clinton Administration's anti-hunger and nutrition policies are founded on the twin pillars of access and health. Most specifically, USDA's School Meals Initiative for Healthy Children has updated the nutrition standards for the nearly 30 million school lunches and breakfasts served to our children each school day.

Through a network of food assistance programs, including the School Breakfast and Lunch Programs, the WIC Program, and the Food Stamp Program, USDA food assistance reaches more than 1 in 6 Americans. This Administration has worked to ensure that, because of our programs, no American should fear hunger, and that, because of the nutritious food and nutritional information and education we provide, all Americans have access to a diet that promotes their health.

In the twenty months we have been in office, this Administration has improved access and expended the reach of many of our anti-hunger programs -

FOOD STAMPS

The Mickey Leland Childhood Hunger Relief Act will expand food stamp benefits to millions of needy Americans, especially families with children. The legislation increases program funding by $2.5 billion over five years, and will extend benefits to approximately 260,000 participants by FY 1997.

Nationwide, more than 27 million needy Americans benefit from the Food Stamp Program. Although participation has been decreasing in recent months, more than 7.5 million people were addded to the rolls in the last decade. 80 percent of program benefits go to families with children.

WIC

By making full-funding for the WIC program a priority, the Administration is ensuring that the proven nutrition and health benefits of one of our most popular and successful programs reach all who would benefit from it.

Participation has more than doubled since 1985 from 3.1 million to 6.4 million.

The 1995 appropriation of $3.5 billion will add 600,000 more women, infants and children to the program; we expect to serve 7 million per month in 1995. At full funding, we expect to serve 7.5 million.

SCHOOL MEALS

It is in the linkage between access to food and access to a healthy diet that the Administration has been most aggressive.

Nationwide, 25 million school children eat a school lunch, and more than 5 million eat

a school breakfast each day. But although we know that diet is directly related to health, that poor diets in childhood can lead to obesity, heart disease and cancers, that three of the leading causes of death are diet-related, that each year, 300,000 unnecessary deaths are caused by poor dietary patterns, a three year, national USDA study found that meals served in schools are failing to meet health and nutrition standards. Specifically, meals exceed the nutritional standards of the Dietary Guidelines for Americans for fat by 25 percent, and for saturated fat by 50 percent and for sodium by 100 percent.

Last June, USDA introduced the School Meals Initiative for Healthy Children, a comprehensive, integrated framework for action including a proposed regulation to update and improve the nutritional standards for School Breakfast and Lunches.

Through the proposal, the meals served will meet the standards of the Dietary Guidelines for Americans, no more than 30 percent of calories from fat, and 10 percent from saturated fat.

The proposal marks the most significant program improvements since President Harry Truman founded the School Lunch Program in 1946.

The Child Nutrition Reauthorization legislation recently approved by Congress embraces and endorsed the Administration's proposal

And by promoting policies that will expand school breakfast programs, we are helping to ensure that no child will start their school day hungry, and that each child begins school ready to learn.

The breakfast program serves 5.8 million meals per day, in over 60,500 schools. Nearly 90 percent of those meals go to children from low-income families. Currently, breakfast is served in only about 65 percent of the schools that serve lunch.

The Administrations commitment has been to increase the number of schools that offer the program. Since 1990 Breakfast Outreach Grants have provided $23 million to 44 states. As a result, 4,000 new schools have been added to the program; over 800,000 low-income children now have access to a nutritious breakfast.

OUTREACH

In developing our policies, we have looked at the community level and listened to the voices of those who are touched by our programs --

In 1993, the Agriculture Department sponsored a National Hunger Forum, to examine the causes and discuss the possible solutions to the problems of hunger and food insecurity in America. The gathering represented the most significant and distinguished group to discuss the issue since the White House Conference on Nutrition held nearly a quarter of a century before.

Since then, the Department has sponsored a series of regional hunger forums. In Texas, Ohio, Vermont and Missouri, program participants and advocates offered testimony about their how hunger affects their lives.

In developing its School Meals Initiative for Healthy Children, the Department held four national hearings to elicit testimony and input on the subject of nutrition objectives for school meals. More than 2,400 people provided testimony or written comment.

The Department is sponsoring a series of roundtables on nutrition issues for minority communities. In Washington, D.C., Los Angeles, and Atlanta, with future events planned for Miami and New York, the forums provide an opportunity to engage a diverse coalition of groups and organization in a discussion of how nutrition and nutrition information empowers people to make critical decisions that positively effect their lives.

The Food Stamp Program funds grants for outreach and client assistance demonstration projects conducted by private, non-profit organizations. The Projects target particularly vulnerable populations, such as the elderly, migrants, minorities and the homeless.

In September, USDA awarded $1 million to ten organizations around the country for community nutrition education projects. The award winners will develop models for delivering nutrition messages to those who need it most -- low-incomew persons who are at greatest risk for diet-related diseases and who participate in our food assistance programs.

8. What kinds of organizations will receive Charge Against Hunger grants in 1994?

A: Several types of organizations will receive grants, including:

Expansion of School Breakfast and Summer Food Programs -- A significant amount of the grant money will be dedicated to increasing children's access to and participation in the federal School Breakfast and Summer Food program through a combination of grants to hunger advocacy organizations and individual schools. The goal is to dramatically increase the number of children who eat a nutritious breakfast every day before school and who have access to food in the summer months when school is not in session. By doing such things as encouraging school principals to offer School Breakfast and assuring that necessary equipment is in place, a maximum number of children can be reached. Charge Against Hunger grants will be targeted to low-income areas where the School Breakfast and/or Summer Food programs are not currently offered or where child participation is low. *In 1993, a total of nearly $1.9 million was donated for School Breakfast and/or Summer Food expansion, encompassing nearly 300 schools and 34 advocacy organizations (including FRAC, the Food Research and Action Center) reaching children in all 50 states and Puerto Rico.*

Prepared and Perishable Food Rescue Programs (PPFRPs) -- Charge Against Hunger will continue to provide expansion grants to agencies that collect donations of surplus food from restaurants, hotels, caterers, and others in the food service industry, for distribution to social service agencies that provide meals to people in need. *In 1993, a total of $345,000 was donated to 30 PPFRP organizations, including City Harvest in New York, and Second Helpings on Hilton Head Island, S.C.*

Food Assistance Programs -- Grants will be awarded to food banks and feeding programs in the nation's highest need and most under-served areas. Charge Against Hunger targets programs that both provide immediate food relief and address clients' long-term need for increased access to food and better nutrition, including community gardens that enable families to grow their own produce, food pantries that provide nutritional counseling as well as food, and gleaning programs which collect and distribute produce that would otherwise be left to rot on farms. *In 1993, 84 food assistance grants were awarded through Charge Against Hunger, totalling more than $1.11 million.*

Super Pantry Programs -- In 1994, funds will again be provided to Super Pantry programs, which teach nutrition education, food preparation, budgeting, job search techniques, parenting and other life skills, to help people who regularly rely on food pantries and soup kitchens become self-sufficient. The purpose is to help participants become self-reliant and able to provide nutritious meals for themselves and their families. *In 1993, 11 grants totalling $180,000 were made, to either start Super Pantry programs in areas where they previously did not exist, or to expand current programs to reach more individuals; recipients include the Maryland Food Committee of Baltimore, and the San Francisco Food Bank's program, "A Full Plate."*

Failure to Thrive (FTT) Malnutrition Clinics -- FTT is the medical term used to describe children who fail to grow because of malnutrition, and FTT clinics work to identify and bring malnourished children back to health by providing medical treatment, nutrition education, counselling and intensive follow-up. Charge Against Hunger funds will continue to help these child development clinics at hospitals and community health centers better meet the growing demand for doctors, nutritionists, home educators, social workers, and supplies. *In 1993, a total of $315,000 was donated to 12 FTT programs, including the People's Clinic in Boulder, CO., and Boston City Hospital.*

Model Innovative Programs -- In 1994, grants will be distributed to outstanding local hunger projects that have the potential to be replicated elsewhere in the country. Charge Against Hunger support will help prove and expand their local effectiveness, building model solutions to hunger that can be adopted in other parts of the United States.

Other Critical Hunger Relief and Prevention Efforts: Grants are also made to major projects that do not fit in the above categories but that SOS believes are doing important work to combat hunger and malnutrition. *In 1993, a total of $350,000 was awarded to programs in this category such as Oxfam America's new initiative to address the root causes of hunger in the poorest areas of the U.S., and Tufts University's Nutrition Cognition Initiative, addressing the impact of inadequate nutrition on young children's long-term development.*

SOS Hunger Relief and Prevention Programs: In 1994, some funds will go to SOS's own hunger efforts, such as Operation Frontline, a direct service program which engages chefs in teaching low-income families at risk of poor nutrition how to get the most out of their limited food dollars; public education and community outreach on the hunger issue; and SOS's endowment, to help build the organization's long-term strength. *In 1993, approximately $1.1 million was dedicated to this category.*

SOS
SHARE OUR STRENGTH

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NUTRITION AND HUNGER IN THE UNITED STATES

General Hunger Facts

- More than 20 million Americans experience hunger several times each month.
  Congressional Hunger Caucus, 1994

- Between 1985 and 1990, the number of people in the United States who lacked enough to eat each month increased by 50 percent.
  Causes of Hunger, 1995
  Bread for the World

- 93% of American voters say that hunger in America is a serious national problem.
  Vincent Breglio, Republican Pollster,
  Wall Street Journal and NBC News, 1992

Childhood Hunger and School Breakfast

- In fiscal year 1993-1994, approximately 5 million low-income children out of an estimated 13.6 million eligible participated in the School Breakfast Program.
  Food Research and Action Center,
  School Breakfast Scorecard, 1993-94

- Low-income children in the School Breakfast Program have higher on-time and attendance records than do poor children who get no school breakfast. Children who start the day with a school breakfast also score significantly higher on standardized tests.
  Tufts University School of Nutrition, 1992

-more-

- Hungry children are:
  - sick twice as often as non-hungry kids;
  - absent from school 1.5 times more often;
  - 12 times as likely to report dizziness;
  - unable to pay attention in school.

  Food Research and Action Center,
  Community Childhood Hunger Identification Project, 1991

Hunger Among Children

- Nearly 23 percent of U.S. children under 18 (15.7 million) lived in poverty in 1993, many who were at risk of hunger. This is double the child poverty rate of any other industrial country.
  Census Bureau, 1994
  Causes of Hunger, 1995
  Bread for the World

- More than 12 million American children under the age of 18 experienced hunger in 1991.
  Center on Hunger, Poverty and Nutrition Policy,
  Tufts University, 1993

- The United States ranks 22nd in the world in infant mortality, for which a major contributing factor is the inadequate dietary intake of pregnant women.
  State of the World's Children, 1994

- One dollar spent on the pre-natal component of WIC (Women, Infants and Children) for low-income mothers and babies saves $3.50 that would be spent later on a child's medical problems and special education needs.
  General Accounting Office, 1992

- Since 1973, the number of children in poverty has increased by 63%, to a level higher than any year since 1964.
  Center on Hunger, Poverty and Nutrition Policy,
  Tufts University, 1993

- In 1992, two out of three requests for emergency food came from families with children.
  U.S. Conference of Mayors, 1993

- 25% percent of the nation's preschoolers and infants are in families whose below-poverty incomes make it difficult to provide basic needs (food, shelter, health care, clothing, etc.).
  Census Bureau, 1993

- Because two-thirds of the brain's development takes place during a child's first year, children can be permanently scarred if proper nourishment is not provided very early.
  Deborah Frank, M.D., Failure to Thrive Clinic, Boston City Hospital

Food Stamps

- One of every 6 U.S. residents received food stamps or other federal food assistance in 1993.
  Causes of Hunger, 1995
  Bread for the World

- 87% of food stamp recipients are women, children, or elderly people.
  Causes of Hunger, 1995
  Bread for the World

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Share Our Strength

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Leading the Fight Against Hunger

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SOS
Share Our Strength

Leading the Fight Against Hunger

"The hunger problem in this country cannot be solved by government programs alone. It is going to take all of us to do this work – people in all communities and all professions who have the talents and skills to wage an effective fight against hunger in America."

Bill Shore
Founder and Executive Director, SOS

- ***One in eight***
  American children under age 12 suffers from hunger
- ***More than 20 million***
  Americans rely on a food bank or soup kitchen at some time each month
- ***Two out of three***
  emergency food requests in U.S. cities come from families with children

Share Our Strength

(SOS) works to alleviate and prevent hunger in the U.S. and around the world.

SOS distributes grants, educates the public, and organizes community outreach programs with the help of thousands of volunteers who contribute their skills and resources in their communities and at the national level.

Founded in 1984 to mobilize the food industry on behalf of hunger relief, SOS is one of the nation's largest hunger relief organizations. Its network now includes chefs, restaurateurs, authors, artists, photographers and creative professionals from a variety of fields.

SOS Programs

Grants
SOS distributes grants to qualified hunger relief organizations including: direct food assistance programs (food banks, prepared and perishable food rescue programs), agencies working on long-term solutions to hunger (nutrition education and advocacy), and international community development organizations.

Since its inception in 1984, SOS has awarded millions of dollars in grants to more than 350 hunger relief organizations in the U.S., Canada, and in developing countries. Funds for SOS grants are raised year-round through a variety of innovative projects.

Public Awareness & Education
Through all its projects, SOS increases public awareness, dispenses information, and encourages creative solutions to hunger.

Community Outreach
By providing a variety of ways for individuals and groups to get involved in their own communities, SOS has forged a powerful coalition that works together, locally and nationally, on behalf of hunger-related issues.

Direct Service
SOS organizes volunteers through special training courses to work directly with agencies serving people at risk of hunger and malnutrition in their communities.

SOS helps fund more than 350 hunger relief organizations in the U.S., Canada, and in developing countries.

SOS Projects

Share Our Strength's Taste of the Nation,
presented by American Express, is the largest nationwide benefit for hunger relief. Top chefs and restaurateurs in 100 cities across North America host food and wine tasting events during one week each spring. Sponsors, donors, and more than 6,000 volunteers enable SOS to distribute ***100% of all ticket proceeds*** to groups fighting hunger, 80% in the U.S. and Canada and 20% in developing countries.

Writers Harvest: The National Reading
is a literary benefit in which hundreds of authors read from their works in bookstores and on college campuses across North America, all on one day each fall. SOS distributes ***100% of all ticket proceeds*** to hunger relief organizations in the U.S. and Canada.

Operation Frontline,
Share Our Strength's first direct service program, trains culinary professionals to teach nutrition and cooking skills to people who are at risk of hunger or whose children are at risk of malnutrition.

> ***"We connect people with the hunger issue by finding ways for them to contribute through their skills and through their craft – to really make a difference by sharing their strength."***
>
> **Bill Shore**

SOS Books are collections of original writings organized and edited by SOS, released by major publishing houses, and sold in bookstores around the world. SOS anthologies include: fiction collections *Louder Than Words* and *Voices Louder Than Words* (Vintage Books); the illustrated children's book *Home* (HarperCollins); and the science anthology *Mysteries of Life and the Universe* (HBJ).

FRONTIER, Share Our Strength's quarterly news magazine, educates the public and the media with timely information on hunger and poverty issues, profiles of community leaders, and original artwork and photography. *FRONTIER* is distributed free to more than 12,000 readers.

SOS Market Booths are set up in produce markets to collect excess produce for distribution to local hunger relief agencies. Booths also sell SOS gift items and promote awareness of SOS programs and hunger issues.

SOS Executive Director Bill Shore surrounded by SOS chefs from across North America.

Join the Fight Against Hunger

The SOS volunteer network is 10,000 strong. If you would like to get involved, **call 1-800-969-4SOS (4767)**. To be on our mailing list and receive a free subscription to *FRONTIER*, please fill out and return the attached form. SOS can also put you in touch with hunger relief groups in your community who could use your help.

The SOS Gift Catalogue offers a lively array of gift items, many of which were produced with the creative contributions of SOS chefs, authors, artists, and photographers. All proceeds go to SOS hunger relief programs.

The SOS Restaurant Membership Program invites restaurants to be part of the SOS network. If you own a restaurant, please contact SOS today to join! As a restaurant patron, look for the SOS window decal whenever you dine out.

SOS fundraising events are held in most cities throughout the U.S. and Canada. To attend or support an SOS event in your community, call the SOS Event Hotline at 1-800-955-8278 for details.

Charitable donations to support SOS programs can be made by filling out the attached form. Thank you for your support!

YES! I want to join SOS's fight against hunger

Name _____

Restaurant/Company _____

Position _____

Address _____

City _____ State _____ Zip _____

Phone _____

☐ Please add my name to the mailing list to receive the quarterly magazine *FRONTIER,* as well as other SOS mailings.

☐ Please send me the following (please check):
- ☐ more information about SOS and its hunger relief programs.
- ☐ the free SOS gift catalogue.
- ☐ a list of organizations that SOS funds.

☐ I would like to help with the SOS effort in my city. Please have the local chairperson contact me.

☐ Please accept this tax-deductible donation:

☐ $50 ☐ $100 ☐ $250 ☐ $500 ☐ Other $_____

☐ I have enclosed a check for $ _____

Please make your check payable to
Share Our Strength

☐ Please bill my ☐ AmEx ☐ MC ☐ VISA

Card # _____

Exp. Date _____ /_____ Today's Date _____ /_____

Signature _____

Send to: 1511 K St. NW, #940, Washington, D.C. 20005

Help us lead the fight against hunger

Call SOS now

1-800-969-4767

American Express Travel Related Services Company, Inc., TRS Communications, American Express Tower, World Financial Center, New York, NY 10285-4800

Charge Against Hunger 1994
Questions & Answers
September 1994

1. What is Charge Against Hunger and how does it work?

A: Charge Against Hunger represents American Express' total corporate commitment to bringing relief to the more than 20 million Americans who suffer from hunger. It is a comprehensive fund-raising, awareness, and volunteer campaign now in its second year, which was conceived by American Express and represents the joint efforts of American Express and Share Our Strength (SOS), one of America's largest private, non-profit sources of funds for hunger relief and prevention.

With the goal of raising $5 million three cents at a time, Charge Against Hunger is a transaction-based program designed to mobilize American Express Cardmembers, merchants, and employees under one effort. In 1994, from November 1 through December 31, every time the American Express Card is used to make a purchase, the company will make a three-cent contribution to SOS. At the end of the campaign, SOS will distribute the money in the form of grants to more than 200 local organizations working to alleviate and prevent hunger across the United States.

Combined with 1993's donation of $5.3 million, American Express' total contribution to hunger relief through Charge Against Hunger will exceed $10 million by 1995, representing one of the largest corporate contributions ever made to impact hunger and malnutrition in the United States.

2. Who is SOS, and how does it distribute its funds?

A: Share Our Strength is one of America's largest private, non-profit sources of funds for hunger relief and prevention. The organization works to alleviate and prevent hunger through grant distribution, public education, community outreach and direct service programs in the United States and throughout the world. The organization is IRS-certified, non-profit and non-partisan.

Founded in 1984 to organize the food industry on behalf of hunger relief groups, SOS's network of volunteers now includes more than 10,000 chefs, restaurateurs, writers, artists, photographers and creative professionals from a variety of fields. In 10 years, the organization has distributed more than $20 million to more than 500 organizations around the world. Most of the money has stayed in the United States to fight the hunger problem here at home.

The organization is perhaps best known for *Taste of the Nation,* the largest nationwide benefit for hunger relief, held each spring in more than 100 cities across America. American Express sponsors the two-week-long series of food and wine tastings and dinners, so that 100 percent of all proceeds can go directly to groups fighting hunger. Seventy percent of the money raised is distributed in each city where an event is held; 10% goes to a high-need area in the state; and the remaining 20% is pooled for distribution among selected international hunger relief prevention and development projects.

SOS supports such programs as food banks, prepared and perishable food rescue programs (PPFRPs), literacy projects, nutrition education, and community development programs working to alleviate and prevent hunger in rural areas and small towns as well as in the country's most populated cities. In 1993, Charge Against Hunger enabled SOS to award more than 250 more grants that it otherwise would not have been able to make.

Organizations in need of funding submit grant applications to SOS.

3. What is the relationship between American Express, Share Our Strength and Charge Against Hunger?

A: American Express is deeply involved with Share Our Strength (SOS), one of the nation's largest private, non-profit source of funds for hunger relief and prevention.

The relationship began in 1990 when restaurateurs explained to us that hunger was a serious problem in their communities, and that they were involved in finding creative ways to help solve it. They were donating their extra food to emergency feeding centers, volunteering their time to raise money for local food pantries and community efforts, and participating in the largest culinary hunger relief benefit in the country -- *Share Our Strength's Taste of the Nation,* featuring more than 5,000 chefs.

When our restaurant merchants asked us, we agreed to join SOS and become the national sponsor of *Taste of the Nation,* making it possible for SOS to grant 100 percent of the event's proceeds -- $3 million in 1992, $3.5 million in 1993, and almost $4 million in 1994 -- directly to hunger relief groups.

Since the first sponsorship, American Express' commitment to hunger relief and to SOS has grown steadily over the years. American Express has sponsored a number of other SOS programs, including, for two years, *Writers Harvest: The National Reading,* featuring some 800 authors reading from their works at more than 100 events held on college campuses and in bookstores. The first transaction-based program to fight hunger was *Million Meals,* done during a six-week period in spring 1993 when Student Cardmembers helped SOS provide one million meals by using the Card.

Charge Against Hunger, launched in 1993 and renewed for 1994, is the latest program in this long and successful partnership.

4. Why is American Express continuing to support Charge Against Hunger?

A: We committed to a second year of Charge Against Hunger because of the feedback we received and the progress we saw in the hunger relief community. Hungry families received food as well as nutrition education; more kids who need free school breakfast now have access to it; and more malnourished children are now receiving the medical attention they need.

But we also had internal reasons. Research conducted after last year's Charge Against Hunger campaign revealed that American Express' Cardmembers, merchant partners and employees want us to continue the fight against hunger. Almost 60 percent of Cardmembers who were aware of the program said they increased Card usage; merchants saw Cardmembers using the Card more during the campaign; and 92 percent of the company's employees said they felt better about working for American Express as a result of Charge Against Hunger.

In addition to our internal reasons, the 1994 campaign continues the company's deep commitment to fighting hunger through building awareness, encouraging volunteer efforts (particularly among our employees), and educating the public about the problem and ways to help fight it.

5. How will the 1994 Charge Against Hunger campaign be launched?

A: On November 1, American Express will launch Charge Against Hunger 1994 by serving breakfast to thousands of students at a number of elementary schools across the country. These symbolic events, held in school cafeterias, will officially start the 1994 Charge Against Hunger campaign while pointing to the issue of School Breakfast -- one area that has a huge impact on hungry children and has benefited from last year's Charge Against Hunger grants, however, is still in need of funding.

American Express employees, merchants, Cardmembers, local dignitaries, and celebrities will serve a healthy breakfast to school children to reinforce the importance of the relationship between breakfast and doing well in school. Host schools have applied for and been selected to receive Charge Against Hunger grants for expansion of their school breakfast programs.

News that the 1994 Charge Against Hunger is underway will be delivered to the rest of the country through comprehensive advertising and publicity campaigns, direct mail to Cardmembers and point of purchase displays at merchant establishments.

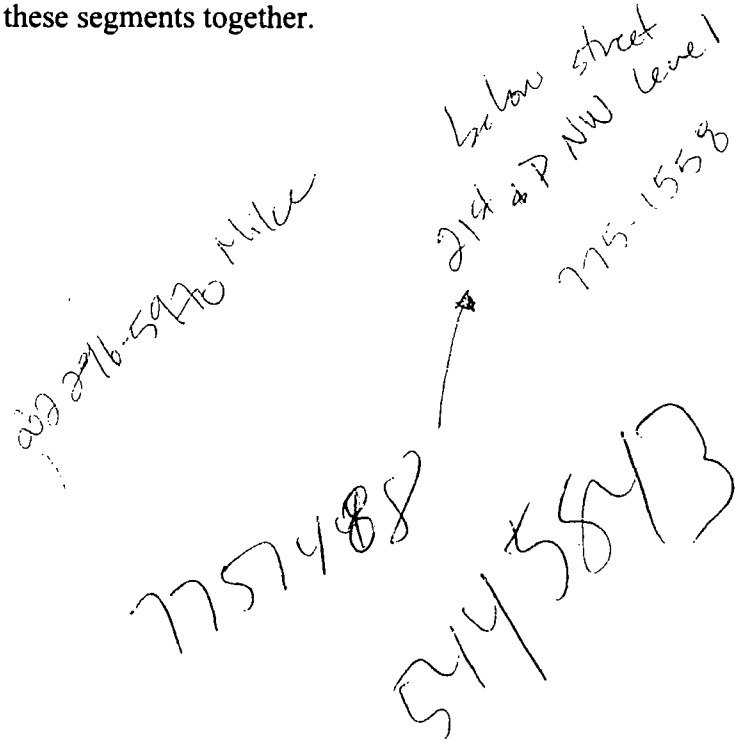
6. Why American Express and hunger relief?

A: With more than 20 million hungry people in the United States, the issue of hunger is in American Express' own backyard. Not just in inner cities or poor rural areas, hunger is reaching critical proportions in nearly every community and suburb where there are Cardmembers, merchants or American Express employees.

Unlike starvation, whose images may haunt us, hunger and malnutrition in America sneaks in through the back door. Chronic hunger stunts a child's physical growth and capacity to learn, and often the untrained eye cannot even see that a child is hungry. A young mother may be forced to choose between paying the electric bill or buying groceries for the week, and yet her friends and family may never even know.

Working with SOS, American Express has learned about the extent of the hunger problem, and also possible ways to alleviate it. America, unlike developing nations, has the resources to feed all of its people and help them become self-sufficient. Yet, we know that men, women, children, families, and seniors go hungry every day. As Americans, we need a higher level of awareness and understanding of hunger in this country, and ultimately, a commitment needs to be made to distribute the food and resources that we have. When we hear that every day thousands of tons of food are wasted, we see that it's a matter of pulling together in new ways to gather and distribute food, and to educate families in need so they can help themselves.

Without partnerships between government, private relief programs, concerned citizens and American businesses, the problem cannot be solved. Charge Against Hunger offers a new model for bringing these segments together.



7. How extreme is hunger in America?

A: Here are a few facts:

One in eight American children under 12 is hungry. One in four -- a total of 11.5 million -- is at risk of hunger. (Food Research & Action Center, 1991)

One in 10 Americans is now receiving food stamps, and more than seven million people have been added to the food stamp program in the last three years. (Food Research & Action Center and the U.S. Dept. of Agriculture, 1994)

Ten million people with low-income who get food stamps suffer from hunger because the program does not meet their dietary needs. (Center on Hunger, Poverty, and Nutrition Policy at the Tufts University School of Nutrition, 1993)

Hunger in the United States has increased by 50 percent since 1985. (Center on Hunger, Poverty and Nutrition Policy, Tufts University School of Nutrition, 1993)

Income Guidelines for Child Nutrition Meals* 1994-95

Household Size	*Federal Poverty Guidelines 100% of Poverty*			*Free Meals 130% of Poverty*			*Reduced-Price Meals 185% of Poverty*		
	Year	Month	Week	Year	Month	Week	Year	Month	Week
1	$7,360	$614	$142	$9,568	$798	$184	$13,616	$1,135	$262
2	9,840	820	190	12,792	1,066	246	18,204	1,517	351
3	12,320	1,027	237	16,016	1,335	308	22,792	1,900	439
4	14,800	1,234	285	19,240	1,604	370	27,380	2,282	527
5	17,280	1,440	333	22,464	1,872	432	31,968	2,664	615
6	19,760	1,647	380	25,688	2,141	494	36,556	3,047	703
7	22,240	1,854	428	28,912	2,410	556	41,144	3,429	792
8	24,720	2,060	476	32,136	2,678	618	45,732	3,811	880
Ea. addit'l, +	$2,480	$207	$48	$3,224	$269	$62	$4,588	$383	$89

Source: *Federal Register*, Vol. 59, No. 38, 2/25/94, p. 9183.

* This is relevant for the continental U.S. only and does not include Alaska and Hawaii, which are slightly higher.

Federal Per-Meal Reimbursement Rates, July 1, 1994 – June 30, 1995

School Breakfast Reimbursement Rates

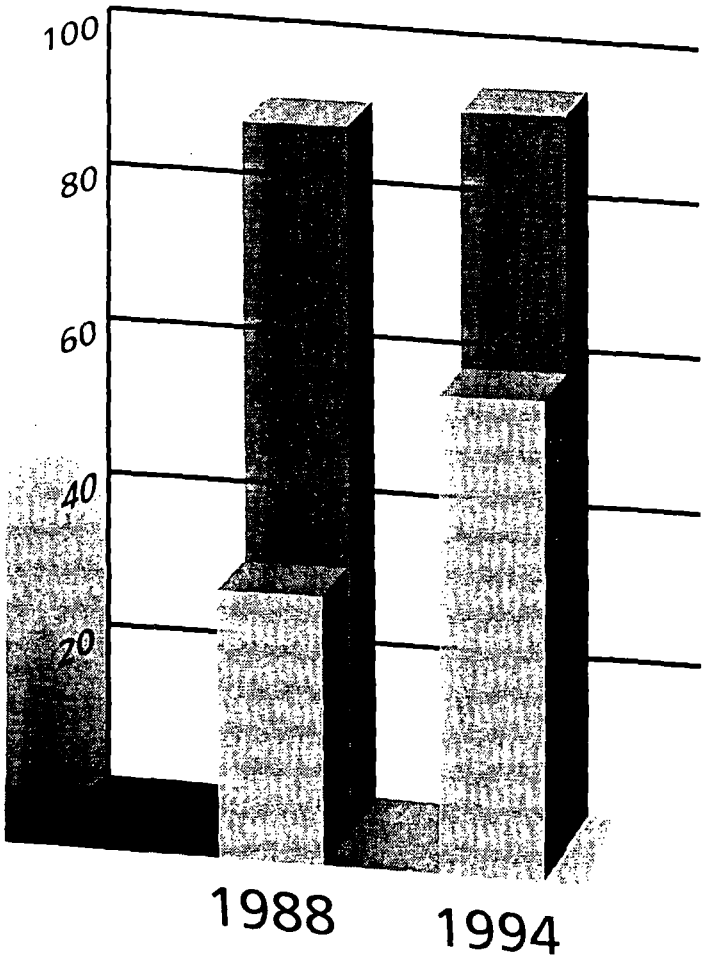
	Non-Severe Need	*Severe Need**	*Amount Child Pays***
Free	$0.9750	$1.1600	0
Reduced-Price	$0.6750	$0.8600	$0.30 (maximum)
Paid	$0.1925	$0.1925	$0.54 (average)

Source: *Federal Register*, Vol. 59, No. 128, 7/6/94, pp. 34592 - 34594.

* "Severe Need" designates schools with high numbers of students eligible for free or reduced-priced meals (40% for breakfast and 60% for lunch) which are eligible to receive higher reimbursement rates. For breakfast only, schools must also document excess costs to receive this rate.

** Child Nutrition Division, USDA FNS. (From study by Abt Associates for USDA OAE, 1990-91 School Year average cost for paid breakfast.)

Comparison Between School Participation In Breakfast and Lunch Programs
FY88 and FY94



Schools offering breakfast programs
1988–36,425
1994–57,934

Schools offering lunch programs
1988–87,496
1994–90,217

LOW-INCOME STUDENT STUDENT PARTICIPATION 1994

	STATE	# F & RP STUDENTS IN BREAKFAST '94	# F & RP STUDENTS IN LUNCH '94	% F & RP STUDENTS IN BOTH '94	RANK
mid-atlantic region					
	DELAWARE	12,217	28,165	43.4%	12
	DISTRICT	16,016	43,297	37.0%	22
	MARYLAND	59,419	188,584	27.2%	34
	NEW JERSEY	54,435	263,972	20.6%	45
	PENNSYLVANIA	112,341	430,273	26.1%	36
	VIRGINIA	109,064	256,032	42.6%	13
	WEST VIRGINIA	62,476	111,302	56.1%	2
		425,968	1,321,625	32.2%	
midwest region					
	ILLINOIS	143,583	576,456	24.5%	43
	INDIANA	55,562	209,782	26.5%	35
	MICHIGAN	70,703	355,296	19.9%	49
	MINNESOTA	47,361	182,517	25.9%	38
	OHIO	141,092	438,717	32.1%	30
	WISCONSIN	27,790	186,489	14.9%	51
		486,091	1,949,257	24.9%	
mountain plains region					
	COLORADO	35,991	142,024	25.3%	41
	IOWA	29,392	116,829	25.1%	42
	KANSAS	46,629	118,712	39.3%	18
	MISSOURI	101,973	249,142	40.9%	16
	MONTANA	10,383	40,871	25.4%	40
	NEBRASKA	16,061	75,137	21.3%	44
	NORTH DAKOTA	6,456	30,206	20.1%	48
	SOUTH DAKOTA	13,086	46,144	28.4%	32
	UTAH	18,995	102,918	18.4%	50
	WYOMING	5,878	22,879	25.6%	39
		284,844	944,862	30.1%	
northeast region					
	CONNECTICUT	34,817	104,362	33.4%	28
	MAINE	14,959	51,226	29.2%	31
	MASSACHUSETTS	74,515	204,897	36.4%	24
	NEW HAMPSHIRE	7,319	28,052	26.1%	37
	NEW YORK	334,105	1,033,214	32.3%	29
	RHODE ISLAND	7,399	36,663	20.2%	47
	VERMONT	7,100	21,064	33.7%	27
		480,214	1,479,478	32.5%	
southeast region					
	ALABAMA	117,687	308,387	38.2%	21
	FLORIDA	300,759	773,453	38.9%	20
	GEORGIA	219,645	480,667	45.7%	9
	KENTUCKY	128,232	260,762	49.2%	4
	MISSISSIPPI	134,623	286,859	46.9%	8
	NORTH CAROLINA	180,037	379,124	47.5%	6
	SOUTH CAROLINA	133,123	261,523	50.9%	3
	TENNESSEE	134,994	286,135	47.2%	7
		1,349,100	3,036,910	44.4%	
southwest region					
	ARKANSAS	99,656	177,643	56.1%	1
	LOUISIANA	205,520	428,986	47.9%	5
	NEW MEXICO	52,200	133,768	39.0%	19
	OKLAHOMA	92,858	210,305	44.2%	11
	TEXAS	615,154	1,370,621	44.8%	10
		1,065,388	2,321,323	45.9%	
western region					
	ALASKA	5,520	27,065	20.4%	46
	ARIZONA	101,364	245,729	41.3%	15
	CALIFORNIA	635,148	1,737,822	36.5%	23
	HAWAII	17,194	49,856	34.5%	26
	IDAHO	17,935	65,550	27.4%	33
	NEVADA	20,151	48,375	41.7%	14
	OREGON	49,981	127,229	39.3%	17
	WASHINGTON	78,508	217,262	36.1%	25
		925,801	2,518,888	36.8%	
	US	1,368,837	4,235,084	37.0%	

CHANGE IN LOW-INCOME STUDENT PARTICIPATION 1993-94

	STATE	# F & RP STUDENTS IN BREAKFAST '93	# F &RP STUDENTS IN BREAKFAST '94	% CHANGE IN STUDENTS '93-'94	RANK
mid-atlantic region					
	DELAWARE	10,252	12,217	19.2%	10
	DISTRICT	14,806	16,016	8.2%	35
	MARYLAND	49,880	59,419	19.1%	11
	NEW JERSEY	54,332	54,435	0.2%	50
	PENNSYLVANIA	100,242	112,341	12.1%	24
	VIRGINIA	104,965	109,064	3.9%	45
	WEST VIRGINIA	63,024	62,476	-0.9%	51
		397,501	425,968	7.2%	
midwest region					
	ILLINOIS	135,332	143,583	6.1%	41
	INDIANA	45,079	55,562	23.3%	6
	MICHIGAN	58,286	70,703	21.3%	9
	MINNESOTA	42,393	47,361	11.7%	26
	OHIO	130,322	141,092	8.3%	34
	WISCONSIN	23,761	27,790	17.0%	14
		435,173	486,091	11.7%	
mountain plains region					
	COLORADO	31,289	35,991	15.0%	16
	IOWA	25,473	29,392	15.4%	15
	KANSAS	26,495	46,629	76.0%	1
	MISSOURI	89,195	101,973	14.3%	18
	MONTANA	8,523	10,383	21.8%	8
	NEBRASKA	13,571	16,061	18.3%	13
	NORTH DAKOTA	5,644	6,456	14.4%	17
	SOUTH DAKOTA	12,325	13,086	6.2%	38
	UTAH	14,863	18,995	27.8%	5
	WYOMING	4,520	5,878	30.0%	4
		231,898	284,844	22.8%	
northeast region					
	CONNECTICUT	31,340	34,817	11.1%	28
	MAINE	13,166	14,959	13.6%	20
	MASSACHUSETTS	68,198	74,515	9.3%	30
	NEW HAMPSHIRE	5,956	7,319	22.9%	7
	NEW YORK	299,938	334,105	11.4%	27
	RHODE ISLAND	6,773	7,399	9.2%	31
	VERMONT	5,452	7,100	30.2%	3
		430,823	480,214	11.5%	
southeast region					
	ALABAMA	108,020	117,687	8.9%	32
	FLORIDA	283,402	300,759	6.1%	40
	GEORGIA	194,399	219,645	13.0%	22
	KENTUCKY	119,302	128,232	7.5%	37
	MISSISSIPPI	134,162	134,623	0.3%	49
	NORTH CAROLINA	169,491	180,037	6.2%	39
	SOUTH CAROLINA	116,950	133,123	13.8%	19
	TENNESSEE	129,874	134,994	3.9%	46
		1,255,600	1,349,100	7.4%	
southwest region					
	ARKANSAS	88,962	99,656	12.0%	25
	LOUISIANA	197,642	205,520	4.0%	44
	NEW MEXICO	46,039	52,200	13.4%	21
	OKLAHOMA	88,842	92,858	4.5%	43
	TEXAS	594,947	615,154	3.4%	47
		1,016,432	1,065,388	4.8%	
western region					
	ALASKA	5,105	5,520	8.1%	36
	ARIZONA	93,184	101,364	8.8%	33
	CALIFORNIA	620,177	635,148	2.4%	48
	HAWAII	15,319	17,194	12.2%	23
	IDAHO	15,125	17,935	18.6%	12
	NEVADA	15,009	20,151	34.3%	2
	OREGON	47,624	49,981	4.9%	42
	WASHINGTON	71,208	78,508	10.3%	29
		882,751	925,801	4.9%	
	US	1,206,084	1,368,837	7.9%	

SCHOOL PARTICIPATION 1994

	STATE	# SCHOOLS SERVING BREAKFAST '94	# SCHOOL SERVING LUNCH '94	% SCHOOLS SERVING BOTH '94	RANK
mid-atlantic region					
	Delaware	170	180	94.4%	7
	District	159	168	94.6%	6
	Maryland	1,149	1,368	84.0%	15
	New Jersey	791	2,683	29.5%	47
	Pennsylvania	1,872	3,657	51.2%	33
	Virginia	1,465	1,851	79.1%	19
	West Virginia	925	927	99.8%	1
		6,531	10,834	60.3%	
midwest region					
	Illinois	1,746	4,070	42.9%	40
	Indiana	951	2,203	43.2%	39
	Michigan	1,096	3,746	29.3%	48
	Minnesota	932	1,839	50.7%	34
	Ohio	1,646	4,032	40.8%	41
	Wisconsin	485	2,344	20.7%	51
		6,856	18,234	37.6%	
mountain plains region					
	Colorado	656	1,372	47.8%	35
	Iowa	1,001	1,774	56.4%	28
	Kansas	1,435	1,678	85.5%	14
	Missouri	1,634	2,432	67.2%	26
	Montana	196	484	40.5%	42
	Nebraska	310	969	32.0%	46
	North Dakota	181	486	37.2%	45
	South Dakota	283	632	44.8%	37
	Utah	324	732	44.3%	38
	Wyoming	107	391	27.4%	50
		6,127	10,950	56.0%	
northeast region					
	Connecticut	410	1,048	39.1%	43
	Maine	414	718	57.7%	27
	Massachusetts	1,135	2,109	53.8%	31
	New Hampshire	269	481	55.9%	30
	New York	4,127	5,771	71.5%	25
	Rhode Island	140	360	38.9%	44
	Vermont	183	342	53.5%	32
		6,678	10,829	61.7%	
southeast region					
	Alabama	1,028	1,411	72.8%	24
	Florida	2,428	2,763	87.9%	11
	Georgia	1,834	1,858	98.7%	2
	Kentucky	1,262	1,533	82.3%	16
	Mississippi	733	913	80.3%	18
	North Carolina	1,942	2,041	95.1%	5
	South Carolina	1,050	1,064	98.7%	3
	Tennessee	1,371	1,590	86.2%	13
		11,648	13,173	88.4%	
southwest region					
	Arkansas	1,098	1,165	94.2%	8
	Louisiana	1,553	1,654	93.9%	9
	New Mexico	593	753	78.8%	20
	Oklahoma	1,339	1,774	75.5%	22
	Texas	5,940	6,184	96.1%	4
		10,523	11,530	91.3%	
western region					
	Alaska	174	373	46.6%	36
	Arizona	951	1,157	82.2%	17
	California	4,965	8,846	56.1%	29
	Hawaii	245	268	91.4%	10
	Idaho	399	533	74.9%	23
	Nevada	269	355	28.2%	49
	Oregon	1,094	1,246	87.8%	12
	Washington	1,475	1,889	78.1%	21
		9,572	14,667	61.7%	
	US	20,618	34,410	64.2%	

CHANGE IN SCHOOL PARTICIPATION 1993-94

STATE	# SCHOOLS SERVING BREAKFAST '93	# SCHOOLS SERVING BREAKFAST '94	% CHANGE IN SCHOOLS '93-'94	RANK
mid-atlantic region				
Delaware	151	170	12.6%	20
District	169	159	-5.9%	51
Maryland	957	1,149	20.1%	11
New Jersey	625	791	26.6%	6
Pennsylvania	1,675	1,872	11.8%	22
Virginia	1,433	1,465	2.2%	40
West Virginia	913	925	1.3%	43
	5,923	6,531	10.3%	
midwest region				
Illinois	1,696	1,746	2.9%	38
Indiana	790	951	20.4%	10
Michigan	870	1,096	26.0%	7
Minnesota	859	932	8.5%	27
Ohio	1,491	1,646	10.4%	24
Wisconsin	463	485	4.8%	34
	6,169	6,856	11.1%	
mountain plains region				
Colorado	571	656	14.9%	16
Iowa	1,035	1,001	-3.3%	50
Kansas	733	1,435	95.8%	1
Missouri	1,408	1,634	16.1%	13
Montana	169	196	16.0%	14
Nebraska	239	310	29.7%	4
North Dakota	148	181	22.3%	8
South Dakota	275	283	2.9%	39
Utah	167	324	94.0%	2
Wyoming	106	107	0.9%	46
	4,851	6,127	26.3%	
northeast region				
Connecticut	375	410	9.3%	26
Maine	366	414	13.1%	17
Massachusetts	1,063	1,135	6.8%	29
New Hampshire	210	269	28.1%	5
New York	3,680	4,127	12.1%	21
Rhode Island	119	140	17.6%	12
Vermont	158	183	15.8%	15
	5,971	6,678	11.8%	
southeast region				
Alabama	970	1,028	6.0%	32
Florida	2,286	2,428	6.2%	30
Georgia	1,335	1,834	37.4%	3
Kentucky	1,250	1,262	1.0%	45
Mississippi	710	733	3.2%	37
North Carolina	1,918	1,942	1.3%	44
South Carolina	872	1,050	20.4%	9
Tennessee	1,359	1,371	0.9%	47
	10,700	11,648	8.9%	
southwest region				
Arkansas	1,049	1,098	4.7%	35
Louisiana	1,471	1,553	5.6%	33
New Mexico	525	593	13.0%	19
Oklahoma	1,321	1,339	1.4%	42
Texas	5,836	5,940	1.8%	41
	10,202	10,523	3.1%	
western region				
Alaska	154	174	13.0%	18
Arizona	881	951	7.9%	28
California	4,471	4,965	11.0%	23
Hawaii	236	245	3.8%	36
Idaho	397	399	0.5%	48
Oregon	1,094	1,094	0.0%	49
Washington	1,391	1,475	6.0%	31
	8,624	9,303	7.9%	
US	17,869	20,618	10.0%	

% CHANGE IN LOW-INCOME STUDENT PARTICIPATION IN THE SCHOOL BREAKFAST PROGRAM, 1988-1994

STATE	# F&RP STUDENTS EATING BREAKFAST '88	# F & RP STUDENTS EATING BREAKFAST '94	% CHANGE 1988-1994
ALABAMA	92,087	117,687	27.8%
ALASKA	3,063	5,520	80.2%
ARIZONA	43,406	101,364	133.5%
ARKANSAS	44,919	99,656	121.9%
CALIFORNIA	348,685	635,148	82.2%
COLORADO	15,344	35,991	134.6%
CONNECTICUT	9,778	34,817	256.1%
DISTRICT	5,970	16,016	168.3%
DELAWARE	11,950	12,217	2.2%
FLORIDA	140,354	300,759	114.3%
GEORGIA	112,058	219,645	96.0%
HAWAII	14,221	17,194	20.9%
IDAHO	3,711	17,935	383.3%
ILLINOIS	83,662	143,583	71.6%
INDIANA	23,578	55,562	135.7%
IOWA	10,371	29,392	183.4%
KANSAS	6,264	46,629	644.4%
KENTUCKY	89,683	128,232	43.0%
LOUISIANA	123,789	205,520	66.0%
MAINE	5,374	14,959	178.4%
MARYLAND	30,742	59,419	93.3%
MASSACHUSETTS	52,200	74,515	42.7%
MICHIGAN	26,694	70,703	164.9%
MINNESOTA	11,631	47,361	307.2%
MISSISSIPPI	118,414	134,623	13.7%
MISSOURI	38,399	101,973	165.6%
MONTANA	4,596	10,383	125.9%
NEBRASKA	4,999	16,061	221.3%
NEVADA	7,159	20,151	181.5%
NEW HAMPSHIRE	2,536	7,319	188.6%
NEW JERSEY	33,797	54,435	61.1%
NEW MEXICO	27,002	52,200	93.3%
NEW YORK	214,214	334,105	56.0%
NORTH CAROLINA	130,328	180,037	38.1%
NORTH DAKOTA	2,582	6,456	150.0%
OHIO	87,471	141,092	61.3%
OKLAHOMA	46,896	92,858	98.0%
OREGON	14,419	49,981	246.6%
PENNSYLVANIA	39,591	112,341	183.8%
RHODE ISLAND	4,784	7,399	54.7%
SOUTH CAROLINA	61,875	133,123	115.1%
SOUTH DAKOTA	8,119	13,086	61.2%
TENNESSEE	101,777	134,994	32.6%
TEXAS	433,226	615,154	42.0%
UTAH	3,241	18,995	486.1%
VERMONT	1,116	7,100	536.2%
VIRGINIA	51,304	109,064	112.6%
WASHINGTON	21,683	78,508	262.1%
WEST VIRGINIA	50,733	62,476	23.1%
WISCONSIN	14,039	27,790	97.9%
WYOMING	1,196	5,878	391.5%
US	2,835,032	5,017,406	77.0%

% CHANGE IN SCHOOL PARTICIPATION, 1988-1994

STATE	# SCHOOLS SERVING BREAKFAST '88	# SCHOOLS SERVING BREAKFAST '94	% CHANGE 1988-1994
Alabama	902	1,028	14.0%
Alaska	121	174	43.8%
Arizona	510	951	86.5%
Arkansas	510	1,098	115.3%
California	2,805	4,965	77.0%
Colorado	309	656	112.3%
Connecticut	138	410	197.1%
Delaware	125	170	36.0%
District	187	159	-15.0%
Florida	1,533	2,428	58.4%
Georgia	1,331	1,834	37.8%
Hawaii	220	245	11.4%
Idaho	188	399	112.2%
Illinois	1,016	1,746	71.9%
Indiana	599	951	58.8%
Iowa	436	1,001	129.6%
Kansas	209	1,435	586.6%
Kentucky	923	1,262	36.7%
Louisiana	820	1,553	89.4%
Maine	179	414	131.3%
Maryland	847	1,149	35.7%
Massachusetts	927	1,135	22.4%
Michigan	460	1,096	138.3%
Minnesota	239	932	290.0%
Mississippi	599	733	22.4%
Missouri	534	1,634	206.0%
Montana	149	196	31.5%
Nebraska	103	310	201.0%
Nevada	139	269	93.5%
New Hampshire	99	269	171.7%
New Jersey	574	791	37.8%
New Mexico	333	593	78.1%
New York	2,927	4,127	41.0%
North Carolina	1,706	1,942	13.8%
North Dakota	48	181	277.1%
Ohio	1,350	1,646	21.9%
Oklahoma	854	1,339	56.8%
Oregon	315	1,094	247.3%
Pennsylvania	699	1,872	167.8%
Rhode Island	85	140	64.7%
South Carolina	503	1,050	108.7%
South Dakota	103	283	174.8%
Tennessee	1,264	1,371	8.5%
Texas	5,688	5,940	4.4%
Utah	59	324	449.2%
Vermont	50	183	266.0%
Virginia	812	1,465	80.4%
Washington	534	1,475	176.2%
West Virginia	1,085	925	-14.7%
Wisconsin	251	485	93.2%
Wyoming	28	107	282.1%
US	36,425	57,935	59.1%

Millions of kids are hungry in America.

7/30/93

Campaign to End Childhood Hunger

Millions of kids are hungry in America.
About five million children under age 12 -- 1 in 8 -- go hungry each month.
Hunger hurts.
It robs children of proper physical development.
It causes health problems and it interferes with a child's ability to concentrate and learn.
Hunger makes children less likely to reach their potential.
That is why we launched the Campaign to End Childhood Hunger.

We can end childhood hunger now.

Here's the challenge. The primary cause of hunger in the United States is poverty. In our country today, one in five children is poor. In the long run, the availability of quality education and training, jobs with living wages, and adequate and affordable housing, child care and health care will lift families out of poverty. *But hungry children cannot wait for the long run.*

The Campaign is feeding kids today. The Campaign to End Childhood Hunger is the most ambitious, sustained and coordinated national effort ever undertaken to eliminate hunger in the United States. The Campaign is ensuring that children from families with low incomes are getting the food they need to be healthy and productive. Most notably, the Campaign is playing a major role in:

- assuring healthy pregnancies, births and early child development through increased funding for the Special Supplemental Food Program for Women, Infants and Children (WIC).
- promoting healthy eating and educational excellence by protecting and expanding school breakfast and lunch programs.
- providing meals at summer camps and schools, Boys' Clubs, YWCAs and day care centers and family day care homes by expanding summer food programs and child care feeding programs.
- preventing hunger in the home by improving the Food Stamp Program.
- ensuring the emergency distribution of food for the hungry and homeless.

Campaign To End Childhood Hunger

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Here's how we do it.

Working with key groups and committed individuals across the nation, the Campaign:

- strengthens local coalitions by providing tools, training and information.
- educates and motivates the public and government leaders using media campaigns, speaking engagements, educational videotapes and reports.
- documents and dramatizes childhood hunger and poverty.
- increases governmental response and program coordination.
- conducts national and statewide conferences and skill-building training sessions.

There is a place for you in the Campaign.

Coordinated by the Food Research and Action Center, the Campaign is being waged actively by hundreds of citizen groups in 50 states. The Campaign's National Advisory Council includes corporate executives, labor union presidents, bipartisan leadership in the U.S. Congress, religious leaders, creative artists and experts in hunger and poverty.

The Campaign has the endorsement of more than 100 national organizations, representing millions of Americans. These groups include the U.S. Conference of Mayors, the Second Harvest National Food Bank Network, the National Urban League, the AFL-CIO, the League of Women Voters, the Children's Defense Fund, and Catholic Charities USA.

At the state and community levels, Campaign coalitions actively involve hunger and poverty advocates, elected leaders, educators, parents, people with low incomes, volunteers, corporate and business leaders, government workers, religious congregations, medical professionals, researchers and many, many others.

Be informed. Be involved.

Join the Campaign to End Childhood Hunger!

For information, contact:

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1875 Connecticut Avenue, N.W. #540
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(202) 986-2200

Or, call your local anti-hunger coalition.

F·R·A·C

FOOD RESEARCH
& ACTION CENTER

FOOD RESEARCH AND ACTION CENTER

School Breakfast Program
News Conference
October 4, 1994

Speakers:

Robert J. Fersh, *Executive Director,* Food Research and Action Center (FRAC)

Michele Tingling-Clemmons, *Coordinator, National School Breakfast Expansion Campaign,* FRAC

Joan Kelley, representing National Association of Elementary School Principals; *President,* D.C. Association of Elementary School Principals; *Principal,* Tyler Elementary School, Washington, D.C.

Maxine P. Farrell, *Director,* Corporate Contributions, Kraft General Foods

Penny E. McConnell, *President-elect,* American School Food Service Association

Sherry Freeman, representing National Parent Teacher Association, *PTA President,* Scott Montgomery Elementary School, Washington, DC

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F·R·A·C

FOOD RESEARCH
& ACTION CENTER

THE FOOD RESEARCH AND ACTION CENTER

The Food Research and Action Center (FRAC) is the leading national organization working to improve public policies to eradicate hunger and undernutrition in the United States. Founded in 1970 as a public interest law firm, FRAC is a nonprofit and nonpartisan research, public policy and legal center that serves as the hub of an anti-hunger network comprised of thousands of individuals and agencies.

FRAC seeks to harness our nation's resources on behalf of those Americans who are least able to provide for themselves -- poor children and their families, the elderly, the homeless and those on the brink of homelessness. FRAC engages in a variety of activities at the national, state and local levels to form a comprehensive strategy for reducing hunger and undernutrition in this nation.

FRAC is conducting ground-breaking research to document the extent of hunger and its impact on low-income families with children. FRAC studies documenting the growth and extent of hunger in the U.S. have led to important public and private initiatives to feed the hungry. "Bitter Harvest," a study published in 1984 and 1985, provided early evidence that the poor and hungry were being excluded from the economic recovery of the 1980s. The survey, the largest and most comprehensive of its kind, led to Congressional restoration of Food Stamp benefits.

The Community Childhood Hunger Identification Project (CCHIP), FRAC's most ambitious undertaking to date, is the most comprehensive study of childhood hunger ever conducted in this country. CCHIP is examining factors associated with hunger, documenting the extent of domestic childhood hunger, and has become the central weapon in the Campaign to End Childhood Hunger.

FRAC reviews and analyzes the major developments at the national level that affect food assistance and related programs -- legislation, regulations and major reports and proposals. FRAC also monitors the implementation of these laws and serves as a watchdog of regulations and programs affecting the poor. One of the best-known examples of FRAC's watchdog role occurred in 1981 when FRAC was instrumental in convincing the U.S. Department of Agriculture to withdraw a regulation that would have labeled ketchup a "vegetable" in the school lunch program. More recently, FRAC intervention expanded the right of homeless people to obtain food stamps in an expedited manner and modified rules that denied food stamps to families forced to move in with relatives.

FRAC functions as a support center and coordinating body for a growing nationwide anti-hunger network comprised of advocates, food bank and food pantry staffers, program administrators and participants, legal services attorneys, policymakers and others. Through technical assistance, field-based training sessions, and publications, including food program guides and evaluations, hunger studies, federal policy and poverty updates, and its newsletter, *Foodlines*, FRAC empowers its network to ensure that federal food assistance programs are

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broadly available, administered correctly, and funded adequately. Their activities range from assisting Atlanta emergency food providers to add food stamp outreach to their food distribution program, to building hunger coalitions in states where none currently existed, such as the formation of the Vermont Anti-Hunger Coalition and the Maine Coalition for Food Security.

At its national conference, FRAC brings together hundreds of anti-hunger activists and experts, food bank and food pantry staffers, program administrators and participants, legal services attorneys and policymakers from across the country to evaluate past anti-hunger efforts and to set a common direction for the future. In addition to its national conference, FRAC's twice-yearly meetings of state anti-hunger leaders result in a stronger, more coordinated and more effective attack on hunger.

FRAC serves as a clearinghouse for national and local organizations seeking information and analyses about hunger and anti-hunger programs. Through FRAC, local and statewide organizations are put in close contact with each other to share strategies, successes, and challenges, ultimately strengthening efforts to end hunger in all regions of the country. Additionally, FRAC's ties to other national organizations, associations, and unions -- including educators, nutritionists, physicians, the business community, workers, and others -- broadens the reach of hunger advocacy.

FRAC closely monitors policy developments and relays information from local activists, expert nutritionists and analysts to federal policymakers. FRAC ensures that the voices of the hungry are heard on Capitol Hill and that policy makers understand the impact their programs may have on the needy.

FRAC provides legal services and assistance to those seeking to protect the rights of persons eligible for food assistance programs. Litigation by FRAC in the 1970s led to the expansion of the WIC Program, blocked efforts by the Ford Administration to reduce the Food Stamp Program and required scores of school districts to implement the School Lunch program in inner city schools. FRAC currently maintains a strong legal unit which provides technical assistance to more than 500 attorneys and paralegals a year.

FRAC conducts media and public information campaigns to help promote changes in public attitudes and policies, and acts as an authoritative source of information on hunger for the news media, public officials and the American public. Public opinion is the engine that drives public policy, and citizens and officials must be well informed if the nation is going to reduce hunger. FRAC reports are distributed widely to the grassroots network, the media, congressional offices, government agencies, educators and interested individuals. FRAC also works with the media to shape reporting on hunger, poverty and low-income people.

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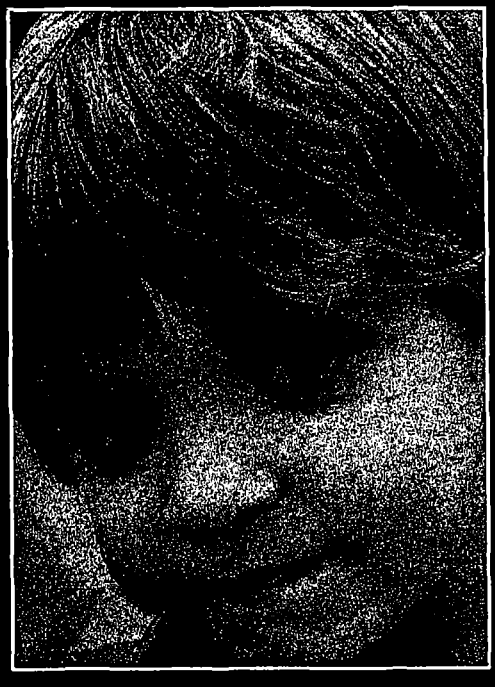
Community Childhood Hunger Identification Project

Executive Summary



A Survey of Childhood Hunger in the United States

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DEC 24, 1993

N1740

American Express Charges Ahead With 'Cause' Marketing

By James K. Glassman
Special to The Washington Post

COMMENTARY

This Christmas season, every time you use your American Express card, the company is donating two cents to Share Our Strength, an anti-hunger foundation. As of Dec. 10, the company had given SOS $4.37 million.

If fighting hunger were their only aim, the folks at American Express could simply write a big check to SOS and skip the two-cents business. After all, American Express donates $30 million to charities each year—about twice the average for a company its size.

But the American Express building at the foot of Manhattan is home to some very sophisticated marketers. They've done the research, and they know the SOS works on several levels.

One motive, says Tom Ryder, president of the establishment services group, is to work with merchants who accept the American Express card, on a project "that would make us feel better about each other." American Express is engaged in a war with Visa U.S.A. and other card companies to win the hearts and minds of those stores and restaurants.

The anti-hunger campaign gives the card visibility, and its good deeds rub off on merchants—some of whom, like Brooks Brothers and Kmart, are making extra donations of their own.

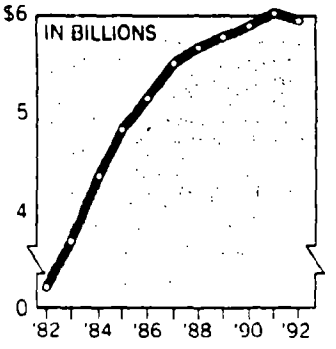
Also, restaurateurs generally feel guilty about all the food they throw out each day. Many have

See CHARITIES, D10, Col. 4

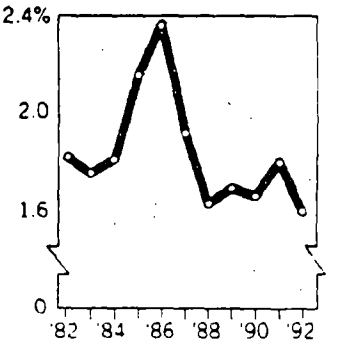
GIVING LESS

Charitable giving fell in 1992 for the first time in 20 years. As a percentage of pre-tax net income, it was the lowest in 10 years.

U.S. CORPORATE CHARITABLE GIVING



GIVING AS A PERCENTAGE OF PRE-TAX NET INCOME



SOURCE: Council for Aid to Education

CONTINUED...

American Express Leads Charitable Charge

CHARITIES, From D7

adopted hunger as their own favorite charity; they like to see American Express on board.

Then there's a simpler reason: to get consumers to use the American Express card more.

Charge cards, after all, have become "commoditized," like colas and toilet paper; there are no real differences among them. As the newsletter of the National Committee for Responsive Philanthropy recently noted: "In a market where many products are practically identical . . . consumers feel that the socially responsible practices of a company are good criteria on which to base their purchases."

American Express is not shy about promoting its noble works. The company will be giving SOS $5 million, but it will spend more than that on television advertising—some spots featuring Stevie Wonder—to spread the word on how charitable it is.

This being Christmastime, perhaps we ought to recall what Saint Paul wrote on the subject of true charity: "Charity vaunteth not itself, is not puffed up."

To be fair, it's not all puffery. American Express employees enthusiastically volunteer their time and money, and Bill Shore, the former Senate staffer who founded SOS, told me that publicity from the American Express campaign is helping snare other corporate donations—heady stuff for a charity that had raised just $10 million in the preceding ten years.

The Christmas effort is only the latest example of what's called "cause-related marketing," a 1981 invention of Jerry Welsh, a go-getter consultant who at the time headed the company's worldwide marketing.

Speaking to me in marketing-ese, Welsh explained the technique as a "transaction-driven short-term promotion that gives an extra fill up to the sales dimension." In other words, the consumer is told: If you buy this stuff or use this card, we'll donate money to charity.

Welsh, however, sees cause-related marketing (a phrase on which he says American Express has taken out a trademark) as particularly appealing to baby boomers, now in their forties, who want to drive BMWs but also salve their consciences.

"We thought we would save the world, end war, disease and famine," Welsh says. "Now, the point is: What can we do in our lives to show that we're doing something good? Cause-related marketing lets us do that—and in a painless way."

But does cause-related marketing actually sell widgets? Ryder says "our business is up very substantially in the fourth quarter," but while there are lots of anecdotes, a precise nexus can't be drawn.

The best evidence that the strategy works is that so many companies are using it—from Citicorp to Scott Paper to the Tiny Jewel Box, a small Washington store that gives "a portion of the proceeds from each sale" to the House of Ruth and the Lab School.

In an interview last week in New York, Ryder said that if boosting Christmas sales were the only goal of American Express, the company would run a sweepstakes. "This is what Visa is doing" he says, getting in a dig at his arch rival.

Actually, Visa is also running cause-related marketing campaigns, though on a smaller scale. One promotion links charges at Target department stores to donations to Habitat for Humanity. Another Visa beneficiary is Meals on Wheels, which feeds the homebound elderly and is a favorite charity of celebrity chef Wolfgang Puck.

In a time of tight corporate budgets, this sort of double-duty giving may be the wave of the future. In 1992, for the first time in two decades, U.S. corporations cut their overall contributions to charity. And this year the increase is expected to be a measly one percent, to about $6 billion or just five percent of all U.S. donations.

Still, even companies that are firing thousands of employees realize the business importance of giving to charity. IBM lost $5 billion in 1992, but it was America's top corporate donor at $120 million. This year, IBM is donating fewer dollars but more things—in this case, computers.

You don't have to be a cynic to recognize that companies are getting more tough-minded (and perhaps less charitable) about charity; it's an approach that's in keeping with the Zeitgeist of the efficient, realistic '90s.

Corporate charity is probably an oxymoron anyway. Companies can't perform truly charitable acts any more than they can fall in love. Charity, let's not forget, is strictly a human endeavor.

Chicago, IL
Tribune
Chicago Met Area

Thursday D 691,941

DEC 16, 1993

Here's to the joy of helping the hungry

Everyone thinks about food during the holidays, especially those who don't have much. So while you're in the gift-giving mood this year, you might want to put some food where other mouths are.

Do it by donating food to local food banks, such as the Greater Chicago Food Depository (312-247-3663) or by volunteering for groups such as Open Hand Chicago (312-665-1000), which delivers meals to those with AIDS/HIV.

Use your American Express card to help Share Our Strength, one of the country's largest hunger-relief organizations. Two cents of each dollar charged before the end of the year, up to $5 million, goes to SOS. Or use the accompanying coupon to contribute to the Chicago Tribune Holiday Fund to benefit children and the hungry, homeless and mentally retarded.

Giving to someone less fortunate often gets you something in return. If you don't know what that is, there's a good way to find out.

Steven Pratt

San Francisco, CA
CHRONICLE
San Francisco-Oakland-San Jose Met Area

Wednesday C 564,374

NOV 10, 1993

P1444

LUCE PRESS CLIPPINGS

Gift for the Foodie With Everything

Washington Post

For the foodie who has everything, consider this: a Visa card bearing Dean & DeLuca's imprint.

As noted in the promotional material for this "affinity card" (as these cards are called in the financial world), this card is "for people with extraordinary taste."

Now, as Dean & Deluca's chief executive officer, Tom Thornton, notes, "You don't build up credits for free sun-dried tomatoes" when you use it.

So what are the "extraordinary benefits"? A free card, with a single-digit interest rate — 9.9 percent — on balance transfers (the real interest rate on new charges rung up once you have the card is buried in the fine print, however — and it's double digit).

But because many similar offers (some with even better interest rates) arrive in the mail almost daily, it's simply the cachet of carrying a Dean & DeLuca card that's supposed to count.

For Dean & DeLuca, it's the money that counts. By letting Visa use its name on credit cards, the tony specialty food store's payments to Visa (incurred when customers use the card for purchases) drop.

At the same time, the store will receive more detailed demographic information on its Visa-card customers.

On the other hand, by using an American Express card between now and the end of the year, consumers can make a "charge against hunger."

As part of its ongoing anti-hunger campaign, American Express has agreed to donate two cents on every transaction to the hunger-relief group Save Our Strength.

Baltimore, MD
Sun
Baltimore Met Area

Sunday SUN 488.183

DEC 19, 1993

N3040

PAUL H. HUTCHINS JR./STAFF PHOTO

You can put together a gift basket of healthful grocery-store products.

Putting in your 2-cents' worth

There's still time to help the hungry in America. If you have an American Express card and use it to charge purchases up to Dec. 31, American Express will donate 2 cents for each purchase to Share Our Strength, the national hunger-relief organization.

Tidbits welcomes food news — new products, food-related news events, local cookbooks, mail-order finds, openings and closings of restaurants and food shops.
Send press releases to Tidbits, Attn.: **Karol V. Menzie,** *The Sun, 501 N. Calvert St., Baltimore 21278.*

Houston, TX
CHRONICLE
Houston – Brazoria Met Area

Wednesday D 423 256

FEB 9, 1994

P5260

UCB PRESS CLIPPINGS

We charged against hunger

The Charge Against Hunger campaign, mounted by American Express Oct. 5-Dec. 31, raised $5.3 million for Share Our Strength, topping the goal of $5 million.

The funds are being distributed by S.O.S. to provide food assistance, nutrition education and long-term hunger prevention to the fastest growing segment of hungry Americans — families with young children.

The annual S.O.S. tasting benefit, also sponsored nationally by American Express, is already gathering strength for its April 27 event at the Four Seasons. From 6 to 9 p.m., 45 or more of Houston's finest restaurants will provide tastes of their signature dishes.

The recipes will be included in a souvenir program-cookbook donated by the Houston Chronicle. The program will include goodies from Cafe Annie/Cafe Express/Rio Ranch, La Mora, How Sweet It Is, La Reserve, a Moveable Feast, Rainbow Lodge, the Quilted Toque, Rotisserie for Beef & Bird and Third Coast.

Tickets are $60 per person. Call 623-2426 for information. Continental Airlines just came aboard as a local sponsor; they're donating Continental Cuisine auction packages, which include trips to Seattle, San Francisco, Boston and New York.

Portland, OR
OREGONIAN
Portland-Vancouver Met Area

Tuesday D 345,985

OCT 12, 1993

P4616

LUCE PRESS CLIPPINGS

Chefs group launches Charge Against Hunger

Organization teams up with American Express

WASHINGTON — With a strong Oregon presence, a national hunger relief organization and American Express have announced a campaign to raise $5 million before 1994.

American Express will donate 2 cents to the group Share Our Strength for every time someone uses one of its cards before Dec. 31, to a maximum of $5 million.

The money raised will go to grants for hunger-fighting programs.

Amelia Hard, the Portland representative to Share Our Strength, is on the seven-person national advisory panel for the program, called Charge Against Hunger.

Hard, a founder of Genoa restaurant, said she hoped some of the money would end up in Oregon programs.

Share Our Strength was founded by chefs and is best-known in Portland for its annual Chefs Night Out event, which includes most of Portland's best restaurants.

Bill Shore, SOS founder and executive director, said at a news conference that the program "enables SOS to expand our reach to severely underserved communities across the country."

The money will be allocated to provide food assistance and nutrition education, as well as long-term preventative measures to the fastest-growing segment of hungry Americans — young children and their families.

One target will be expanding and improving school breakfast programs, Hard said.

"SOS chefs can help schools provide more nutritious breakfasts," Hard said. "We're willing to provide our expertise."

Some retailers that take the American Express card also will be participating in the program. Among them are Kmart stores, which has set a $250,000 goal.

Groups wanting more information on the grant process should contact SOS: 1511 K Street NW, Suite 940, Washington, D.C. 20005. The telephone number is (202) 393-2925.

Share Our Strength takes charge in battle against hunger

Denver Post

In the land of plenty, it is more than a little depressing to read that 20 million Americans rely on a food bank or soup kitchen each month.

Or that one in eight of our children under age 12 suffers from hunger.

There are hundreds of government programs and giveaways, but one of the most energetic battlers against hunger in America is **Share Our Strength**, which this week announced **"Charge Against Hunger"** in which **American Express** will donate 2 cents to SOS from every credit-card transaction until Dec. 31.

Two pennies might not sound like much, but it may add up to as much as $5 million before the drive is done. The money will go to food-relief and school breakfast programs and other SOS campaigns.

It was appropriate that the news conference/luncheon took place at **Strings**,

Wed 11-10-93

whose owner, **Noel Cunningham**, brought in $10,000 when **"Taste of the Nation,"** a fund-raiser for SOS, was founded in Denver in 1987. The Taste, which collected $3.5 million nationwide this year, takes place again April 24 to May 1.

American Express is relying heavily on its own advertising and the media to raise the $5 million, and Monday's news conference (not to mention Cunningham's food) drew a crowd of radio, television and print representatives. The surprise was to see conservative talk-show host/Post columnist **Ken "Let Them Eat Cake" Hamblin**, lapping up a free lunch amidst the bleeding-heart liberals trying to help feed the country's hungry.

A bit of Texas in ol' Arvada

Imagine catching me in a restaurant called the **Lone Star Steakhouse & Saloon**. And in **Arvada**.

And walking in the door and being greeted by **Gareth Hayman**, former maitre d' at the ritzy **Augusta**, in full cowgear.

It's a changing world, all right.

It takes a lot of courage to open a Texas anything in Colorado. But the Lone Star Steakhouse, 52nd and Wadsworth, opening officially tonight, is OK; it's actually part of a chain out of North Carolina.

If you're needing a beef fix, this is the place to go. Big meat.

I could do without the "Wahoo!" and boot-scootin' dances the staff is forced to perform so we know we're having a boy-howdy time. It's kind of like watching "Oklahoma!"

Then again, it's "Texas." But try it anyway. You don't have to like 'em; just eat their meat and drink their beer.

Around Denver

Gus Mircos (KOA) and **Kelly Ford (KYGO)** square off with boxing gloves on the cover of the current issue of **Colorado Business** magazine for an article on the burgeoning radio war in Denver. My money's on Kelly; she's tougher. . . .

KZDG-FM is getting a lot of mileage out of **"God Bless Denver,"** a tongue-in-cheek country ode to the Mile High City by **Billy Bob and the Howlers**. . . . **The Diners** sing a cappella tonight at **The Top of the Week** at the **Denver Art Museum**. . . . **Josephina's** restaurant on East 17th Avenue, on the sales block for a couple years, closed Monday. . . . The **Golden Ox**, a longtime landmark East Colfax steak palace with Roy Rogers decor that closed 10 years ago, is being demolished. . . . Looking for a Christmas gift for newcomers to our town? Everything they ought to know is in the revised, profusely illustrated **"Denver: A Pictorial History,"** now out in paperback for $24.95.

Dick Kreck's column appears in Denver & The West on Monday, Wednesday and Friday.

The Denver Post
Wednesday, November 10, 1993
circ: 262,041

401

531

New Orleans, LA
TIMES - PICAYUNE
New Orleans Met Area

Thursday D 266,977

DEC 9, 1993

P2880

LUCE PRESS CLIPPINGS

Best donation buys

When asked to donate food to the hungry, you may have wondered which items are best to donate.

Share Our Strength, one of the largest hunger relief organizations in the country, prepared a list of preferred foods as it launched its "Charge Against Hunger," a nationwide fund-raising campaign with a goal of generating $5 million to fight hunger.

A partner in the campaign is American Express, which made a $1 million contribution to kick off the program and will donate 2 cents to SOS for every American Express card purchase between now and Dec. 31.

SOS encourages people to get involved by donating to canned food drives in local communities. One suggestion is to have a party to collect food items and donate them to hunger-relief agencies.

Here is the list of preferred items, in order of preference:

Instant breakfast mix, crackers and graham crackers, rice, tuna, thick stews, canned ravioli and spaghetti, canned corn, vegetable oil, canned meats, boxed macaroni and cheese, raisins and other dried fruit, mayonnaise and salad dressing, canned fruits in heavy syrup, cereals (wheat, corn or rice), canned chili, chocolate syrup, vegetables, peanut butter, canned gravy, instant mashed potatoes, evaporated milk, spaghetti sauce, pastas and canned or instant pudding.

THE TIMES PICAYUNE
NEW ORLEANS
DECEMBER 21, 1993
CIRC: 266,977

Fight hunger

New Orleans

The holidays represent a busy time in the restaurant business. But I and numerous other chefs who will participate next spring in the New Orleans events for Save Our Strength's "Taste of the Nation" are reminded during this time of year of the millions who go hungry in this country.

I have supported food drives and other short-terms solutions in the past, and will continue to do so, but now I am also supporting a national effort to fight hunger in the United States. Charge Against Hunger, a joint project of Share Our Strength, one of the nation's largest hunger-relief organizations, and American Express, will raise $5 million for anti-hunger efforts in all 50 states this year.

Charge Against Hunger is a call to action to businesses to take the issue on year-round. National programs like Charge Against Hunger can make food drives and other short-term efforts a stepping stone to providing long-term solutions to the problem. This program calls on businesses to show the same generosity and enthusiasm throughout the year that we show in December, so that we can solve the problem of hunger before too many more holidays go by.

Horst Pfeifer

American Express has consumers charging for a cause

BIG MONEY

James K. Glassman

This Christmas season, every time you use your American Express card, the company is donating two cents to Share Our Strength, an anti-hunger foundation. As of Dec. 10, the company had given SOS $4.37 million.

If fighting hunger were their only aim, the folks at American Express could simply write a big check to SOS and skip the two-cents business. After all, American Express donates $30 million to charities each year — twice the average for a company its size.

But the American Express building at the foot of Manhattan is home to some very sophisticated marketers. They've done the research, and they know the SOS works on several levels.

One motive, says Tom Ryder, president of the establishment services group, is to work with merchants who accept the American Express card, on a project "that would make us feel better about each other." American Express is engaged in a war with Visa U.S.A. and other card companies to win the hearts and minds of those stores.

Then there's a simpler reason: to get consumers to use the American Express card more.

Charge cards, after all, have become "commoditized," like colas and toilet paper; there are no real differences among them. As the newsletter of the National Committee for Responsive Philanthropy recently noted: "In a market where many products are practically identical ... consumers feel that the socially responsible practices of a company are good criteria on which to base their purchases."

The Christmas effort is only the latest example of what's called "cause-related marketing," a 1981 invention of Jerry Welsh, a go-getter consultant who at the time headed the company's worldwide marketing.

Welsh sees cause-related marketing (a phrase on which he says American Express has taken out a trademark) as particularly appealing to baby boomers.

"We thought we would save the world, end war, disease and famine," Welsh says. "Now, the point is: What can we do in our lives to show that we're doing something good? Cause-related marketing lets us do that — and in a painless way."

In a time of tight corporate budgets, this sort of double-duty giving may be the wave of the future. In 1992, for the first time in two decades, U.S. corporations cut their overall contributions to charity. And this year the increase is expected to be a measly one percent, to about $6 billion or just five percent of all U.S. donations.

Corporate charity is probably an oxymoron anyway. Companies can't perform truly charitable acts any more than they can fall in love. Charity, let's not forget, is strictly a human endeavor.

Glassman is former editor of Roll Call and former publisher of Atlantic Monthly.

Newport News, VA
PRESS
Norfolk—Newport News—Hampton Met A
Wednesday
D 117,000
DEC 29, 1993
P5542

JUDGE PRESS CLIPPINGS

Omaha, NE
WORLD-HERALD
EVENING ED
Omaha Met Area

Tuesday D 97,232

OCT 5, 1993

P3756

JOCE PRESS CLIPPINGS

$5 Million Plan Targets Hunger

BY PAUL GOODSELL
WORLD-HERALD BUREAU

Washington — American Express announced a $1 million contribution Tuesday to Share Our Strength, a nonprofit organization in Washington, D.C., that distributes money to food assistance projects around the country.

The donation is the initial part of a fund-raising and promotional campaign by American Express that is expected to generate $5 million for hunger relief by the end of the year.

"It's an extraordinary and unprecedented commitment," said SOS Executive Director Bill Shore, former chief of staff to Sen. Bob Kerrey, D-Neb.

American Express said it would donate 2 cents for each transaction charged to an American Express card between Oct. 5 and Dec. 31, up to a total of $5 million. Some merchants will make additional contributions, including up to $250,000 from Kmart for purchases during the holiday season.

Shore said money from the "Charge Against Hunger" campaign would be distributed to local organizations to expand participation in the federal school breakfast program; improve distribution of prepared or perishable foods donated by restaurants and stores; assist child development clinics; and support food banks in high-need areas.

NATION'S RESTAURANT NEWS
New York, NY

WEEKLY 98,247

OCT 18, 1993

M15216

LOCE PRESS CLIPPINGS

American Express, SOS up the ante in hunger battle

WASHINGTON — Share Our Strength and American Express have upped the ante in their mission to alleviate hunger in America by launching a new program that could raise as much as $5 million for hunger relief.

The new program, Charge Against Hunger, seeks to heighten the dining and shopping public's awareness of the issue of hunger by making users of the American Express card indirect contributors to a fund to assist impoverished communities that are outside the network of SOS.

From Oct. 5 to Dec. 31, American Express will donate 2 cents to SOS every time the card is used. The campaign began with a $1 million donation from the financial services giant.

SOS is known for its annual, coast-to-coast series of fund-raising dinners called Taste of the Nation. Bill Shore, founder and executive director of SOS, said Charge Against Hunger raises the restaurant charity's effectiveness to new heights. A point-of-purchase placard will be issued to accompany the program.

Taste of the Nation, sponsored by American Express, is easily the restaurant industry's single, largest fund-raising event. It raises money through a series of gourmet dinners, with 100 percent of the funds being distributed directly to hunger-relief agencies.

Charge Against Hunger will broaden SOS's range to smaller locales.

"Not only will these funds mean expanded aid to severely underserved communities across the country, but the unprecedented commitment to raising awareness on TV and radio means that the fight against hunger will be brought into the living rooms of every American household for the first time."

Waterbury, CT
WATERBURY INQUIRER
New Haven – Waterbury – Meriden Met Ar

Wednesday W 15,000

DEC 15, 1993

The Waterbury Inquirer

American Express Assists Food Banks

In response to the rising demand of food assistance and lower than normal food donations, Share Our Strength, American Express and the Connecticut Food Bank (CFB) has joined together to launch an emergency food drive. Beginning already Tuesday, December 7 - Sunday, December 19, all individuals in the New Haven community are encouraged to help resupply the depleted shelves at CFB.

The Connecticut Food Bank provides food and resources to over 100 direct feeding agencies in the Greater New Haven area. In the first nine months of this year, CFB agencies distributed the same amount of food as they did in the entire year of 1992. Unfortunately while demand has increased, the Connecticut Food Bank has received 400,000 lbs. less in donated foods, a decrease of 8%. In terms of meals, the shortage is an estimated loss of 200,000 individual servings.

The emergency food drive is part of the Charge Against Hunger program, American Express and Share Our Strength's multi-million dollar fund-raising, awareness and employee volunteer campaign to help fight hunger in America. American Express is donating up to $5 million to Share Our Strength for distribution to hunger relief programs across the United States.

American Express employees are also volunteering their time to help the efforts of local relief agencies. Lynn Kelly, a local American Express account executive, organized the drive after learning of the food shortage at CFB. "I was alarmed when I heard about the shortage," said Kelly. "Hopefully when people learn about how critical the situation is, they will give generously."

Individuals are encouraged to donate non-perishable items including canned tuna, peanut butter, pasta, spaghetti sauce, canned or dried beans, and rice. Drop sites are as follows:

The Shubert Theater, 247 College Street, New Haven.

Cobden's General Store, 51 Broadway, New Haven.

Campus Clothing Company, 57 Broadway, New Haven.

The Boola Boola Shop, 21 Broadway, New Haven.

Cronie's, 1000 Chapel Street, New Haven.

Share Our Strength works to alleviate and prevent hunger by distributing grants, educating the public and creating community outreach programs in the U.S. and throughout the world. SOS is one of the nation's largest private, nonprofit sources of funds for hunger relief, and mobilizes thousands of volunteers to contribute their skills and resources to its program.

American Express Travel Related Services Company, Inc. is a family of travel, financial, insurance and communications businesses, and a wholly owned subsidiary of American Express Company.

Cause Related Marketing, Doing Well by Doing Good?

American Express' Charge Against Hunger Campaign may be a model for cause related marketing, which has been greeted with skepticism and cynicism by some fundraisers since its inception. By putting aside two cents from every purchase made with an American Express card from October 5 to December 31 of : year, American Express raised $5 million to go to groups fighting hunger in America.

Kmart, Century 21, Galleries Lafayette, and Liz Claiborne raised additional funds in a tie-in campaign with the Charge Against Hunger. Stevie Wonder made a personal contribution of $50,000 and Campbell's Soup Company donated 30,000 cans of food. According to American Express, many members expressed strong support for the entire initiative.

Stevie Wonder

Cause Related Marketing, Risks and Benefits

Though this is the largest single amount raised to combat hunger in America, American Express is certainly not acting in a vacuum. According to the Cone/Roper Benchmark Survey on Cause-Related Marketing, 78% of respondents said they are more likely to buy a product that is associated with a cause they care about and 54% percent said they would pay more for it. In fact, one third of respondents said that after price and quality, a company's responsible business practices are the most important factor in deciding whether to buy its product.

In a highly competitive market, where products, like credit cards, are difficult to distinguish from one another, a progressive image can provide a powerful marketing edge. Ed Keller, Executive Vice President of Roper Starch Worldwide, which partnered with Cone Communications in the survey, said, "To succeed in the 1990s, brands will aspire to people—products will have to meet not only the price and quality demands of consumers, but their personal values as well. Given that environment, cause related marketing is a dramatic way to build brand equity."

Cause related marketing (CRM) is also a chance for companies to compensate for their decline in traditional corporate philanthropy. According to a recent Conference Board report, corporate contributions have been dropping since 1985 (after inflation is taken into account), after their heyday in the early 1980s.

Yet nonprofits should pause before casting their lot with corporate America and the consumers of its products. Since CRM is a marketing strategy, corporations will make selections based on perceived attractiveness to customers rather than the needs of charities. Hunger, which, according to the Congressional Hunger Center, is identified by over 90% of Americans as a problem, is likely to draw far more corporate interest than the more political issues related to empowerment of the poor, gays and lesbians, women, and minorities. The danger, as an Independent Sector survey of CRM indicated, is that "controversial, unappealing, or smaller causes lose out in attracting corporate sponsorships."

The Cone/Roper survey findings confirm this projection. Respondents indicated that corporations should be doing more to address the problems of crime, the quality of the environment, and homelessness, and that enough has been done in seeking equal rights for minorities and women.

In addition, CRM may end up being just that: marketing. There is the danger that partnerships between companies and nonprofits may be disproportional, where the former uses the image of the latter for its promotions but gives little of substance in return. Bill Shore, founder and Executive Director of Share Our Strength, the hunger relief organization that administered the proceeds raised by American Express, says, "Cause related marketing has the potential to be a very positive thing, if it's doing something significant rather than giving away a very small amount."

Christine Vladimiroff, President and CEO of Second Harvest, a Chicago-based hunger relief agency, offers three criteria in judging a company's performance in a CRM campaign. First, she suggests, the company should be evaluated for truthfulness in its representation of the cause. Is the issue it is presenting exaggerated? Is the presentation distorted?

Second, the authenticity of statements

(continued on p. 4)

(continued from p. 3)

made and figures used in the press should be verified. Is the company distorting a cause for marketing effect?

Third, the integrity of the process of grantmaking and reporting to the public should be confirmed. Is the company truly donating all or most of the money it raised for a cause to that cause? How closely does the allocation of funds correspond to what was advertised in the campaign? How open is the company to consumers and to the wider public in disclosing the results of its grantmaking? Is the company showing any long term commitment to the cause it is sponsoring?

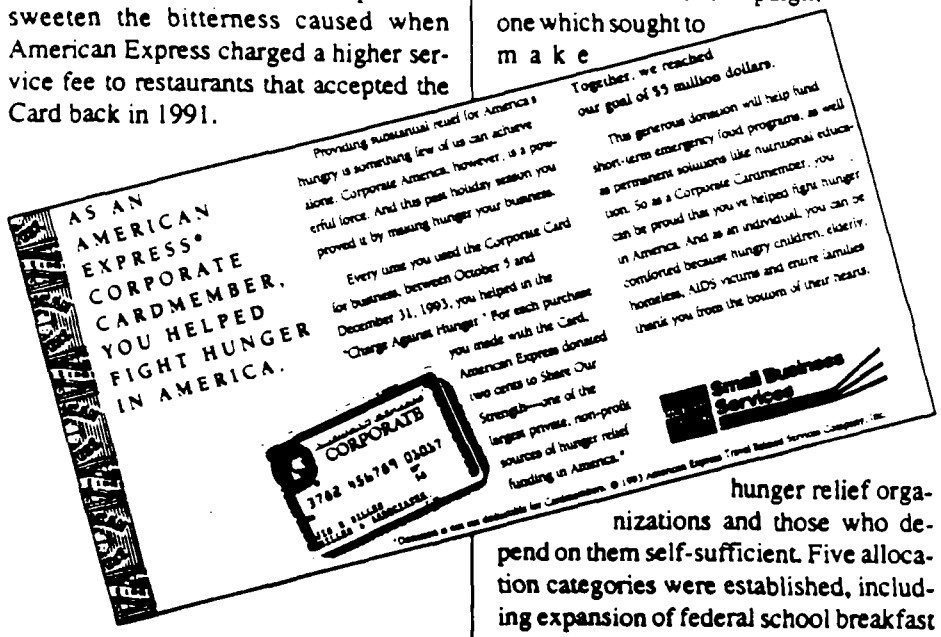
Charge Against Hunger

Applying these questions, this article began as an investigative piece to mercilessly uproot any irresponsibility, breach of ethics, or deceit in American Express' Charge Against Hunger campaign, yet could unearth no such evidence. In many ways, the Charge Against Hunger could be a model for other corporations interested in leading a responsible CRM campaign.

The campaign is exemplary in the extent to which it involved employees, the publicity it provided for the problem of hunger in America, the amount of money it raised, the number of agencies it affected, the creative approach it utilized, the degree to which it plans to keep members informed of the results, and the commitment it has shown to sustaining its support.

The campaign was formed in partnership with Share Our Strength (SOS), a hunger relief organization founded by Bill Shore, former campaign adviser to Gary Hart and former chief of staff to Senator Bob Kerrey. American Express' relationship with SOS goes back several years to its annual sponsorship of SOS's Taste of the Nation. A week long benefit involving wine tastings and dinners prepared by notable chefs at more than 100 cities across America, Taste of the Nation raises $3 million annually that is distributed to local and national hunger relief programs. American Express employees were instrumental in identifying hunger as an issue the company should address, both through company opinion surveys, and American Express-sponsored volunteer initiatives for its employees.

Speaking to campaign administrators at American Express about the program, one may forget that these are marketing executives. The talk is all of good citizenship and social awareness. Yet choosing hunger may not have been an entirely selfless motive. SOS's strong connection to restaurateurs may offer an opportunity for American Express to sweeten the bitterness caused when American Express charged a higher service fee to restaurants that accepted the Card back in 1991.



Publicity

Nevertheless, American Express is widely praised for the widespread attention it has brought to the issue of hunger in America. "The Charge Against Hunger campaign helped put hunger on the political map," says Max Finberg, of the Congressional Hunger Center. "It got people to sit up and notice. No single hunger organization has the access to tap into the mass media the way American Express did." American Express used its normal advertising budget to promote Charge Against Hunger. Ads ran on primetime TV, as well as during the popular morning show hours. Bill Shore appeared in an interview on Good Morning America, and Stevie Wonder was featured at a Thanksgiving Day Parade and during the Superbowl singing a song he wrote for the campaign.

Truth in Advertising

Other kudos went to American Express for doing what it said it would. One press conference was held at the start of the campaign to announce the company's intention to raise and donate $5 million for hunger relief, and another held on January 13 to declare that the goal had been met. True to its promise, the $5 million was distributed widely, to a total of 257 recipients in all 50 states. In addition, American Express donated $200,000 to SOS in administrative grants so that all of the $5 million raised could go directly to hunger relief.

A creative and thoughtful approach characterized the campaign, one which sought to make hunger relief organizations and those who depend on them self-sufficient. Five allocation categories were established, including expansion of federal school breakfast programs, perishable food rescue projects, food assistance programs in underserved areas, Super Pantry programs to teach nutrition and food preparation to people who regularly use food banks, and child malnutrition clinics. The programs targeted "America's fastest growing segment of hungry people, children and their families," according to an SOS brochure.

Integrity

The integrity of the allocation process was another area where the campaign can be commended. In any large scale CRM campaign, there is the chance that only a few favored cronies may receive the proceeds, or that the availability of funds is not widely communicated to interested groups. In this campaign, Request for Proposal forms were distributed through all the major hunger relief networks. SOS estimates that 80% of recipients had never received money from SOS before. The average grant size was $20,000, although some grants for school equipment were as low as $1000 and one grant for the national Campaign to End Childhood Hunger was $305,000.

The impact that grants will make varies. The Kentucky Food Bank, for

example, with an annual budget of $370,000 received a $2,000 grant that will allow it to extend credit to four needy agencies that depend on the Food Bank for supplies. The Farm Project of the Capital Area Community Food Bank in Washington, D.C., however, with a budget of $53,000 last year, received a grant of $20,000. The Farm Project, which grows produce for low-income people, will be able to increase its crop from 11,000 pounds of produce last year to 25,000 pounds this year, and 30,000 pounds next year.

Approval criteria included the following: clearly defined and realistic goals; meeting local needs and capacities; having the potential to make a significant impact; demonstrated stable and effective operations; and a demonstrated financial need.

"SOS has an extensive nationwide network and has done a good job in getting the money out," commented Christine Vladimiroff of Second Harvest.

Finberg, of the Congressional Hunger Center, remarks that, "SOS was very interested in having as many people know about the possibilities of getting grants. They are professional and thorough. I feel very comfortable that they were not just picking favorites."

Recipients are expected to spend the money in the way outlined in their proposals, and are asked to submit a six-month and one-year assessment of what impact the money had. In its expectations of grant recipients, "SOS strikes the right balance between accountability and flexibility," says Finberg.

Breakfast in America, Greensboro, N.C.

Commitment

The Charge Against Hunger grows out of the commitment to hunger issues that American Express displayed in its support of Taste of the Nation. It plans to extend this commitment by running the campaign again next year, with the hope of raising another $5 million. "There's an equity in doing it a second time," said Gregory Tarmin, Public Affairs Manager for the campaign at American Express. "People know more about the issue and have an added chance to get involved."

Accountability

A key concern about CRM is how to insure philanthropic accountability in the context of corporate marketing needs. No law requires a corporate sponsor to disclose whether and how it spends funds raised in a CRM campaign. The absence of regulation opens the field to abuse of the public trust.

In this respect too, officials at American Express appear concerned about maintaining accountability to their members. SOS has recently completed a list of grant recipients, which includes names, grant amounts, and intended purposes. Natalia Cherney, who managed publicity for the Charge Against Hunger Campaign at American Express, says that "...a key focus of the next few months is communicating to cardmembers and service establishments through newsletters, brochures, press releases, and advertisements where their money went and how it was spent."

Although finding a corporate sponsor may not be easy (SOS has not been approached by other corporate sponsors), the Cone/Roper survey suggests that cause related marketing will be a growing trend. Any nonprofits who do partner with a company in such a campaign must be prepared to ask the right questions. Otherwise, they may just end up buying a lemon. ■

F·R·A·C

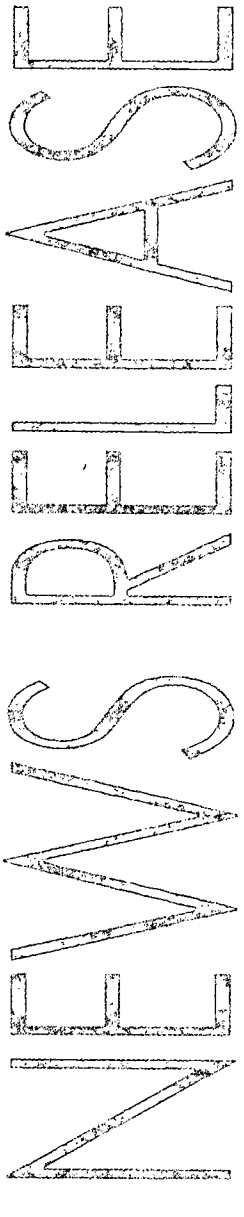
FOOD RESEARCH & ACTION CENTER

CONTACT: Christin M. Driscoll
(202) 986-2200

HOLD FOR RELEASE:
Wednesday, February 23, 1994

SUMMERTIME MEALS FAILED TO REACH MILLIONS OF NEEDY CHILDREN IN 1993

Summer Food Program Participation Increasing, But Many Still Go Without



Public and private agencies across the country have the opportunity to provide meals to needy children this summer through increased use of a little-known federal program which furnishes nutritious food to children, many of whom rely on the National School Lunch Program during the school year.

An analysis of government figures released today by the Food Research and Action Center (FRAC) indicates that last summer, despite significant progress, millions of children from low-income households went without the benefit of this important summertime nutrition assistance program, the Summer Food Service Program for Children.

Only 16.2 percent -- one in six -- of the children who received low-cost or free meals at school participated in the summer food program in 1993, according to FRAC's report, *New Opportunities: A Status Report on the Summer Food Service Program for Children.* Nationally, more than 13.2 million children from low-income households ate school lunch daily in 1993, compared to only 2.1 million such children who participated in the summer food program.

"Children's need for nutritious meals does not go on vacation just because school is out," said Robert J. Fersh, FRAC's Executive Director. "Many children from families with low incomes who depend on the school lunch program need the summer food program to fill the gap created by school vacations. About 5 million children under age 12 in this country go hungry at some point each month. Hunger in the summertime, anytime, deprives kids of opportunities to be creative and to learn. This program can provide them not only with food, but also with enrichment activities and serve as a safe haven in their communities."

In response to the low participation figures, FRAC and its state and local partners in the nationwide **Campaign to End Childhood Hunger** issued a challenge last year to dramatically increase participation by sponsors and children in the Summer Food Service Program for Children by 1995. The nationwide goal of this challenge is to increase participation by 25 percent -- or 500,000 children -- between 1992 and 1995. **In 1993, the first year of this effort, participation increased by 11.6 percent** or 221,730 children.

1875 Connecticut Ave., NW
Suite 540
Washington, DC 20009
TEL: (202) 986-2200
FAX: (202) 986-2525

-more-

The participation increase is due to the strong organizing efforts of anti-hunger advocates at the national, state, and local levels, as well as the work of state agencies and the U.S. Department of Agriculture (USDA), which oversee the program, according to FRAC.

FRAC's analysis of the participation data shows a measure of what is possible in this vastly underutilized program. Delaware again this year showed the highest participation rate. Two-thirds of eligible children in Delaware participated in the summer food program in 1993.

Elsewhere in the country, at least a quarter of the children who received free or reduced-price school lunches also participated in the summer food program in New Mexico, Florida, New York, Pennsylvania, Rhode Island, and South Carolina.

Vermont showed substantial growth last summer going from 49th among states in participation to 23rd. Others states showing significant growth in participation included Washington state and Texas.

The federal Summer Food Service Program for Children was established in 1968 to ensure that during school vacation periods low-income children could continue to receive the same nutritious, high quality meals that are available in school. Eligible sponsors include public or private, nonprofit schools; units of local, municipal, county or state government; summer camps; community action agencies; and certain private nonprofit organizations, such as Boys' Clubs, churches, and YWCAs. Sponsors contract with their state's operating agency (usually the state education agency) or with USDA to receive federal operating funds. Meals served through the program must meet specific nutritional requirements.

Efforts to promote the program will continue this summer, but major legislative and regulatory barriers to increased participation remain. As part of the legislative reauthorization of child nutrition programs this year in Congress, Sen. Patrick Leahy (D-VT), Chair of the Senate Agriculture Committee, and Rep. Dale Kildee, Chair of the House Education and Labor Subcommittee on Elementary, Secondary and Vocational Education, have introduced bills, with bipartisan support, to remove some of these barriers.

The most important change proposed in the legislation, according to FRAC, is in area eligibility for program sponsors. Most sponsors operate "open sites," in which all participating children may receive free meals. To run an open site, 50 percent of the children in the service area must be from families with incomes at or below 185 percent of the poverty line. This high percentage prohibits many children from families with low-incomes from participating. Under the pending bills, a site would be eligible if 40 percent of area children were from such low-income households. Until 1981, sites were eligible if just one-third of area children were from low-income families.

Other provisions of the legislation would:

- reduce special restrictions on private nonprofit sponsors so they can operate more sites and serve more children;
- provide necessary funding for starting new feeding sites;
- provide transportation to distant sites for children in rural areas; and,
- make administrative changes to reduce paperwork.

"This legislation will go a long way to ensuring that children who need nutritious meals when school is out will have access to the summer food program," Fersh added.

Government studies show that low-income children receive one-third to one-half of their daily nutrient intake from the National School Lunch Program. The Summer Food Service Program for Children is designed to fill the void when school is not in session. Both programs operate as federal entitlements to schools and communities to provide nutritious meals to children, particularly those from low-income households, and others who may not otherwise receive a meal.

Summer food program expansion is one of the primary policy goals of the Campaign to End Childhood Hunger. Through the Campaign, FRAC and a 50-state network of anti-hunger advocates and emergency food providers, are educating the public and policymakers on the extent and causes of childhood hunger and advocating solutions to the problem.

###

Speakers at the February 23 press conference in Washington, D.C. include:

Robert J. Fersh, *Executive Director*, FRAC
Senator Patrick Leahy (D-VT), *Chairman*, Senate Committee on Agriculture, Nutrition and Forestry
Ellen Haas, *Assistant Secretary for Food and Consumer Services*, U.S. Department of Agriculture *(invited)*
Marian Wright Edelman, *President*, Children's Defense Fund
Dorothy Caldwell, *President*, American School Food Service Association
Lindsey Ford, *Grants Director*, Share Our Strength
Nancy Ford, *Summer Food Program Manager*, Department of Public Instruction, Dover, Delaware

*The **Food Research and Action Center** is the leading national organization working for more effective public policies to eradicate hunger and undernutrition in the United States. FRAC, a 501(c)(3) nonprofit organization, was established in 1970.*

*The **Campaign to End Childhood Hunger** is a long-term, public education and advocacy campaign which is being waged by FRAC and a 50-state network of anti-hunger groups and emergency food providers. The Campaign has been endorsed by more than 100 national organizations and has an advisory council composed of bipartisan congressional leaders and mayors, business and union leaders, physicians, creative artists, and the directors of anti-hunger, child advocacy, and religious organizations.*

Clinton Presidential Records
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This is not a presidential record. This is used as an administrative marker by the William J. Clinton Presidential Library Staff.

This marker identifies the place of a publication.

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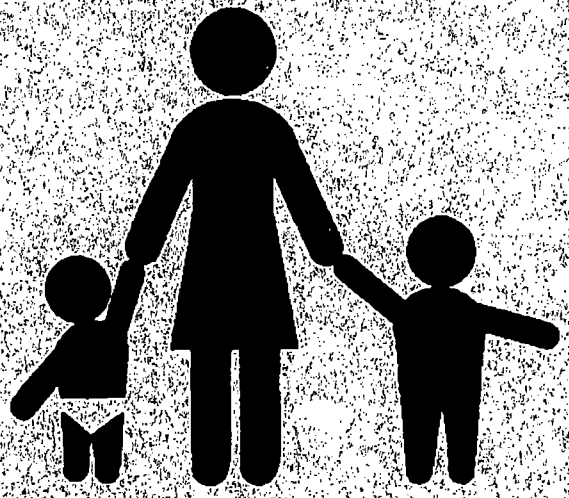
WIC WORKS
Let's Make it Work for Everyone



FRAC
Food Research and Action Center

Withdrawal/Redaction Marker
Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. schedule	Schedule for Hillary Rodham Clinton, Draft #2 [partial] (1 page)	11/1/94	b(6)

COLLECTION:
Clinton Presidential Records
First Lady's Office
Liz Bowyer
OA/Box Number: 3986

FOLDER TITLE:
[HRC Daily File] November 1, 1994 [1]

2014-0483-S
sb435

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

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RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

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b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

left Hotel

-7

SCHEDULE FOR HILLARY RODHAM CLINTON
DATE: TUESDAY, NOVEMBER 1, 1994
DRAFT: #2

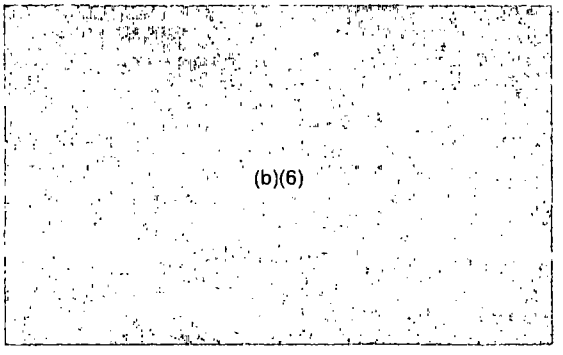
Lead Advance:
Benning Elementary **Barb Grochala**
703-768-1948 [home and fax]

Scheduling Desk: **Sara Grote**

202-456-2922	**office**
202-456-2317	**fax**
202-483-7312	**home**
1-800-528-7823	**WHCA #4363**

PREV RON **The White House**

7:05 am



001

8:05 am **DEPART** White House South Portico
EN ROUTE Benning Elementary School, 41st St. and East Capitol, NE
[drive time: 10 minutes]

8:15 am **ARRIVE** Benning Elementary School

Greeters: -Tom Ryder, President; Establishment Services Worldwide American Express Travel Related Services Company, Inc.

-Bill Shore, Founder & Executive Director; Share Our Strength

-Mrs. Geneva Williams, Principal, Benning Elementary School

8:20 am **HOLD/BRIEFING TIME**
Holding Room: Principal's Office
Phone: 202-724-4171
Fax: 202-724-4588 [not in holding room]

8:25 am **PROCEED TO** ____

8:30 am-
8:45 am **SATELLITE FEED**
Room: TBA

Format: Tom Ryder to introduce HRC. HRC to deliver very brief remarks and take 2 questions from children at Benning Elementary and each of the 4 remote sites. [8 minutes]

4 remote sites [in order]:

8:50 am **PROCEED TO** Cafeteria with Tom Ryder

8:55 am-
9:30 am **CHARGE AGAINST HUNGER BREAKFAST**
Cafeteria
POOL PRESS

Seated on Stage:
-HRC
-Tom Ryder
-Bill Shore
-Geneva Williams
-Cong. Eleanor Holmes Norton [she has no speaking role]
-30 children [1st and 2nd place poster contest winners]

Program:

8:55 am Tomboys perform song [a group of 16 year old girls]

9:00 am Bob McGrath, actor; Sesame Street, performs

9:05 am Geneva Williams to deliver welcoming remarks

9:07 am National Anthem is sung by Tomboys

9:10 am Geneva Williams introduces Tom Ryder

9:11 am Tom Ryder delivers very brief remarks and introduces Bill Shore -

9:13 am Bill Shore delivers very brief remarks

9:15 am Tom Ryder introduces HRC

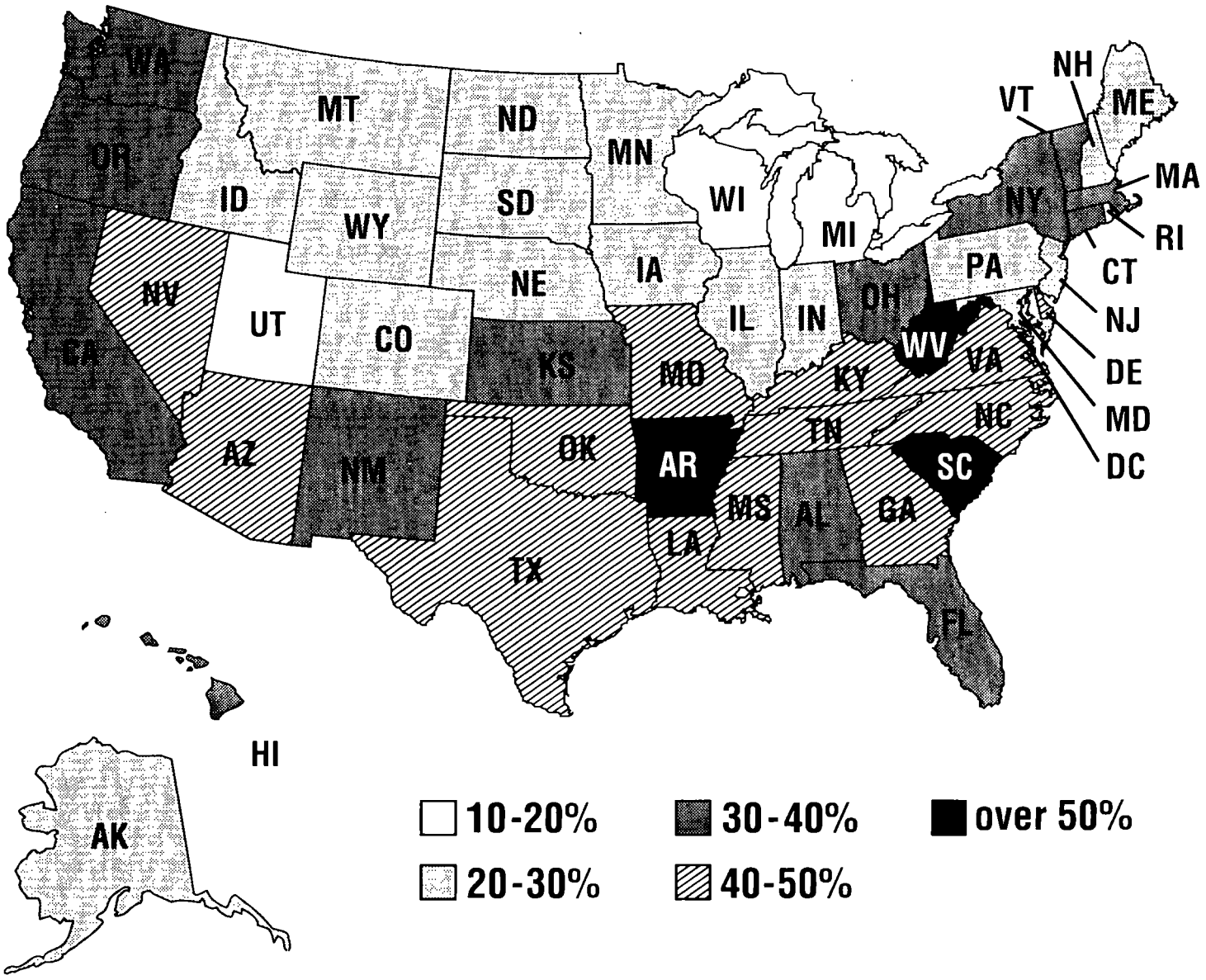
	9:16 am	HRC to deliver 5 minute remarks HRC to announce Washington Grand Prize Poster Contest winners. **NOTE:** Poster contest winners will be seated on stage with the other children and the posters will be on easels on stage.
	9:25 am	Geneva Williams thanks program participants and introduces Mitchell Butler, Washington Bullet
	9:27 am	Mitchell Butler leads students in stretch exercise
	9:30 am	Breakfast is served/HRC meets and greet with children and departs
	Participants: Approx. 300 students to attend. [See briefing for more info.]	
	Contact:	Gail Bower, Festival Productions 610-733-8629 [cellular]
9:40 am	**DEPART** Benning Elementary School **EN ROUTE** White House [drive time: 10 minutes	
9:50 am	**ARRIVE** White House South Portico	
10:00 am- 10:30 am	**RADIO?**	
10:30 am- 10:45 am	**PRIVATE MEETING** W/Maggie Williams and Patti Solis Residence **CLOSED PRESS**	
10:45 am- 11:00 am	**PRIVATE MEETING** W/Maggie Williams Residence **CLOSED PRESS**	
11:00 am- 12:00 pm	**PHONE/OFFICE TIME**	
12:00 pm- 1:00 pm	**LUNCH**	

1:00 pm-
5:00 pm **PHONE/OFFICE TIME**

RON The White House

FORECAST FOR WASHINGTON, DC:
-

Percentage of Low-Income Students Participating in School Breakfast Programs Who Also Participate in School Lunch, 1994



Low Income Student Participation Rates 1994

Rank	State	Rate
21	Alabama	38.2 %
46	Alaska	20 4
15	Arizona	41.3
1	Arkansas	56.1
23	California	36.5
41	Colorado	25 3
28	Connecticut	33.4
12	Delaware	43 4
22	District of Columbia	37.0
20	Florida	38.9
9	Georgia	45.7
26	Hawaii	34.5
33	Idaho	27.4
43	Illinois	24.5
35	Indiana	26.5
42	Iowa	25 1
18	Kansas	39.3
4	Kentucky	49.2
5	Louisiana	47.9
31	Maine	29.2
34	Maryland	27.2
24	Massachusetts	36.4
49	Michigan	19 9
38	Minnesota	25 9
8	Mississippi	46.9
16	Missouri	40.9
40	Montana	25.4
44	Nebraska	21.3
14	Nevada	41 7
37	New Hampshire	26.1
45	New Jersey	20.6
19	New Mexico	39.0
29	New York	32.3
6	North Carolina	47.5
48	North Dakota	20 1
30	Ohio	32 1
11	Oklahoma	44.2
17	Oregon	39 3
36	Pennsylvania	26.1
47	Rhode Island	20.2
3	South Carolina	50.9
32	South Dakota	28.4
7	Tennessee	47.2
10	Texas	44 8
50	Utah	18.4
27	Vermont	33.7
13	Virginia	42 6
25	Washington	36.1
2	West Virginia	56.1
51	Wisconsin	14.9
39	Wyoming	25 6
	US	37.0 %

Withdrawal/Redaction Marker
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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
002. schedule	Schedule for Hillary Rodham Clinton, Draft #3 [partial] (1 page)	11/1/94	b(6)

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Liz Bowyer
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FOLDER TITLE:
[HRC Daily File] November 1, 1994 [1]

2014-0483-S
sb435

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SCHEDULE FOR HILLARY RODHAM CLINTON
DATE: TUESDAY, NOVEMBER 1, 1994
DRAFT: #3

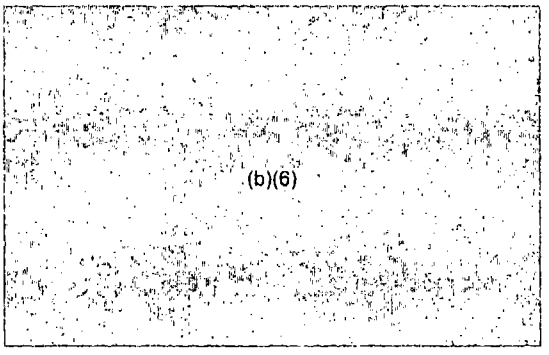
Lead Advance:
Benning Elementary **Barb Grochala**
703-768-1948 [home and fax]

Scheduling Desk: **Sara Grote**

202-456-2922	**office**
202-456-2317	**fax**
202-483-7312	**home**
1-800-528-7823	**WHCA #4363**

PREV RON The White House

7:30 am



002

8:30 am **DEPART** White House South Portico
EN ROUTE Benning Elementary School, 41st St. and East Capitol, NE
[drive time: 10 minutes]
Traveling with HRC:
-Kelly Craighead
-Lisa Caputo
-Melanne Verveer
-Sharon Farmer
-Ellen Haas, Assistant Secretary for Food and Consumer Service, Dept. of Agriculture
-Susan Thomases

8:40 am **ARRIVE** Benning Elementary School
NOTE: American Express Photographer will be present for photos upon arrival.

Greeters: -Tom Ryder, President; Establishment Services Worldwide American Express Travel Related Services Company, Inc.

-Bill Shore, Founder & Executive Director; Share Our Strength

-Mrs. Geneva Williams, Principal, Benning Elementary School

-Cong. Eleanor Holmes Norton

8:45 am **HOLD/BRIEFING TIME**
Holding Room: Principal's Office
Phone: 202-724-4171
Fax: 202-724-4588 [not in holding room]

8:50 am **PROCEED TO** Media Room

8:54 am-
9:10 am **SATELLITE FEED**
Media Room
OPEN PRESS at each remote site?

Format: Bill Shore to deliver remarks and introduce Tom Ryder. Tom Ryder to deliver remarks and introduce HRC. HRC to deliver 5 minute remarks and take 2 questions from children at Benning Elementary and each of the 4 remote sites. [8 minutes]

Participants: 15 children will be seated with HRC during feed. [See briefing for more info.]

4 remote sites [in order]:
-Atlanta
-Boston
-Chicago
-New York

9:15 am **PROCEED TO** Cafeteria with Bill Shore, Tom Ryder and Geneva Williams

9:20 am-
9:50 am **CHARGE AGAINST HUNGER BREAKFAST**
Cafeteria
POOL PRESS

Seated on Stage:
-HRC
-Tom Ryder
-Bill Shore
-Geneva Williams
-Wes Unseld
-Cong. Eleanor Holmes Norton [she has no speaking role]
-40 children [1st, 2nd, 3rd place poster contest winners]

Program:

9:20 am Geneva Williams to deliver welcoming remarks

9:22 am National Anthem is sung by Tomboys

9:25 am Geneva Williams introduces Tom Ryder

9:27 am Tom Ryder delivers very brief remarks and introduces Bill Shore

9:29 am Bill Shore delivers very brief remarks

9:31 am Tom Ryder introduces HRC

9:32 am HRC to deliver brief remarks

HRC to announce Washington Grand Prize Poster Contest winners. **NOTE:** Poster contest winners will be seated on stage with the other children and the posters will be on easels on stage.

9:40 am Geneva Williams thanks program participants and introduces Wes Unseld, _____

9:42 am Wes Unseld leads students in stretch exercise. HRC to stand and observe.

9:47 am HRC meets and greet with children and departs **NOTE:** Breakfast will be served after HRC leaves.

Participants: Approx. 300 students to attend. **NOTE:** School Board members will be seated among the children. [See briefing for more info.]

Contact: Gail Bower, Festival Productions 610-733-8629 [cellular]

9:55 am **PROCEED TO** Multi-purpose Library

10:00 am-
10:05 am **BRIEF ADDRESS TO** Parents
CLOSED PRESS

Participants: Approx. 200 parents.

10:10 am — **DEPART** Benning Elementary School
EN ROUTE White House
[drive time: 10 minutes

10:20 am — **ARRIVE** White House South Portico

10:30 am-
11:00 am — **RADIO**
Map Room

Staff Contact: Lisa Caputo
456-2960

11:00 am-
11:15 am — **PRIVATE MEETING W/**Maggie Williams and Patti Solis
Residence
CLOSED PRESS

11:15 am-
11:30 am — **PRIVATE MEETING W/**Maggie Williams
Residence
CLOSED PRESS

11:30 am-
12:30 pm — **LUNCH**

12:30 pm-
1:00 pm — **PRIVATE MEETING W/**Leon Panetta
HRC's Office

Staff Contact: Jennifer
456-6797

1:00 pm-
5:00 pm — **PHONE/OFFICE TIME**
HRC's Office

HRC/BC RON — The White House

FORECAST FOR WASHINGTON, DC:
-Cloudy with scattered rainshowers and thunderstorms. Low 57 to 62. High 67 to 72.

Withdrawal/Redaction Marker
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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
003. schedule	Schedule for Hillary Rodham Clinton, Draft #2 [partial] (5 pages)	11/2/94	b(7)(E), b(6)

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OA/Box Number: 3986

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LIZ.

SCHEDULE FOR HILLARY RODHAM CLINTON
DATE: WEDNESDAY, NOVEMBER 2, 1994
DRAFT: #2

WASHINGTON, DC/NEW YORK, NY/WASHINGTON, DC

Traveling Party:	HRC		
	Craighead	1-800SKYPAGE	#207-4790
	Caputo	1-800SKYPAGE	#883-5733
	Velasquez		
	WH Photo?		
	(b)(7)e.	003	

Lead Advance:		
New York, NY	Sarah Farnsworth	Room:
	Waldorf Astoria Hotel	
	301 Park Ave.	
	Phone: 212-355-3000	
	Fax: 212-872-7272	
	WHCA Pager	PIN
	202-494- Cellular	

Press Lead:	Karen Finney	
	1-800-SKYPAGE	PIN#216-8091

Scheduling Desk:	Julie Hopper	
	202-456-7561	office
	202-456-2317	fax
	202-387-6842	home
	800-514-7823	WHCA#4096

PREV RON — The White House

[redacted]

(b)(6)

003

10:10 am	**DEPART** The White House South Portico **EN ROUTE** Andrews Air Force Base [Drive Time: 25 minutes]
10:35 am	**ARRIVE** Andrews Air Force Base Phone: 301-981-2100

Fax: 202-395-1233

10:40 am [EDT] **WHEELS UP** Washington, DC

FLIGHT TIME: 1 HOUR [NC]
MANIFEST: HRC, CRAIGHEAD, CAPUTO, VELASQUEZ, KINNEY, DOSORTEZ
(b)(7)e 003
FOOD: SNACK

11:40 am [EDT] **WHEELS DOWN** New York, NY
La Guardia Airport
FBO: Signature Flight Services
Phone: 718-476-5200
Fax: 718-
CLOSED PRESS/PUBLIC ARRIVAL

NOTE: Sarah Farnsworth will meet HRC at the airport.

Airport Greeters??

11:45 am **DEPART** The Airport
EN ROUTE New York Hilton Hotel
[Drive Time: 25-30???? minutes]

MOTORCADE MANIFEST:
LIMO: HRC
STAFF VAN: CRAIGHEAD, CAPUTO, VELASQUEZ, KINNEY

12:20 pm **ARRIVE** New York Hilton Hotel
Address

Curbside Greeters:

12:25 pm-
1:30 pm **"FRIENDS OF CUOMO" LUNCHEON FUNDRAISER**
New York Hilton
Grand Ballroom
HRC's Holding Room:
Staff Holding Room:
Phone: 212-
Fax: 212-
Attire: Business
OPEN PRESS

Seated at HRC's Table: [See briefing book]

Program:

-- Jesse Norman signs Amazing Grace

-- Poem Reading (T)

-- Donna Giuliani gives brief remarks & intors Matilda Cuomo

-- Matilda Cuomo gives brief remarks & intros HRC

-- HRC deliver remarks & intros Gov. Mario Cuomo

-- Gov. Mario Cuomo gives remarks

-- Exit stage _____, work ropeline and depart

Participants: Approx. 450-500 people to attend. [See briefing for more info.]

Event Contact: Kathy Berrons 212-754-1994
Peter Drago 212-754-2115

1:30 pm **DEPART** New York Hilton Hotel
EN ROUTE Memorial Sloan-Kettering Cancer Ctr
[Drive Time: xx minutes]

MOTORCADE MANIFEST:
LIMO: HRC
STAFF VAN: CRAIGHEAD, CAPUTO, VELASQUEZ, KINNEY

Greeters: _____

2:00 pm- **MEMORIAL SLOAN-KETTERING CANCER CENTER**
Room: tbd

Still TBA

HRC's Holding Room:
Staff Holding Room:
Phone: 212-
Fax: 212-
Attire: Business
PRESS????

2:00 pm-
2:30 pm **TOUR OF FACILITIES????**

2:30 pm-
3:00 pm **ROUND TABLE DISCUSSION**
Room:
HRC's Holding Room:
Phone:
Fax:
CLOSED PRESS???

PARTICIPANTS: Approx. __ expected to attend
[See briefing book for further info]

FORMAT:
-- Round table discussion

Hospital Contact: Ms. Arbania 212-639-7957

3:05 pm **DEPART** The Sloan Kettering Hospital
EN ROUTE The Waldorf Astoria Hotel
[Drive Time: -- minutes]

3:xx pm **ARRIVE** The Waldorf Astoria Hotel
xxx Park Ave. ??

3:xx pm
5:xx pm **DOWN TIME**
Waldorf Astoria Hotel
Presidential Suite

xxxx pm **DEPART** The Waldorf Astoria Hotel
EN ROUTE Roseland
[Drive Time: -- minutes]

MOTORCADE MANIFEST:
LIMO: HRC
STAFF VAN: CRAIGHEAD, CAPUTO, VELASQUEZ, KINNEY

---

xxxx pm **ARRIVE** Roseland [Historic Dance Hall]
239 West 52nd Street (Broadway & 8th)

Curbside Greeters:

5:45 pm-
6:45 pm **"FACES OF NEW YORK" FUNDRAISER**
Roseland Historic Dance Hall
Room:
HRC's Holding Room:
Staff Holding Room:
Phone: 212-
Fax: 212-
OPEN PRESS

PARTICIPANTS: Approx. __ expected to attend
[See briefing book for further info]

FORMAT:
- Gov. Mario Cuomo gives brief remarks and intros HRC ????

- HRC delivers remarks

- Exit stage ____, work ropeline??, depart

Event Contact: Beth Scully 212-

xxxx pm **DEPART** Roseland
EN ROUTE Dennis Basso Residence
[Drive Time: -- minutes]

MOTORCADE MANIFEST:
LIMO: HRC
STAFF VAN: CRAIGHEAD, CAPUTO, VELASQUEZ, KINNEY

7:15 pm **ARRIVE** Residence of Dennis Basso

(b)(6)

003

Greeters: Dennis Basso

7:20 pm-
7:55 pm **RODHAM FUNDRAISER**

(b)(6)

003

CLOSED PRESS

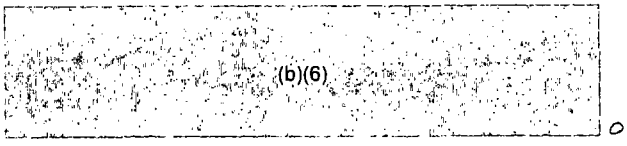
PARTICIPANTS: Approx. 50 to attend

[See briefing book for further info]

FORMAT:
- HRC delivers brief remarks

- Official photos/receiving line

- HRC departs



003

8:00 pm **DEPART** The Residence of Dennis Basso
EN ROUTE The Regency Hotel
[Drive Time: -- minutes]

MOTORCADE MANIFEST:
LIMO: HRC
STAFF VAN: CRAIGHEAD, CAPUTO, VELASQUEZ, KINNEY

---

xxxx pm **ARRIVE** The Regency Hotel
540 Park Ave. [at 61st Street]

Curbside Greeters:

8:30 pm-
9:00 pm **DSCC FUNDRAISER -- DROP BY**
Regency Hotel
The Regency Room
HRC's Holding Room:
Phone: 212-
Fax: 212-
Staff Holding Room:
Attire: Business
CLOSED PRESS

PARTICIPANTS: Approx. __ expected to attend
[See briefing book for further info]

FORMAT:
- HRC is announced on stage and introduced by Sen. Bob Graham

- HRC delivers remarks

- Exit stage _____ and depart

[Program continues]

Event Contact: Matthew D'Amico
202/485-3134
Lisa Blanchet - in New York
212-684-1994

9:00 pm **DEPART** The Regency Hotel
EN ROUTE The Airport
[Drive Time: -- minutes]

MOTORCADE MANIFEST:
LIMO: HRC
STAFF VAN: CRAIGHEAD, CAPUTO, VELASQUEZ, KINNEY

9:xx pm **ARRIVE** The Airport

9:xx pm **WHEELS UP** New York City

FLIGHT TIME: 50 MINUTES [NC]
MANIFEST: HRC, CRAIGHEAD, CAPUTO, FINNEY???, VELASQUEZ, KINNEY, MARSHALL???, STOCK???, DOZORTEZ???, (b)(7)e 003
FOOD: SNACK

10:xx pm **WHEELS DOWN** Washington, DC

xxxx pm **DEPART** Andrews Air Force Base
EN ROUTE The White House
[Drive Time: 20 minutes]

xxxx pm **ARRIVE** The White House South Portico

NOTE: The President is expected to arrive at the Waldorf Astoria at xx:xx pm.

HRC RON The White House

BC RON Waldorf Astoria Hotel

WEATHER FORECAST FOR NEW YORK CITY:
-

HAPPY BIRTHDAY!!!! To: (b)(6) 003

Withdrawal/Redaction Marker
Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
004. schedule	Schedule for Hillary Rodham Clinton, Draft #3 [partial] (1 page)	11/1/94	b(6)

COLLECTION:
Clinton Presidential Records
First Lady's Office
Liz Bowyer
OA/Box Number: 3986

FOLDER TITLE:
[HRC Daily File] November 1, 1994 [1]

2014-0483-S
sb435

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

P1 National Security Classified Information [(a)(1) of the PRA]
P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
P3 Release would violate a Federal statute [(a)(3) of the PRA]
P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [a)(5) of the PRA]
P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.
PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).
RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

b(1) National security classified information [(b)(1) of the FOIA]
b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

SCHEDULE FOR HILLARY RODHAM CLINTON
DATE: TUESDAY, NOVEMBER 1, 1994
DRAFT: #3

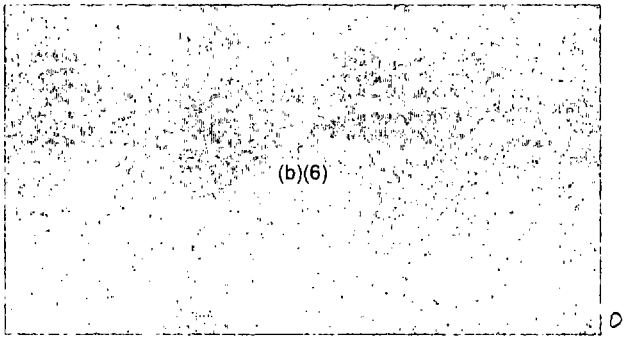
Lead Advance:
Benning Elementary **Barb Grochala**
703-768-1948 [home and fax]

Scheduling Desk: **Sara Grote**

202-456-2922	**office**
202-456-2317	**fax**
202-483-7312	**home**
1-800-528-7823	**WHCA #4363**

PREV RON The White House

7:30 am



004

8:30 am **DEPART** White House South Portico
EN ROUTE Benning Elementary School, 41st St. and East Capitol, NE
[drive time: 10 minutes]
Traveling with HRC:
-Kelly Craighead
-Lisa Caputo
-Melanne Verveer
-Sharon Farmer
-Ellen Haas, Assistant Secretary for Food and Consumer Service, Dept. of Agriculture
-Susan Thomases

8:40 am **ARRIVE** Benning Elementary School
NOTE: American Express Photographer will be present for photos upon arrival.

Greeters: -Tom Ryder, President; Establishment Services Worldwide American Express Travel Related Services Company, Inc.

-Bill Shore, Founder & Executive Director; Share Our Strength

-Mrs. Geneva Williams, Principal, Benning Elementary School

-Cong. Eleanor Holmes Norton

8:45 am **HOLD/BRIEFING TIME**
Holding Room: Principal's Office
Phone: 202-724-4171
Fax: 202-724-4588 [not in holding room]

8:50 am **PROCEED TO** Media Room

8:54 am-
9:10 am **SATELLITE FEED**
Media Room
OPEN PRESS at each remote site

Format: Tom Ryder to introduce HRC. HRC to deliver 5 minute remarks and take 2 questions from children at Benning Elementary and each of the 4 remote sites. [8 minutes]

4 remote sites [in order]:
-Atlanta
-Boston
-Chicago
-New York

9:15 am **PROCEED TO** Cafeteria with Tom Ryder and Geneva Williams

9:20 am-
9:50 am **CHARGE AGAINST HUNGER BREAKFAST**
Cafeteria
POOL PRESS

Seated on Stage:
-HRC
-Tom Ryder
-Bill Shore
-Geneva Williams
-Cong. Eleanor Holmes Norton [she has no speaking role]
-30 children [1st and 2nd place poster contest winners]?

Program:

9:20 am Geneva Williams to deliver welcoming remarks

9:22 am National Anthem is sung by Tomboys

9:25 am Geneva Williams introduces Tom Ryder

9:27 am Tom Ryder delivers very brief remarks and introduces Bill Shore

9:29 am Bill Shore delivers very brief remarks

9:31 am Tom Ryder introduces HRC

9:32 am HRC to deliver 5 minute remarks

HRC to announce Washington Grand Prize Poster Contest winners.
NOTE: Poster contest winners will be seated on stage with the other children and the posters will be on easels on stage.

9:40 am Geneva Williams thanks program participants and introduces Wes Unseld, _____

9:42 am Wes Unseld leads students in stretch exercise

9:47 am Breakfast is served/HRC meets and greet with children and departs

Participants: Approx. 300 students to attend. [See briefing for more info.]

Contact: Gail Bower, Festival Productions
610-733-8629 [cellular]

9:55 am **DEPART** Benning Elementary School
EN ROUTE White House
[drive time: 10 minutes

10:05 am **ARRIVE** White House South Portico

10:30 am-
11:00 am **RADIO**
Map Room

Staff Contact: Lisa Caputo
456-2960

11:00 am-

11:15 am	**PRIVATE MEETING W/**Maggie Williams and Patti Solis Residence **CLOSED PRESS**
11:15 am- 11:30 am	**PRIVATE MEETING W/**Maggie Williams Residence **CLOSED PRESS**
11:30 am- 12:30 pm	**LUNCH**
12:30 pm- 1:00 pm	**PRIVATE MEETING W/**Leon Panetta HRC's Office Staff Contact: Jennifer 456-6797
1:00 pm- 5:00 pm	**PHONE/OFFICE TIME** HRC's Office
HRC/BC RON	The White House

FORECAST FOR WASHINGTON, DC:
-Cloudy with scattered rainshowers and thunderstorms. Low 57 to 62. High 67 to 72.

Withdrawal/Redaction Marker
Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
005. schedule	Schedule for Hillary Rodham Clinton, Draft #2 [partial] (1 page)	11/1/94	b(6)

COLLECTION:
Clinton Presidential Records
First Lady's Office
Liz Bowyer
OA/Box Number: 3986

FOLDER TITLE:
[HRC Daily File] November 1, 1994 [1]

2014-0483-S
sb435

RESTRICTION CODES

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b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

→ Anna Eater
g:\data\hrc\women

SCHEDULE FOR HILLARY RODHAM CLINTON
DATE: TUESDAY, NOVEMBER 1, 1994
DRAFT: #2

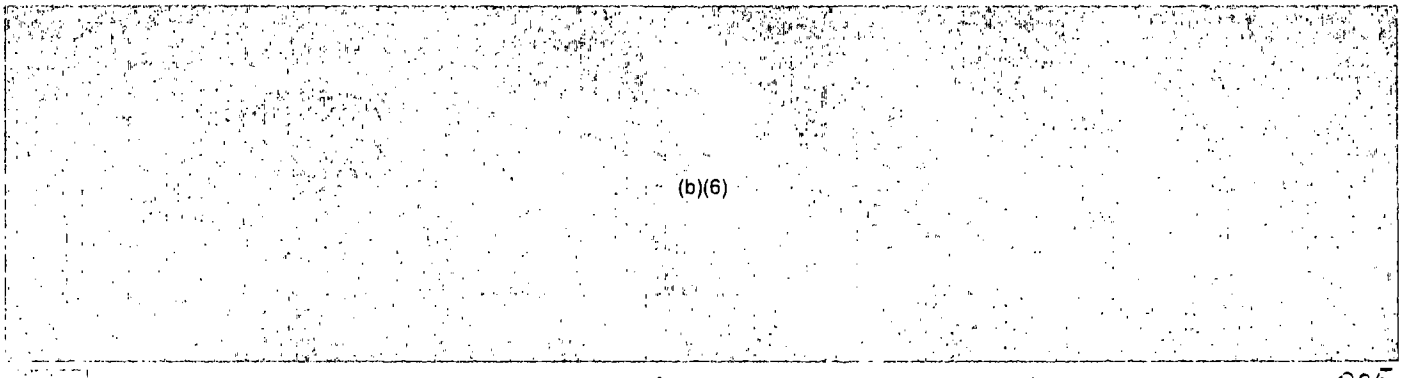
Lead Advance:
Benning Elementary **Barb Grochala**
703-768-1948 [home and fax]

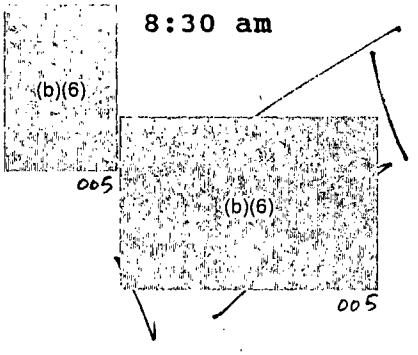
→ Ivy's Center
Women's Center

Scheduling Desk: **Sara Grote**

202-456-2922	**office**
202-456-2317	**fax**
202-483-7312	**home**
1-800-528-7823	**WHCA #4363**

PREV RON **The White House**





8:30 am **DEPART** White House South Portico
EN ROUTE Benning Elementary School, 41st St. and East Capitol, NE
[drive time: 10 minutes]
Traveling with HRC:
-Kelly Craighead
-Lisa Caputo
-Sharon Farmer
-Ellen Haas, Assistant Secretary for Food and Consumer Service, Dept. of Agriculture
-Susan Thomases

8:40 am **ARRIVE** Benning Elementary School
NOTE: American Express Photographer will be present for photos upon arrival.

Greeters: -Tom Ryder, President; Establishment Services Worldwide American Express Travel Related Services Company, Inc.

-Bill Shore, Founder & Executive Director; Share Our Strength

-Mrs. Geneva Williams, Principal, Benning Elementary School

-Cong. Eleanor Holmes Norton

8:45 am — **HOLD/BRIEFING TIME**
Holding Room: Principal's Office
Phone: 202-724-4171
Fax: 202-724-4588 [not in holding room]

8:50 am — **PROCEED TO** Media Room

8:54 am-
9:10 am — **SATELLITE FEED**
Media Room

Format: Tom Ryder to introduce HRC. HRC to deliver very brief remarks and take 2 questions from children at Benning Elementary and each of the 4 remote sites. [8 minutes]

4 remote sites [in order]:
-Atlanta
-Boston
-Chicago
-New York

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POOL PRESS

Seated on Stage:
-HRC
-Tom Ryder
-Bill Shore
-Geneva Williams
-Cong. Eleanor Holmes Norton [she has no speaking role]
-30 children [1st and 2nd place poster contest winners]

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9:25 am — Geneva Williams introduces Tom Ryder

9:27 am — Tom Ryder delivers very brief remarks and introduces Bill Shore

9:29 am	Bill Shore delivers very brief remarks
9:31 am	Tom Ryder introduces HRC
9:32 am	HRC to deliver 5 minute remarks HRC to announce Washington Grand Prize Poster Contest winners. **NOTE:** Poster contest winners will be seated on stage with the other children and the posters will be on easels on stage.
9:40 am	Geneva Williams thanks program participants and introduces Wes Unseld, _____
9:42 am	Wes Unseld leads students in stretch exercise
9:45 am	Breakfast is served/HRC meets and greet with children and departs

Participants: Approx. 300 students to attend.
[See briefing for more info.]

Contact: Gail Bower, Festival Productions
610-733-8629 [cellular]

9:50 am	**DEPART** Benning Elementary School **EN ROUTE** White House [drive time: 10 minutes
10:00 am	**ARRIVE** White House South Portico
10:00 am- 10:30 am	**RADIO?**
10:30 am- 10:45 am	**PRIVATE MEETING W/Maggie Williams and Patti Solis** Residence **CLOSED PRESS**
10:45 am- 11:00 am	**PRIVATE MEETING W/Maggie Williams** Residence **CLOSED PRESS**

SCHEDULE FOR HILLARY RODHAM CLINTON
TUESDAY, NOVEMBER 1, 1994
PAGE 4

11:00 am- 12:00 pm	**PHONE/OFFICE TIME**
12:00 pm- 1:00 pm	**LUNCH**
1:00 pm- 5:00 pm	**PHONE/OFFICE TIME**
HRC/BC RON	The White House

FORECAST FOR WASHINGTON, DC:
-Cloudy with scattered rainshowers and thunderstorms. Low 57 to 62. High 67 to 72.

QUESTIONS FOR MRS. CLINTON FROM KIDS

-- 9:01:45 to 9:11:45 --

9: 01:45 Tiffany Boswell, age ?, Washington, D.C.

What can be done to provide a nutritious breakfast and lunch to all school-aged children?

9:02:45 James Boller, age ?, Washington, D.C.

Why is the hunger problem growing instead of shrinking, with so many food programs in place?

9:03:45 Tavonda Bridges, age ?, Atlanta (Ta-'von-da)

My Mom doesn't always have time to make my breakfast. What should I eat?

9:04:45 Quintavious Willingham, age ?, Atlanta (Quin-'tay-vee-us)

If I eat a good breakfast in the morning, will it make me smarter?

9:05:45 Shantel Feracho, age ?, Boston (shon-'tel)

What would your advice to kids who skip breakfast?

9:06:45 Edward Picard, age ?, Boston -- (Pi-'card)

Does the President really eat as much "fast food" as the press leads us to believe?

Kids Questions

9:07:45 Diondra Greer, age ?, Chicago (dee-'onn-dra)

Besides eating a nutritious breakfast, what are some of the other things you do to stay healthy?

9:08:45 Caprice Sutton, age ?, Chicago

What does your favorite nutritious breakfast consist of?

9:09:45 Gloria Rosa, age ?, New York

How can we encourage more businesses to be involved in fighting hunger?

9:10:45 Rumel Choudhury , age ?, New York (roo-'mel 'shoe-dree)

What does Socks eat for breakfast?

QUESTIONS FOR HRC FROM KIDS

1. Tiffany Boswell age? Washington D.C.

What can be done to provide a nutritious breakfast and lunch to all school-aged children?

The Department of Agriculture operates the School Lunch and School Breakfast programs.

Almost every school in America participates in the lunch program. That's why this Administration proposed the School Meals Initiative for Healthy Children, to ensure that the meals served to 25 million kids each day is healthy and nutritious. We're working now to encourage the kids who don't eat their school lunch to participate in the program.

Nationwide, almost one third of the schools who serve lunch don't serve breakfast. The government is funding breakfast outreach grants, to help people learn about the benefits of starting each day with a nutritious breakfast, and to assist schools in developing a breakfast program.

2. James Bussey age? Washington D.C.

Why is the hunger problem growing instead of shrinking with so many food programs in place?

Our food assistance programs reach one in five Americans. But even though we spend billions of dollars on 14 food assistance programs, there are still people who aren't reached. Some people aren't aware of the programs, or don't know how to get them. But others don't want to participate -- because enrolling in a program may be too complicated, or welfare offices are too hard to get to. Because we're committed to helping every needy American get the food they need to feed themselves and their family, this Administration is working to remove these barriers to participation through President Clinton's Welfare Reform proposal.

3. Gloria Ross age? Atlanta

My Mom doesn't always have time to make my breakfast. What should I eat?

Breakfast is the most important meal of the day. Hopefully, your school has a great breakfast program like this one. If not, you should get yourself a piece of fruit, or pour a glass of juice. Then, make a piece of whole-grain toast, or have a bowl of healthy cereal.

4. Rumel Choudhry (shoo-dree) age? Atlanta

If I eat a good breakfast in the morning will it make me smarter?

What kids eat is definitely related to how their minds develop as they grow up. A balanced, healthy diet has been shown to promote cognitive development. Also, you'll do better in school each day if you're not hungry in the middle of the morning. You'll pay better attention to your lessons, and remember more of what you learn in school each day if you start your day off with a healthy breakfast.

5. Shantel Feracho age? Boston

What would your advice to kids who skip breakfast?

Don't. Ever. You'll pay better attention to your lessons,, and remember more of what you learn in school each day if you start your day off with a healthy breakfast.

6. Diondra Greer age? Chicago

Besides eating a nutritious breakfast, what are some of the other things you do to stay healthy?

You should eat a nutritious diet each day. You should eat your school breakfast and lunch each day, because the Government has proposed new nutrition standards to ensure that they are healthier and better for you. A healthy breakfast, a healthy lunch and a healthy dinner. Also, make sure that your snacks and treats are made of nutritious foods -- maybe a piece of fresh fruits, or veggie sticks. You should also make sure to get plenty of exercise.

7. Gloria Ross age? New York

How can we encourage more businesses like American Express to be involved in fighting hunger?

As more businesses realize how important it is to ensure that kids have access to healthy, nutritious foods to eat, they'll get involved by helping to sponsor a school breakfast program, or a summer feeding program, so kids get enough to eat when school's out. Businesses will realize that investing in children's health is investing in the future -- their future employees, and their future customers. Most successful businesses know how to make smart investments -- investing in healthy kids is one they can make today.

-DRAFT-

1. Tiffany Boswell, age , Washington, D.C.:

What can be done to provide a nutritious breakfast and lunch to all school-aged children?

2. James Bussey, age , Washington, D.C.:

Why is the hunger problem growing instead of shrinking, with so many food programs in place?

3. Gloria Rosa, age , Atlanta:

My mom doesn't always have time to make my breakfast. What should I eat?

4. Rumel Coudhry (shoo-dree), age , Atlanta:

If I eat a food breakfast in the morning, will it make me smarter?

5. Shantel Feracho, age , Boston:

What would your advice (be) to kids who skip breakfast?

6. Edward Picardi, age , Boston:

Does the President really eat as much "fast food" as the press leads us to believe?

7. Diondra Greer, age , Chicago:

Besides eating a nutritious breakfast, what are some of the things you do to stay healthy?

8. Caprice Sutton, age , Chicago:

What does your favorite nutritious breakfast consist of?

New York:
How can we encourage more businesses like American Express to be involved in fighting hunger?
What does Socks eat for breakfast?

SHARE OUR STRENGTH

CHARGE AGAINST HUNGER
AMERICAN EXPRESS

AMERICAN EXPRESS Cards

American Express Travel Related Services Company, Inc., TRS Communications, American Express Tower, World Financial Center, New York, NY 10285-4800

eye-lan
Nye-gee

Charge Against Hunger
1994 School Breakfast Launch Sites

November 1, 1994

New York Kusha	P.S. 63 121 East 3rd Street, Manhattan
Boston	Winterhill Elementary 115 Sycamore Street, Somerville, MA
Washington, D.C.	Benning Elementary 41st St. and E. Capitol, N.E., Washington D.C.
Atlanta	Ralph McGill Elementary 760 Main Street Southeast, Atlanta
Chicago	Nathan R. Goldblatt 4257 W.Adams, Chicago
Phoenix	Andalucia School 4510 N. 37th Ave., Phoenix
Los Angeles	First Street School 2820 East 1st St., Los Angeles

[20] From: Ronald Vogel 10/31/94 6:17PM (1829 bytes; 31 ln)
Subject: Summer Food Service Program
---------- Message Contents ----------

o The Summer Food Service Program (SFSP) operates in low income neighborhoods to ensure that needy children have access to nutritious meals when school is out of session and children do not have access to free or reduced-price meals through the National School Lunch Program

o The Clinton Administration is committed to the expansion of this underutilized program--one that is very popular where it is available and one that is very well targetted.

o We need to encourage more sponsors for this program...our efforts so far have shown some positive results, but we need to do more:

> In FY93, we had 3080 sponsors and experienced an average daily participation of 2,114,786 across 25,808 sites (July data)

> In FY94, we increased the number of sponsors to 3,101 and average daily participation increased to 2,185,154 across 26,384 sites. (July data)

o The Food and Consumer Service, under the leadership of Under Secretary Ellen Haas, has initiated a major campaign to increase the number of SFSP sponsors for FY96. Later this month, FCS will host a roundtable meeting of advocates and other interested parties to explore strategies and incentives to ensure that those children who can benefit from this important nutrition assistance program will have the opportunity to do in the coming year.

456-2239

QUESTIONS FOR MRS. CLINTON FROM KIDS

1. Tiffany Boswell, Benning Elementary School, Washington, D.C.

" What can be done to provide a nutritious breakfast and lunch to all school-aged children? "

The Department of Agriculture operates the School Lunch and School Breakfast programs.

Almost every school in America participates in the lunch program. That's why this Administration proposed the School Meals Initiative for Healthy Children, to ensure that the meals served to 25 million kids each day is healthy and nutritious. We're working now to encourage the kids who don't eat their school lunch to participate in the program.

Nationwide, almost one third of the schools who serve lunch don't serve breakfast. The government is funding breakfast outreach grants, to help people learn about the benefits of starting each day with a nutritious breakfast, and to assist schools in developing a breakfast program.

2. James Boller, Benning Elementary School, Washington, D.C.

" Why is the hunger problem growing instead of shrinking, with so many food programs in place? "

Our food assistance programs reach one in five Americans. But even though we spend billions of dollars on 14 food assistance programs, there are still people who aren't reached. Some people aren't aware of the programs, or don't know how to get them. But others don't want to participate -- because enrolling in a program may be too complicated, or welfare offices are too hard to get to. Because we're committed to helping every needy American get the food they need to feed themselves and their family, this Administration is working to remove these barriers to participation through President Clinton's Welfare Reform proposal.

3. Tavonda (Ta-'von-da) Bridges, Ralph McGill Elementary, Atlanta

My mom doesn't always have time to make my breakfast. What should I eat?

Breakfast is the most important meal of the day. Hopefully, your school has a great breakfast program like this one. If not, you should get yourself a piece of fruit, or pour a glass of juice. Then, make piece of whole-grain toast, or have a bowl of healthy cereal.

4. Quintavious (Quin-'tay-vee-us) Willingham, Ralph McGill Elementary, Atlanta

If I eat a good breakfast in the morning, will it make me smarter?

What kids eat is definitely related to how their minds develop as they grow up. A balanced, healthy diet has been shown to promote cognitive development. Also, you'll do better in school each day if you're not hungry in the middle of the morning. You'll pay better attention to your lessons, and remember more of what you learn in school each day if you start your day off with a healthy breakfast.

5. Shantel (shon-'tel) Feracho, Winterhill Elementary School, Boston

What advice would you give kids who skip breakfast?

Don't. Ever. You'll pay better attention to your lessons, and remember more of what you learn in school each day if you start your day off with a healthy breakfast.

6. Edward Picard (Pi-'card), Winterhill Elementary School, Boston

Does the President really eat as much "fast food" as the press leads us to believe?

7. Diondra (dee-'onn-dra) Greer, Nathan R. Goldblatt School, Chicago

Besides eating a nutritious breakfast, what are some of the other things you do to stay healthy?

You should eat a nutritious diet each day. You should eat your school breakfast and lunch each day, because the government has proposed new nutrition standards to ensure that they are healthier and better for you. A healthy breakfast, a healthy lunch, and a healthy dinner. Also, make sure that your snacks and treats are made of nutritious foods -- maybe a piece of fresh fruit, or veggie sticks. You should also make sure to get plenty of exercise.

8. Caprice Sutton, Nathan R. Goldblatt School, Chicago

What does your favorite nutritious breakfast consist of?

9. Gloria Rosa, P.S. 63, New York

How can we encourage more businesses to be involved in fighting hunger?

As more businesses realize how important it is to ensure that kids have access to healthy, nutritious foods to eat, they'll get involved by helping to sponsor a school breakfast program, or a summer feeding program, so kids get enough to eat when school's out. Businesses will realize that investing in children's health is investing in the future -- their future employees, and their future customers. Most successful businesses know how to make smart investments -- investing in kids is one they can make today.

10. Rumel (roo-'mel) Choudhury (shoe-dree), New York

What does Socks eat for breakfast?

FOOD AND CONSUMER SERVICES

DATA FAX NUMBER IS (202) 690-3100

DATE: 10.31

TO: LIZ

FROM: GRADY

NUMBER OF PAGES INCLUDING COVER SHEET: 2

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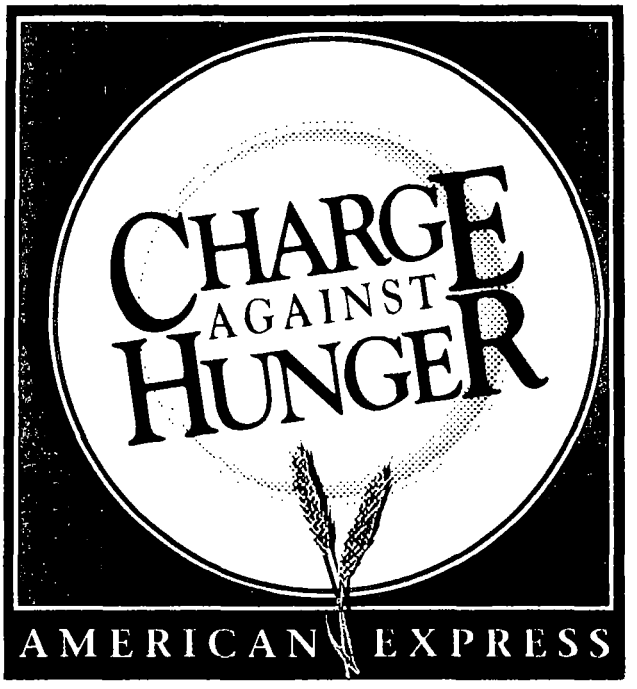

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Selection Criteria for Charge Against Hunger
Grant Recipients
1993-1994

Proposals for all Charge Against Hunger grants are reviewed and evaluated by the staff and directors of Share Our Strength, with assistance as needed by a group of expert advisors who specialize in the various types of hunger relief programs under consideration for funding

Final grant decisions are based on the following criteria, which must be met by the proposed project and the applicant agency.

The project must demonstrate:

- Need -- the extent of hunger and malnutrition in the area from which the request comes;
- Capability -- the extent to which the project meets those needs;
- Impact -- the number of people who will be served or reached with the help of the grant;
- Cost effectiveness -- the budget must be realistic in terms of meeting the described activities;
- Potential for Success -- there must be a clear plan of action to meet realistic goals.

The applicant agency must demonstrate:

- Effective operations and financial stability;
- Sufficient staff expertise to carry out the project;
- Financial need for the requested grant;
- Effective training and use of volunteers (if appropriate);
- Capacity to carry out the proposed project(s);
- Willingness to work with other hunger and social service agencies in the community;
- Use of a "model approach" that could be replicated in other areas;
- Ability and commitment to track activities so that grant outcomes can be evaluated.

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FALL 1993

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THE QUARTERLY NEWS MAGAZINE FROM SHARE OUR STRENGTH

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HUNGER

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- Dr. David Paige on putting an end to the hunger cycle