

RHODE ISLAND

George A. Wiley Center

Pawtucket, RI

Charge Against Hunger Grant: \$17,000

The George A. Wiley Center is a statewide advocacy assistance agency providing technical assistance to community social change groups, low-income groups and individuals in need of an advocate, as well as coordinating policy change campaigns such as the Rhode Island Campaign to Eliminate Childhood Poverty and the School Breakfast Program, which is being operated in cooperation with Rhode Island Parents for Progress. The center is using its grant to promote the participation of eligible students in the target communities of Central Falls, Cranston, Cumberland, East Providence, Pawtucket, Bristol-Warren, Newport and West Warwick in the School Breakfast Program. Its target goal is adding 4,700 new participants which would mean an achievement of a 50% participation rate in those communities.

SOUTH CAROLINA

Sumter School District 17

Sumter, SC

Charge Against Hunger Grant: \$25,000

Sumter School District 17 is using its Charge Against Hunger grant to increase student participation in the School Breakfast Program. The district has almost 10,000 students, over half of whom are eligible for free or reduced-priced meals. Currently, 2,300 students participate in the breakfast program and the school is buying new computer systems and purchasing additional kitchen equipment to speed up service and create more appealing meals.

Pee Dee Community Action Agency

Florence, SC

Charge Against Hunger Grant: \$ 12,000

Pee Dee Community Action Agency is a multi-service agency with programs in housing, education, child care, medical, and job training assistance. The agency is using their grant allocation to reduce nutritional deficiencies among low-income people through nutrition education, counseling, and enrollment in existing food programs.

Rural Advancement Fund

Orangeburg, SC

Charge Against Hunger Grant: \$12,000

Established in the 1930s, the Rural Advancement Fund (RAF) has provided technical and financial assistance to struggling farmers. The RAF is creating a new program to channel food from local farmers to soup kitchens, day-care centers, and needy individuals across four counties. It is using its Charge grant to support the start-up of these services.

South Carolina Committee Against Hunger

Columbia, SC

Charge Against Hunger Grant: \$15,000

The South Carolina Committee Against Hunger was founded in 1977 for the purpose of reducing hunger and poverty in South Carolina. The agency is planning a statewide campaign to increase awareness and participation in school breakfasts. It is using its Charge grant to create a new position--an employee who will be responsible for the statewide campaign.

Harvest Hope Food Bank

Columbia, SC

Charge Against Hunger Grant: \$10,000

Harvest Hope Food Bank was founded in 1981 and quickly expanded to three areas of food assistance: prepared foods, emergency food boxes, and deliveries to other food assistance agencies. The prepared foods program has been operating for several years without a refrigerated truck, forcing Harvest Hope to make small pick-ups and fast deliveries. The agency is using its Charge funding to purchase a refrigerated truck, enabling it to pick up and deliver food more easily.

Second Helpings

Hilton Head Island, SC

Charge Against Hunger Grant: \$10,000

Second Helpings mission is to collect surplus food from restaurants and resorts and distribute this food to agencies serving the needy in three counties. This year the agency hopes to collect and distribute 65,000 pounds of food. Second Helpings is using its Charge allocation for purchasing food storage containers and to cover the costs of transporting the food.

SOUTH DAKOTA

Bennett County School District 3-1

Martin, SD

Charge Against Hunger Grant: \$15,000

The Bennett County School District has three rural schools for a total student population of 558. Of that number, 291 qualify for free or reduced-price meals, but participation is minimal. The district is using its Charge grant to increase its amount of foodservice equipment and upgrade existing models in order to provide a better variety and higher quality of breakfast items and encourage a higher rate of participation. The funds are also being used to increase awareness of the expanded breakfast program.

Rosebud Sioux Tribe Community Services Program

Rosebud, SD

Charge Against Hunger Grant: \$12,000

The Rosebud Sioux Tribe is a Tribal government with tax-exempt status, providing services to both Native Americans and non-Indians residing in a four-county area in a remote part of South Dakota with a very high rate of poverty. Its Community Services Program provides emergency and immediate need assistance to tribally affiliated persons and others who are eligible for assistance. The program currently operates the Sicangu Food Pantry to provide emergency and immediate assistance to those in need, and is using its grant to: make bulk food purchases and cover operational costs; further establish the pantry as a stable outlet for food assistance by increasing its potential to develop into a central pantry supplying satellite pantries at multiple sites in the reservation; increase the number of households receiving aid.

Missing: Christian Relief Services/Oglala Sioux Tribal Food Bank (\$18,500) and Christian Relief Services/Slim Buttes Community Agricultural Development Project (\$20,000)

TENNESSEE

Knoxville Harvest

Knoxville, TN

Charge Against Hunger Grant: \$10,000

Knoxville Harvest is a prepared and perishable food recovery program (PPFRP) serving 400 people per week. The program uses volunteers' personal cars and a refrigerated truck to transfer food from commercial food donors to recipient relief agencies. It used its Charge Against Hunger grant to install an industrial dishwasher, a three-sink system and drying racks and reusable plastic trays, to keep sanitation at a premium.

Nashville's Table

Nashville, TN

Charge Against Hunger Grant: \$10,000

Nashville's Table is a nonprofit, non-sectarian corporation that gathers and distributes excess perishable prepared foods to agencies serving Davidson County's needy. The organization distributed 260,000 pounds of food in 1993 and plans to distribute 400,000 pounds in 1994. Nashville's Table is using its Charge Against Hunger grant to buy disposable pans for transporting food to agencies.

Round Up, the Perishable and Prepared Food Program of Memphis

Memphis, TN

Charge Against Hunger Grant: \$10,000

Round Up is an independent, nondenominational, not-for-profit food bank and a member of the Second Harvest network. It is using its Charge Against Hunger grant to buy single-service, disposable aluminum pans and lids, which are required by local health departments. The grant will also help Round Up deliver one million pounds of food to 65 charitable agencies this year.

TEXAS

High Plains Food Bank

Amarillo, TX

Charge Against Hunger Grant: \$8,000

The High Plains Food Bank solicits, warehouses and distributes over 2.1 million pounds of donated food throughout the 30 counties of the Texas and Oklahoma panhandles. Over 21,000 people each month are served through 180 non-profit agencies and churches. The Food Bank is using its Charge grant to maintain and expand rural service in the 30 counties. Now, they can expand into new areas of Oklahoma, as well as expand their "Meat the Need" program, which receives and redistributes beef and pork.

Texas Association of Community Action Agencies

Austin, TX

Charge Against Hunger Grant: \$12,000

TCAA is a state non-profit association representing 50 Community Action Agencies in Texas since 1969. CAA's provide a wide-range of services to low-income persons. Their anti-hunger work includes the Share Our Surplus program and the Summer Food Service Program Expansion project. Since 1988, TCAA has worked with FRAC and other national anti-hunger groups. Since 1991, they have rescued over five million pounds of food through Share Our Surplus. Their Charge grant is being used to expand the Share Our Surplus program by opening a field office in the high-need Rio Grande Valley, where a part-time person rescues and distributes food from donors on a daily basis. The project also set up a pilot gleaning effort which could be duplicated in other parts of the state.

Greater Dallas Community of Churches

Dallas, TX

Charge Against Hunger Grant: \$18,000

The Community of Churches is a regional, independent, membership organization of 313 congregations representing 31 denominations. Responding to hunger problems, the COC initiated the formation of 14 emergency aid/food pantry centers which have grown into a network of 31. In 1993, they focused on the issue of summer food service. In Dallas and Plano Counties, over 200,000 children 18 and under qualify for the Summer Food Service Program. Over 94% of those eligible did not receive meals. Under 6% did. Only 9% of the 131,730 children who received free and reduced-price school meals during the spring of 1992 received SFSP meals in 1993. They are using the Charge grant to expand the Summer Food Service Program in the Dallas area with immediate goals of feeding 25,000 children daily in the summer of 1994 and recruiting 10 new sites for 1995.

Mission Oak Cliff Care Center

Dallas, TX

Charge Against Hunger Grant: \$15,000

According to an extensive report by the Greater Dallas Community of Churches and the End Hunger Committee, approximately 250,000 people (12.5%) in Dallas live below the poverty level. This includes 47,000 families with children. Although the Care Center serves approximately 9,000 individuals each year in food assistance, and has over 300 involved in its empowerment programs, it is still not enough to meet the increasing need. Mission Oak Cliff Care Center which had formerly been part of the Cliff Temple Baptist Church, formed a new non-profit to develop programs and services to meet the needs of local residents. The Center is using its Charge grant to expand food distribution to Hispanics and those in other highly needy and underserved parts of the city.

North Dallas Shared Ministry

Dallas, TX

Charge Against Hunger Grant: \$20,000

NDSM is a 501 (c) (3) nonprofit charity providing emergency aid to persons/families in need. An interfaith community ministry supported by 38 congregations, NDSM provides emergency food assistance, financial aid, employment assistance, crisis counseling and referral, English as second language classes, advocacy for the hungry and homeless and monthly medical checks and immunizations. Their Charge grant allows them to purchase fresh milk which goes directly to families with children and also to purchase food supplies from the North Texas Food Bank to supplement weekly donations of non-perishables.

Houston Food Bank

Houston, TX

Charge Against Hunger Grant: \$10,000

The Food Bank began operations in 1982 and became a certified member of Second Harvest National Food Network in 1984. Each month they distribute an average of 1.7 million pounds of food to 466 local feeding programs in a 31 county area. These programs include church pantries, soup kitchens, homeless shelters, children's homes and senior citizen nutrition centers. With their Charge grant they purchased a truck that is used to implement a rural food delivery program in a 30 county area, distributing an additional 500,000 pounds of food.

South Plains Food Bank

Lubbock, TX

Charge Against Hunger Grant: \$8,000

Poverty is on the rise in Lubbock County. From 1979 to 1990, the poverty rate jumped from 14.3% to 18.2%. For children under 18, the figures jumped from 12.8% in 1979 to 22.8% in 1990. South Plains Food Bank is a traditional food bank with a PPFRP, as well as other unique programs such as a farm, job training, literacy and recycling. They are using their Charge grant to purchase equipment needed to expand the Second Helpings Program (PPFRP) by opening a weekday soup kitchen in a church in the impoverished neighborhood of East Lubbock. The Food Bank prepares food in the main kitchen and then, in the equipment purchased with the grant, transports a ready-to-eat meal to the church by van. This provides meals for between 50-200 more people a day.

Food Bank of the Rio Grande Valley

McAllen, TX

Charge Against Hunger Grant: \$15,000

The FBRGV is an affiliate of the Second Harvest National Food Network. Their mission is to feed the hungry in the impoverished six-county area of south Texas along the Mexican border. Of the 717,000 people living in this area, 50% are at or below the poverty line. In 1992 alone, the Food Bank assisted over 300,000 of these people. They are using the Charge grant to purchase a refrigerated freezer truck to expand their fresh and frozen foods distribution program.

Nixon-Smiley Consolidated Independent School District

Nixon, TX

Charge Against Hunger Grant: \$11,500

Noixon-Smiley is a public school district in a rural, sparsely populated area of south central Texas. Almost 75% of the student population are eligible for free or reduced-price meals. Only 47% received them. Low participation was due to the very limited breakfast menu, dictated by the limited refrigerated storage space. They are using their grant to purchase refrigeration equipment to provide storage space at each campus for a week's supply of breakfast products.

Raymondville High School

Raymondville, TX

Charge Against Hunger Grant: \$11,500

Three-quarters of Raymondville families operate with an Effective Buying Income below \$20,000, while more than 45% are below \$10,000. The total enrollment in the Raymondville District is 2,286 students and 78% received free or reduced cost meals. Of the 771 students at Raymondville High, 67% are eligible to receive free or reduced-price meals. With its Charge grant, the school is expanding the program by purchasing needed equipment such as hot and cold food units, refrigerator, freezer and milk cooler, and advertising through local newspapers and billboard ads.

Rochelle School

Rochelle, TX

Charge Against Hunger Grant: \$8,500

Rochelle is a ranching and farming community with low wages, high unemployment and many families on government welfare programs. Many students come from broken and single parent homes. Of the 210 students, 78% are eligible for free or reduced cost meals but only 26% of these participate in the School Breakfast Program. To build the School Breakfast Program, the School is using its grant both to purchase needed equipment such as a refrigerator and warming cabinet, and to structure an outreach program to impress on all students and their parents the importance of a healthy breakfast.

Wichita Falls Independent School District

Wichita, TX

Charge Against Hunger Grant: \$25,000

The Wichita Falls Independent School District has 15,407 students in 20 elementary schools and 10 secondary schools. The school population is 35% minority, 16% of the students are African-American, 16% Hispanic and 3% other ethnic origins. Approximately 80% live in government housing projects. Twenty-three percent of these students parents are unemployed and 24% are living on Aid For Dependent Children. Of the 45% eligible for free and reduced-price meals, only 30% take advantage of the program. To expand the program, the school is using its grant for expansion and outreach around the theme of a Breakfast Rap Contest, including activities such as rap team training, commercials to advertise the contest, flyers and posters and rap team performances at school breakfasts once a month at each school.

UTAH

Approximately 250,000 Utahns are below the poverty level, with 97,000 of those residing in Salt Lake County. About 31,000 children in the state, under the age of 12, are hungry and another 70,000 are at risk of hunger.

Give S.O.M.E. (So Others May Eat)

Salt Lake City, UT

Charge Against Hunger Grant: \$10,000

This program is a project of the Utah Food bank, and serves Salt Lake City's needy by transporting food directly from donors to recipients as well as enable affiliated food pantries throughout the state access to prepared and persihable food from businesses in their local areas. Give S.O.M.E. is using its Charge grant to purchase and install a commercial dishwashing system to clean and sanitize 30 pans and 10 carriers a day to comply with health department regulations and ensure the safety of those eating the foods delivered.

Utahns Against Hunger

Salt Lake City, UT

Charge Against Hunger Grant: \$11,000

This organization is a small advocacy/resource group working to improve access to and the availability of food resources for Utah's low-income population. Grant money is being used to provide staff support for the Utah Coalition to End Childhood Hunger, to work for a School Breakfast Mandate to provide statewide funding for School Breakfast and Summer Food program start-up costs, and to work with a state alliance to expand established School Breakfast and Summer Food efforts in targeted communities.

Missing: Jordan School District, Midvale Elem., Sandy, UT

VERMONT

In 1990, the Food Research and Action Center estimated that 9,600 of Vermont's children under 12 were hungry. Every year since 1990, the State Office of Economic Opportunity's annual study of emergency food provision has demonstrated that more children have eaten more meals from emergency sources than in the previous year. Most recently, the Tufts University Center on Hunger, Poverty, and Nutrition found that 17,000 Vermont children under age 18 are hungry.

Vermont Campaign To End Childhood Hunger

Shelburne, VT

Charge Against Hunger Grant: \$9,000

The Vermont Campaign to End Childhood hunger works to establish School breakfast and Summer Food Programs, to educate the public and policymakers about childhood hunger in Vermont, and to mobilize Vermonters to address childhood hunger in their own communities. The organization is using its Charge grant to establish and expand School breakfast and Summer Food Programs throughout the state by hiring a community organizer to link these meal programs for children with community-based groups and expand participation.

Chittenden Emergency Food Shelf

Burlington, VT

Charge Against Hunger Grant: \$9,000

The Chittenden Emergency Food Shelf is Vermont's largest emergency food assistance program. It operates a meal program, grocery distribution program, outreach and referral services and food rescue program. The Food Shelf is using its grant to meet the area's increasing demand for emergency food. The funds are providing operating support for existing services and pay for a part-time staff member to leverage additional resources and increase outreach and volunteers in the community.

Central Vermont Community Action Council

Barre, VT

Charge Against Hunger Grant: \$13,000

This agency serves 56 towns in three central Vermont rural counties, and has been operating anti-poverty programs for 28 years. Currently CVCAC runs emergency foodshelves in four locations, distributes USDA surplus commodities, subsidizes 250 day-care meal programs, participates in the Vermont Foodbank, and employs a part-time community organizer to do food stamp outreach in two major population centers. CVCAC is using its Charge grant to support a Summer Food Rural Demonstration Program to test three models of food delivery in very rural areas. The funds are allowing the agency to leverage USDA money and to provide technical assistance to the schools, housing projects and other participating service providers, and to train volunteers, focusing on outreach and recruitment.

VIRGINIA

Central Virginia Foodbank, Inc.

Richmond, VA

Charge Against Hunger Grant: \$10,000

The Central Virginia Foodbank solicits, collects, stores and distributes good, but nonsaleable food and redirects it to nonprofit charities feeding the hungry at no charge. These agencies include senior centers, rehabilitation programs, childvare centers, soup kitchens and shelters (the target group for Virginia's Table program) as well as emergency food pantries. CVF now distributes more than four and a half million pounds of salvaged food annually to over 600 agencies. The foodbank is using its Charge grant to customize and refrigerate a previously donated cargo van. This expansion enables pickup from grocery donors in a more cost-effective manner than was done previously (large CVF trucks). Expanded freezer and refrigeration facilities also helps the foodbank reach optimum donor capacity.

WEST VIRGINIA

Hunger in West Virginia: With a state population of approximately 1.6 million, more than one quarter of West Virginia's children live in poverty. The U.S. Census reports that the number of West Virginians living in poverty rose 286,995 in 1979 to 345,093 in 1989. One sixth of all state residents received food stamps in 1991, an increase of 10% over 1989. Figures from 1990 show West Virginia as having the highest percentage of white children in poverty (25.4%) of all states and ranked 46th in the number of African-American children in poverty at 50.2% (W.Va.'s African-American population is only 5%).

Covenant House

Charleston, W.Va.

Charge Against Hunger Grant: \$12,000

Covenant House, Inc., started in 1981, is a center for social justice in the capitol city of West Virginia. The organization does not duplicate services but fills gaps, complimenting other agencies that provide hunger relief in the Charleston area. The Charge Against Hunger grant will be used to assist in the expansion of three of the organization's eight programs including the Food Pantry Program, which distributes nutritionally balanced food items, as well as household items not available with food stamps. Additional usage of the Charge Against Hunger grant will be to introduce two educational programs on nutrition for single mothers and AIDS patients. Covenant House is not state, federal or United Way Funded and relies on grants like Charge Against Hunger, foundations and individual donations.

West Virginia Coalition on Food and Nutrition

Romney, W.Va.

Charge Against Hunger Grant: \$15,000

Established in 1992, this organization is a statewide network of individuals and groups that work cooperatively through advocacy, education and research to ensure access to food and resources that will enable West Virginians to be well nourished and healthy. The Charge Against Hunger Grant is being used to locate needy communities throughout the state, as well as new sponsors for its Summer Food Service Program (SFSP), which ensures that children are fed nutritious meals during the summer months. An SFSP director will be hired to find the target groups in need, utilize local community action agencies and contacts and provide the necessary follow-up to ensure the sponsors' proper training and program results.

WISCONSIN

Oneida Tribe of Indians of Wisconsin, Cannery

Oneida, WI

Charge Against Hunger Grant: \$10,000

The Oneida Tribe of Indians of Wisconsin is a federally recognized treaty tribe with approximately 5,000 members living on or near the 65,000-acre Oneida Reservation. The Oneida Cannery has been in operation since 1978, and promotes self-sufficiency and self-reliance by reinforcing and providing cultural knowledge and tribal pride. It also is a self-help, community-based food and nutrition program serving the Reservation's residents. The Cannery is using its Charge grant for an innovative outreach, training and hands-on food project to meet the needs of low-income tribal members, enabling them to establish home gardens and learn methods of indigenous planting and harvesting technology.

Hunger Task Force of Milwaukee, Inc.

Milwaukee, WI

Charge Against Hunger Grant: \$15,000

HTFM is a private, nonprofit community-based organization that has worked to alleviate hunger and eliminate its causes through community education, public policy advocacy, coalition building and empowerment of those most affected by poverty and hunger. HTFM coordinates the Emergency Food Pantry Network, which includes 125 pantries in Milwaukee County, operated by 700 volunteers that provide food on an emergency basis to over 38,000 people each month, 25,000 of whom are children. HTFM is using its grant to increase school breakfast participation by 10% district-wide within the MPS system and 50% in five other targeted schools by hiring a full-time project coordinator to implement the expansion.

Hurley School District

Hurley, WI

Charge Against Hunger Grant: \$4,450

This school district is located in rural, northern Wisconsin in an economically depressed region. Of the 402 students eligible for free or reduced-price breakfast, 321 (80%) are not receiving it. Hurley is using its funds to promote its breakfast program and increase participation with efforts involving students, parents and staff.

Hayward Community Schools

Hayward, WI

Charge Against Hunger Grant: \$17,000

The Hayward Community School District is located in a sparsely populated, economically depressed area, ranking 68th among Wisconsin's 72 counties in personal income with the 17th highest unemployment rate in the state. Hayward is using its allocation to initiate and promote a School Breakfast Program in the district's two elementary school and to guarantee that elementary students from low-income families receive a free or reduced-price nutritionally sound early morning meal.

St. Anthony's School

Milwaukee, WI

Charge Against Hunger Grant: \$10,000

St. Anthony's is located on the Near Southside of Milwaukee in a low-income area. Two-thirds of the school's families are low-income according to state guidelines for free and reduced-fee lunch. School officials found a need for better nutrition of its students. This grant is paying for the start-up equipment for a School Breakfast Program, as well as for parent outreach and publicity.

Red Cliff Band of Lake Superior Chippewa

Bayfield, WI

Charge Against Hunger Grant: \$15,000

Red Cliff Band of Lake Superior Chippewa is a Tribal Government. Its Elderly Nutrition Program serves on-site meals and off-site meals to homebound, frail and handicapped persons living on and adjacent to the Reservation. Its Emergency Food Shelf provides displaced, unemployed, poor individuals and families with food. REd Cliff is using its grant monies to improve its delivery system for these two food programs as well as improve working conditions for volunteers.

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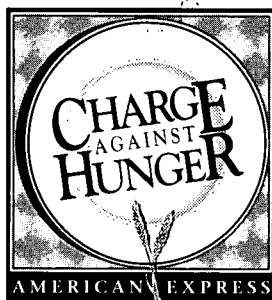
WIC

President fully funded the special supplementary food program for women, infants and children (WIC) so that by the end of FY '96, all eligible children between ages 1 and 4 will be served.

more than 5 million children will now get nutritional assistance through the WIC program

(additional 2 million children will have access to the WIC program, a nutrition program that serves pregnant and post-partum women and their children)

President has expanded WIC programs



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

AMERICAN EXPRESS LAUNCHES CHARGE AGAINST HUNGER 1994

**-- Campaign Hopes to Raise \$5 Million for Hunger Relief Three Cents at a Time
From November 1 to December 31 --**

August 23, 1994 -- **How can pennies help relieve hunger in America?**

American Express and Share Our Strength, one of America's largest private, non-profit sources of funds for hunger relief and prevention, hope to fight hunger in America this year when they launch the second **Charge Against Hunger** fund-raising, awareness and volunteer campaign.

From November 1 to December 31, 1994, American Express Travel Related Services Company, Inc., (TRS) will donate three cents to Share Our Strength each time the American Express® Card is used, with the goal of raising up to \$5 million dollars to help fight hunger in the United States.

Last year, Cardmembers, merchants and American Express employees, answered the call to action to fight hunger in America, which affects more than 20 million people, and together, raised \$5.3 million just pennies at a time.

"American Express has committed to a second year of Charge Against Hunger because of the feedback we received from both merchants and Cardmembers, and the progress we have seen in hunger relief," said Thomas O. Ryder, president, Establishment Services Worldwide, American Express TRS. "Thanks to the overwhelming support last year from Cardmembers and merchants, we helped make a positive and lasting impact on hunger relief and exceed our goal of raising \$5 million. We welcome their support and involvement again this year."

- more -



Participation in Charge Against Hunger by merchants can be as simple as displaying the widely-recognized, blue and white Charge Against Hunger window decal and other point-of-purchase materials. American Express also encourages establishments looking to take a larger role to either host an in-store event, participate in local community activities, mobilize employees to volunteer at local hunger relief organizations, or make a financial contribution to Charge Against Hunger.

According to research conducted two weeks after the conclusion of last year's Charge Against Hunger, three out of five Cardmembers claimed not only awareness of the campaign, but also confirmed their support of the program.

As a result of that Cardmember support, Share Our Strength was able to make more than 250 grants to hunger relief and prevention groups in all 50 states and Puerto Rico -- grants which are now, among other things, helping food rescue programs provide nearly four million pounds of food that otherwise would have gone to waste, too those who need it; teach nutrition education to more than 1,000 at-risk men and women and make available free or reduced-cost school breakfast to 400,000 kids. Among the grant recipients, for example, were 300 schools and 22 school breakfast advocacy groups, who received a total of \$1.5 million.

To further remind us of the importance of starting our kids off each day with a nutritious breakfast, Charge Against Hunger will kick-off this year on November 1 with a series of school breakfasts held simultaneously at elementary schools in New York, Washington D.C., Los Angeles, and other cities across the country.

Responding to merchant concerns about the hunger problem in their communities, American Express began sponsoring in 1992, Share Our Strength's Taste of the Nation, the largest culinary hunger relief benefit in the country featuring more than 5,000 chefs. Since this first sponsorship, American Express' commitment to hunger relief and to SOS has grown steadily over the years, with the company's sponsorship of other SOS programs, including Million Meals, and Writers Harvest: The National Reading.

Charge Announcement/3

Launched in 1993, Charge Against Hunger continues American Express' dedication to fighting hunger by providing financial support, building awareness, and encouraging volunteer efforts to fight it.

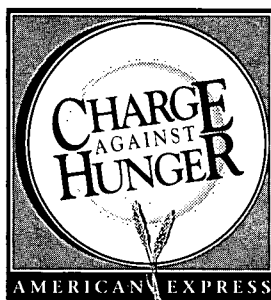
Combined with 1993's donation of \$5.3 million, American Express' total contribution to hunger relief through Charge Against Hunger will exceed \$10 million by the end of this year, representing one of the largest corporate contributions ever made to reduce hunger and malnutrition in the United States.

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.

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For additional information, please contact:

Greg Tarmin, TRS Communications
212/640-4428



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

**Charge Against Hunger
1994 School Breakfast Launch Sites**

November 1, 1994

New York

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

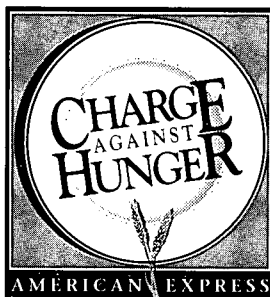
Phoenix

Andalucia School
4510 N. 37th Ave., Phoenix

Los Angeles

First Street School
2820 East 1st St., Los Angeles





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

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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:

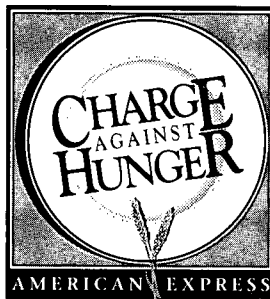
- Need -- the extent of hunger and malnutrition in the area from which the request comes;
- Capability -- the extent to which the project meets those needs;
- Impact -- the number of people who will be served or reached with the help of the grant;
- Cost effectiveness -- the budget must be realistic 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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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)

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.*

DEC 24, 1993

N1740

WASH POST CLIP

American Express Charges Ahead With 'Cause' Marketing

By James K. Glassman
Special to The Washington Post

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.

COMMENTARY 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.

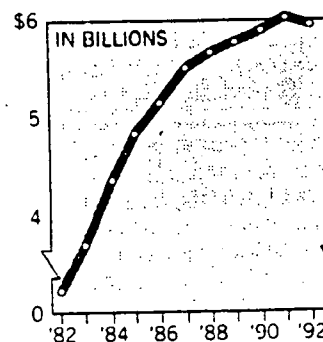
Also, restaurateurs generally feel guilty about all the food they throw out each day. Many have

See CHARITIES, D10, Col. 4

GIVING LESS

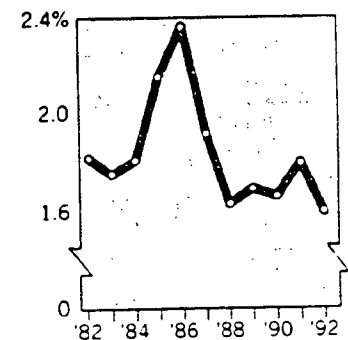
Charitable giving fell in 1992 for the first time in 20 years. As a percentage of pre-tax net income, it was the lowest in 10 years.

U.S. CORPORATE CHARITABLE GIVING



SOURCE: Council for Aid to Education

GIVING AS A PERCENTAGE OF PRE-TAX NET INCOME



CONTINUED...

American Express Leads Charitable Charge

CHARITIES. From D-9

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.

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

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

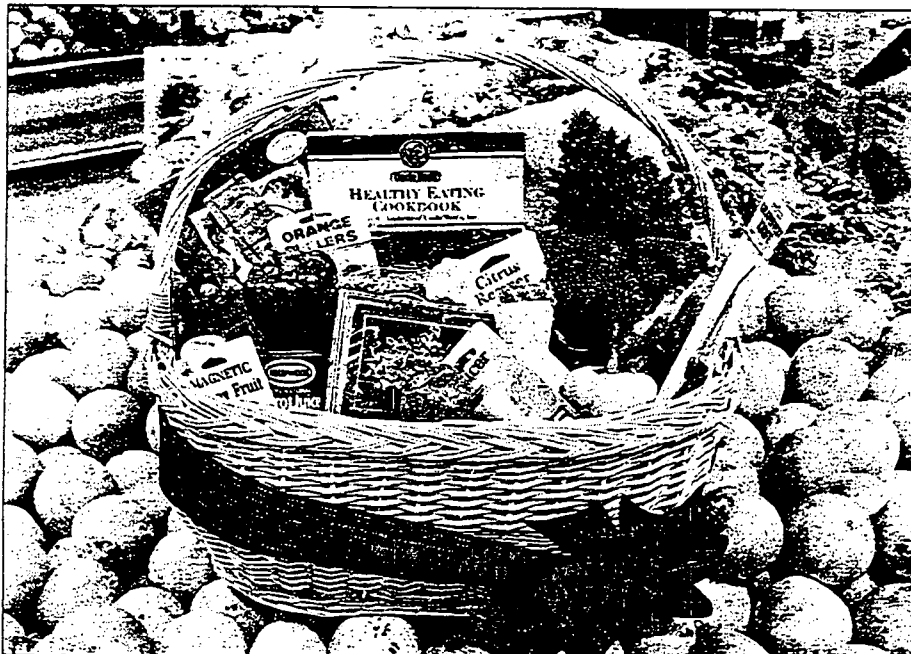
Baltimore Met Area

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.

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.

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

Denver Post

in battle against hunger

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**,

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 maître 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.

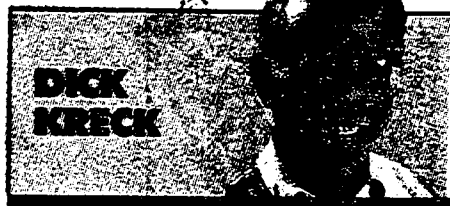
Around Denver

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.

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

The Denver Post

Wednesday, November 10, 1993

circ: 262,041

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.

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-term 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

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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.

BIG MONEY

James K. Glassman

LUCE PRESS CLIPPINGS

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DEC 29, 1993

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Newport News, VA

\$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.

OCT 18, 1993

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DUCE 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."

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, pea-

nut 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 last 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.

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 Communica-



Stevie Wonder

tions 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.

Providing substantial relief for America's hungry is something few of us can achieve alone. Corporate America, however, is a powerful force. And this past holiday season you proved it by making hunger your business.

Every time you used the Corporate Card for business, between October 3 and December 31, 1993, you helped in the "Charge Against Hunger." For each purchase you made with the Card, American Express donated two cents to Share Our Strength—one of the largest private, non-profit sources of hunger relief funding in America.

Together, we reached our goal of \$5 million dollars.

This generous donation will help fund short-term emergency food programs, as well as permanent solutions like nutritional education. So as a Corporate Cardmember, you can be proud that you've helped fight hunger in America. And as an individual, you can be comforted because hungry children, elderly, homeless, AIDS victims and entire families thank you from the bottom of their hearts.

Small Business Services

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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-



Breakfast in America, Greensboro, N.C.

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.

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. ■

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WINTER 1994

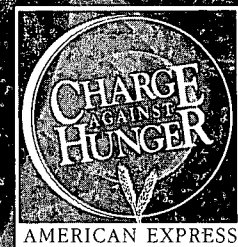
FRONTIER

THE QUARTERLY NEWS

SHARE OUR STRENGTH

 **TAKE**
the
TIME 
out

*Stevie Wonder
shares his strength
and song to
support the
Charge Against
Hunger*



are kills fight hun

three views

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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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- ▶ SOS Chefs move from the foodline to the Frontline to fight hunger
- ▶ Dr. David Paige on putting an end to the hunger cycle