



World Food  
Program USA

# Nourish to Empower



WFP/Griet Hendricks



2010 ANNUAL REPORT





## Contents

- 2 New name
- 4 How your gift has changed lives
- 6 Restoring Hope in Haiti
- 8 The first 1000 days
- 10 School Meals
- 12 Nutrition and HIV AIDS
- 14 Map
- 16 Food for Work, Food for Training
- 18 Agricultural development
- 20 Pakistan
- 22 George McGovern Leadership Award
- 24 Corporate donor list
- 25 World Hunger Relief
- 26 WFP USA financials
- 28 How you can help

## Our Mission

World Food Program USA (WFP USA) is a nonprofit organization that builds support in the United States to end global hunger. WFP USA engages individuals and organizations, shapes public policy, and generates resources for the United Nations World Food Program and other hunger relief operations.

# In 2010, the world saw natural disasters like the devastating earthquake in Haiti and the massive flooding in Pakistan.

**The World Food Program was poised to respond** — offering emergency and long-term care to the people affected by these disasters and to the nearly one billion people who are suffering from hunger throughout the rest of the world.

Historically, Americans have consistently and generously donated millions of dollars to address global hunger. It is part of our culture — it is who we are as a people and country. Efforts to alleviate hunger and poverty have enjoyed bipartisan support for decades, with every president and congress supporting these efforts dating back to the Marshall Plan. According to a 2010 poll, voters from both parties support strong U.S. leadership to address global hunger. They believe that addressing hunger is in our national security interest, that it is a patriotic responsibility, and that in tough fiscal times we should cut spending in other areas before making cuts to global hunger programs.

But today, as we write this, America is at a crossroads, with an unprecedented opportunity to continue to make headway in eradicating global hunger and resulting food crises and instability. There is agreement among all sectors about the needs and comprehensive strategy to create a world with fewer hungry people in it.

In this report, you'll read about the innovative programs that are smartly and successfully addressing both the immediate needs and underlying causes of hunger. The United States has been leading these comprehensive efforts within the international community. Governments and humanitarian organizations



WFP/Mark Wayne Smith



WFP/photo library

are not alone in this endeavor, with major corporations joining the effort because they understand that as we work to reduce hunger and poverty, the global economy will grow and thrive. They also understand that helping people suffering from hunger and poverty is the right thing to do.

The challenge ahead of us is whether Americans will continue to embrace and lead these efforts. The immediate horizon is troublesome because of proposals to cut vital U.S. global hunger programs that are critical to the survival of the world's nearly one billion hungry people.

It is our job at WFP USA to marshal resources and support for a comprehensive and united approach in the fight against hunger — we do this through our fundraising, communications and outreach, and advocacy efforts. Because of your support, we are able to continue this critically important work.

Rick Leach  
WFP USA President and CEO

Randall M. Russell  
WFP USA Board Chair

# New Name, Same Mission

Thirteen years after its founding, Friends of the World Food Program became World Food Program USA in 2010. There was no change in mission, merely a realignment to more clearly communicate what the organization does.

**World Food Program USA is a nonprofit organization** that builds support in the United States to end global hunger. WFP USA engages individuals and organizations, shapes public policy, and generates resources for the United Nations World Food Program and other hunger relief operations.

WFP USA educates Members of Congress, the administration, and other government officials about international hunger issues and specific policies that could improve U.S. government efforts to address global hunger. WFP USA also advocates for sufficient funding to ensure that U.S. government programs are reaching as many people as possible who are in need around the world.

To build support for strong U.S. leadership in addressing global hunger, WFP USA collaborates with and mobilizes opinion leaders, businesses, grassroots networks, nonprofits, coalitions, and others. In coordination with the World Food Program, WFP USA cultivates U.S. corporate and individual donations of cash, products, or expertise. In turn, corporations engage their employees, customers, and other stakeholders. Donations from individuals and corporations have included: frontline support of global disasters; expertise to enhance WFP's operational capabilities; and critical cash for development initiatives and capacity building which is not covered by government contributions.





WFP/Shehzad Noorani

## Comprehensive Approach

Approximately 925 million people around the world suffer from hunger. Hunger affects people everywhere, from those devastated by natural disasters and urban slum dwellers on the verge of destitution to poorly nourished mothers and children and small-scale farmers struggling to produce enough to feed their families. During the last several years, a consensus has emerged that U.S. and international efforts to end hunger will be most successful if they tackle the problem comprehensively — by advancing solutions that address hunger’s many forms.

In 2009, WFP USA helped solidify this consensus by helping unite more than 40 organizations around the Roadmap to End Global Hunger, which outlines a comprehensive approach for the U.S. government to address global hunger. Many elements of the Roadmap are incorporated in the administration’s global food security initiative. To adequately address the immediate needs and underlying causes of hunger, a comprehensive strategy is required and includes four inter-related elements:

✦ **Emergency food assistance** to help those impacted by natural disasters like the 2010 earthquake in Haiti or the civil conflict that displaced millions of people in Darfur.

✦ **Nutrition programs** that seek to ensure that vulnerable groups — especially pregnant women and very young children — have access to required calories and nutrients to allow them to develop properly.

✦ **Safety net programs** to help limit or mitigate the impact of shocks on vulnerable populations and help them to maintain basic levels of self-sufficiency and food security. The ultimate goal is to help countries build their own safety net systems.

✦ **Agricultural development programs** that seek to increase the productivity and access to markets of the 400–500 million small-scale farmers, who are mostly women. These efforts address the underlying causes of food insecurity and can break the cycle of hunger and poverty.

This was the long-term vision WFP USA outlined in the 2009 Roadmap to End Global Hunger, which was supported by 40 coalition partners.

In this report, you will read about the initiatives that WFP USA supports including: the First 1,000 days; School Meals; Nutrition and HIV/AIDS; Food for Work and Food for Training; Agricultural development and Purchase for Progress; and emergency relief.

# How Your Gift Has Changed Lives

## Food is just the beginning.

Beyond easing urgent hunger, WFP uses food to drive social and economic development. With the help of WFP USA and donors like you, investments in areas like nutrition, education, women's empowerment, and agriculture help break the cycle of hunger and poverty. When healthy, educated people succeed and direct resources back to their families and communities, sustainable solutions take root.

**In Cape Verde**, where school was the only place she could be sure to get a meal each day, young Vera Tavares kept up her attendance. Now, at age 28, Vera has earned a college degree. As an accountant for the Ministry of Education, she supports herself and her mother and is putting her brother through college.

**In Honduras**, Neri, a poor mother of three and HIV-positive, often chose to feed her children instead of herself. Whittled down to 82 pounds, Neri sought help at her local health center, where anti-retroviral treatment is paired with food from WFP. Now, her weight is up and Neri is strong enough to work a good job. Her kids, who no longer show signs of malnutrition, can count on her and get the strong start that they need.

**In Rwanda**, Ode Mukanyiko was farming his small plot for decades, earning less than \$1 a day. Trained by WFP on how to grow better crops and increase his yield, Ode quadrupled his output and sells the surplus to major buyers. Now, all four of his kids have a good home, good food, health insurance, and the chance to go to school.

Food is where your support begins; real lives and real solutions are where it leads us. With your help, WFP and WFP USA advanced hunger relief and sustainable development programs in 75 countries in 2010.

In developing countries, the proportion of undernourished in total population has been cut from 37 percent in 1969-1971 to 16 percent in 2010.<sup>1</sup>

About one in four children under the age of five is underweight in the developing world, down from almost one in three in 1990.<sup>2</sup>



Vera (above) with a group of her classmates in 1990 on the steps of the elementary school in Cape Verde where the WFP School Meals program got her education on its way. Vera (left) as she looks today.

REFERENCES:

<sup>1</sup>Summary brief - 2010 FAO hunger figures, from State of World Food Insecurity, 14 September 2010

<sup>2</sup>Jacques Diouf at presentation of the 2010-2011 SOFA (State of Food and Agriculture) report at FAO on 7 March 2012 UN MDG Fact Sheet, September 2010

WFP/Mercedes Soyagues

# Restoring Hope in Haiti

The catastrophic earthquake that rocked Haiti in January 2010 toppled hospitals, schools and homes, killed at least 250,000 people, and left one million homeless. Within 24 hours of the earthquake, WFP had staff on the ground distributing ready-to-eat meals to survivors in what became WFP's most complex humanitarian operation in its 50 year history.

Cassandre and her family were just leaving their home when the earthquake struck. A piece of concrete fell and broke her foot, but the rest of Cassandre's family was uninjured. Her home, however, was badly damaged. "It's difficult to find work now," said Cassandre who used to be a beautician. Her husband also had trouble finding work. Their two girls live with them in a tent in Port-au-Prince and had been forced to go hungry some days. Thanks to WFP's early response, they were able to rely on ready-to-eat meals such as high energy biscuits. Within a month, the agency switched to a coupon system to distribute rice. Targeted primarily at women, coupons were distributed with designated dates and distribution points where they could be exchanged for rice. Cassandre regularly stood in line, waiting to collect her family's ration of rice, beans, oil and salt.

Cassandre's sister, Christela, whose home was destroyed in the earthquake, gave birth to her second child two weeks after the disaster. She received high-energy biscuits for herself and Supplementary Plumpy'Nut (a nutritious ready-to-use food similar to peanut butter) for her 4-year-old daughter. The biscuits ensured that the breast milk she gave her new baby was nutritious.

Cassandre and Christela's husbands found work with WFP removing rubble and clearing the streets through WFP's Food for Work program. In exchange for clearing roads in their community, the men receive food and cash assistance for their families, helping to ensure a more stable future.



WFP/Diego Fernandez

## 2010 HIGHLIGHTS

✔ In the week afterward the January earthquake, WFP delivered one million rations to more than 200,000 people. Six weeks after the quake, WFP food reached about four million Haitians. WFP's Haiti programs have now shifted to focusing on increasing long-term food security.

✔ In 2010, more than 400,000 Haitians were paid with money and rations of food as part of Cash and Food for Work projects; these projects include more than 150 reconstruction, disaster mitigation, and agricultural rehabilitation projects.





WFP/Michael Huggins

\$150 million

In 2010, WFP USA united the NGO community around a proposal to increase emergency food assistance funding to help meet urgent needs arising from the earthquake in Haiti, as well as increases in hunger in the world's poorest countries stemming from the global economic crisis, natural disasters, and civil conflict. As part of this campaign, WFP USA Board Member and former National Security Advisor, Sandy Berger, drafted an op-ed highlighting the link between national security and hunger. Congress ultimately increased emergency food assistance funding by \$150 million to support people in Haiti like Cassandre and her family.

Emergency food assistance was increased by \$150 million to help in the aftermath of the earthquake in Haiti.

# The First 1,000 Days

**In the developing world, one in three children under the age of five suffers from chronic malnutrition.** This brings with it a host of health, social, and economic repercussions for individuals and communities alike.

In Jocatán, Guatemala, 75 percent of the children who live there are malnourished. As a poor, indigenous woman with minimal resources, Talía Ramos's mother was at risk of passing poor nutrition on to her daughter, starting when Talía was still in the womb.

But in Jocatán and around the world for people like the mother and child to the right, WFP focuses on prevention to address child malnutrition from the very beginning. Using a host of fortified food products, WFP provides millions of pregnant and breastfeeding women with pre-natal nutrition and continues helping throughout children's early developmental stages.

The period of time from conception through two years of age — the First 1,000 Days — is a critical window of opportunity. This is when the highest rate of return on nutritional investments is realized. Properly nourished children are better able to reach their full physical, emotional and cognitive potential, leading to a lifetime of higher-capacity study, interaction, and work. Weighed against the cost of healthcare and the economic losses caused by malnutrition, the significantly lower cost of preventative measures during the First 1,000 Days is one of the best investments to make in the next generation.

In Jocatán, WFP was able to support Talía and her mother during Talía's first 1,000 days, and the effects are remarkable. Years later, Talía is an appropriate height and weight for her age, and her excellent schoolwork and interactive capacity reflect her good health.

The U.S. government supports nutrition assistance programs like the one that helped Talía and her mother through its Feed the Future Initiative, which supports nutrition programs that provide mothers and children with a comprehensive package of cost-effective interventions. Since WFP USA and its coalition partners proposed the creation of Feed the Future in 2009, WFP USA has worked to expand funding for this vital program and ensure it is implemented effectively.

# 11.2

In 2010, 11.2 million mothers and children around the world got a healthy start with the help of WFP's First 1,000 Days campaign, generating life-long benefits for themselves and their communities.



# School Meals

## 2010 HIGHLIGHTS

✦ 48.5 percent of children receiving school meals are girls, who are frequently kept home to work instead of going to school. In countries where school attendance is low, the promise of at least one nutritious meal each day boosts enrolment and promotes regular attendance. Parents are motivated to send their children to school instead of keeping them at home to work or care for siblings.

✦ In the poorest parts of the world, a school meal program can double primary school enrolment in one year. Among the key beneficiaries are girls, who otherwise may never be given the opportunity to learn.

**Education is one of the most effective investments in** improving economies and creating literate, self-reliant and healthy societies; yet among impoverished families, children are frequently kept out of school in order to work or find food. Children who do attend class often do so on empty stomachs, making it difficult for them to concentrate on their lessons.

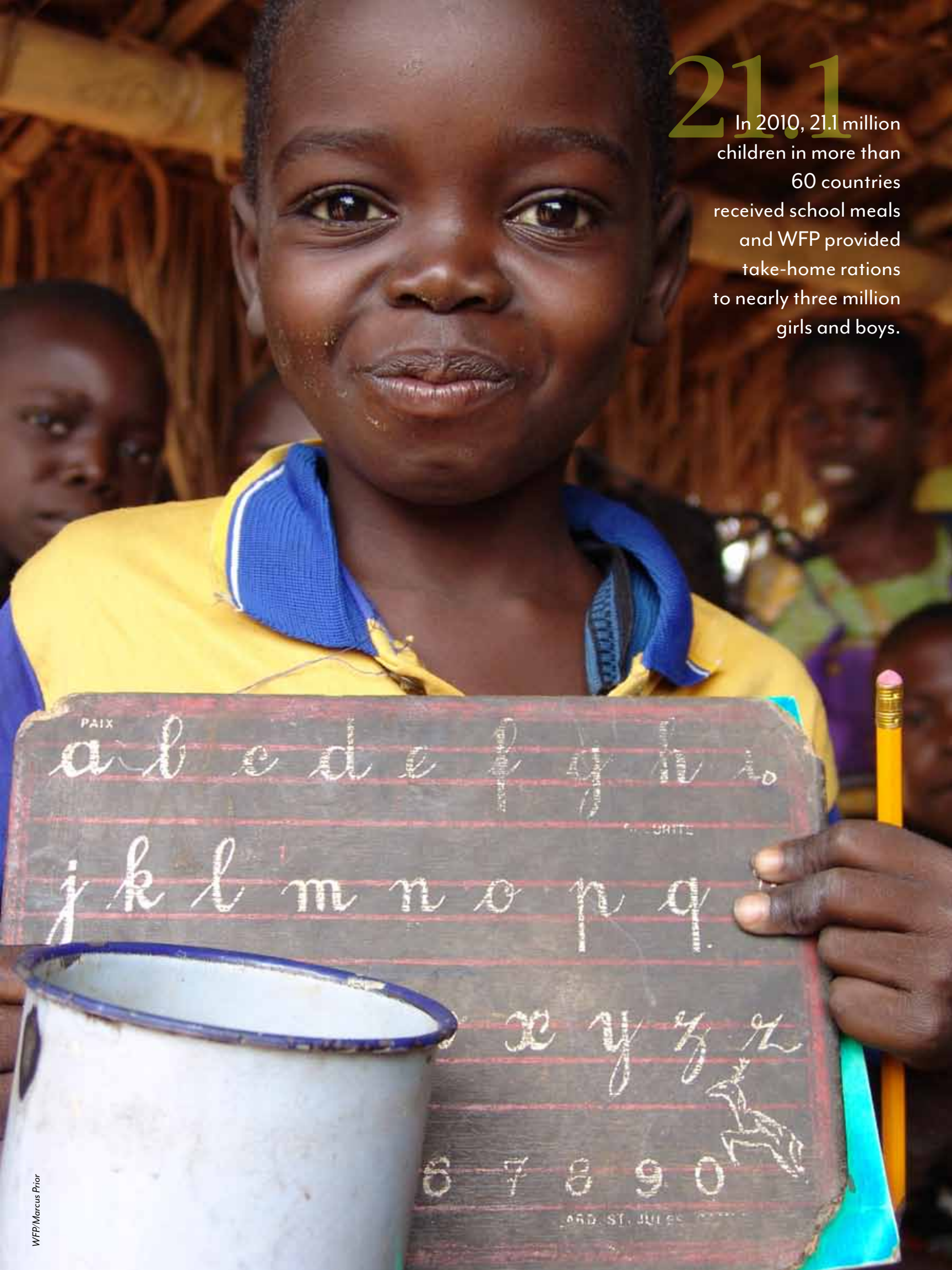
In conditions like these, WFP's School Meals operations are a vital lifeline and an investment in the long-term self-sufficiency of developing communities. The provision of a daily, nutritious meal in school reduces childhood hunger and gives students the energy they need to focus on learning. By helping to reduce household costs for families, school meals also act as an incentive that increases attendance and enrollment in schools. In Nairobi, poverty is rampant and 70 percent of the community suffers from chronic hunger. As a result, education falls to the wayside and school enrollment suffers. Only one-third of children attend school, and less than half of them finish their primary education.

With WFP's School Meals program everything has changed. Now, school children receive a nutritious lunch every day.

WFP USA supports international school meals programs directly through its fundraising efforts while building support for the McGovern-Dole International School Meals Program. McGovern-Dole was created in 2000 by President Bill Clinton at the urging of WFP USA and its coalition partners. As a result of the political support generated by WFP USA's advocacy efforts, the program received \$210 million in FY 2010 funding to support school meals programs operated by WFP and other humanitarian organizations. These resources helped more than four million children receive a nutritious meal and an education in school, offering them hope and greater opportunity for the future.

# 21.1

In 2010, 21.1 million children in more than 60 countries received school meals and WFP provided take-home rations to nearly three million girls and boys.



# Nutrition and HIV/AIDS

**Proper nutrition is a simple yet critical component in the** treatment of people living with HIV/AIDS. Many drugs that are used to treat HIV/AIDS, including anti-retrovirals, do not work effectively unless taken with food. And the side effects of these powerful drugs can be so severe that patients with empty stomachs often stop taking them. While HIV/AIDS has no cure, the international community has increased access to anti-retroviral medicines with great success. The U.S. government supports these efforts through the President's Emergency Plan for Aids Relief (PEPFAR). The result is that many people can live a longer, more productive life; parents are able to continue to care for their children and, as their immune systems improve, they are eventually able to work again.

## 2010 HIGHLIGHTS

- ✔ WFP has HIV/AIDS programs in almost 50 countries addressing treatment, care and support, and impact mitigation.
- ✔ Symptomatic HIV-positive adults need between 10 and up to 30 percent more calories than HIV-negative adults. Similarly, symptomatic HIV-positive children have a 50 to 100 percent increase of calorie needs compared to HIV-negative children.



# 2.5 million

In 2010, 2.5 million people affected by HIV and AIDS in 41 countries received WFP support in the form of food, vouchers, and nutritional support.



WFP/Shehzad Noorani

**When Christine Nakato first sought help, she weighed just 77 pounds and was HIV positive.** Christine had never attended school and had no education. Three months later, she found out she had tuberculosis (TB). Her limited access to food and severe malnutrition made the situation worse. Medication was prescribed to Christine for the TB, but it only made her feel hungrier and she refused to take the medicine.

Soon after, WFP began providing her with food assistance. The food made an incredible difference, and she started taking her medicine every day. Within a few months of combining food with her medication, Christine's outward appearance changed dramatically; she gained weight and felt healthier. Christine now serves as a TB supporter, encouraging newly diagnosed patients to take their medication correctly. She also leads an anti-retroviral support group in her community, encouraging others to get tested and letting them know that her local clinic offers food rations with the medication prescription.

WFP USA continued this year to build U.S. government support for the provision of nutrition assistance through PEPFAR, helping to ensure that people who suffer from HIV/AIDS receive the medication and nourishment they need.



In 2010, your contributions helped support World Food Program efforts around the world.





## AFRICA

Algeria  
Benin  
Burkina Faso  
Burundi  
Cameroon  
Central African  
Republic  
Chad  
Congo, Democratic  
Republic Of  
Congo, Republic Of  
Côte D'Ivoire  
Djibouti  
Egypt  
Ethiopia  
Ghana  
Guinea

Guinea-Bissau  
Kenya  
Lesotho  
Liberia  
Libya  
Madagascar  
Malawi  
Mali  
Mauritania  
Mozambique  
Namibia  
Niger  
Rwanda  
São Tomé and  
Príncipe  
Senegal  
Sierra Leone  
Somalia

## AMERICAS

South Sudan  
Sudan  
Swaziland  
Tanzania, United  
Republic Of  
The Gambia  
Togo  
Tunisia  
Uganda  
Zambia  
Zimbabwe  
Bolivia  
Colombia  
Cuba  
Ecuador  
El Salvador

## ASIA

Afghanistan  
Armenia  
Bangladesh  
Bhutan  
Cambodia  
Georgia  
India  
Indonesia  
Korea, Democratic  
People's Republic  
(DPRK)

## MIDDLE EAST

Iran  
Iraq  
Occupied Palestinian  
Territory  
Syria  
Yemen  
Kyrgyzstan  
Lao PDR  
Myanmar  
Nepal  
Pakistan  
Philippines  
Sri Lanka  
Tajikistan  
Timor-Leste

# Food for Work Food for Training

**For those struggling with chronic poverty and hunger,** each day is focused on survival. No time or resources are available to build longer term assets or make investments in a brighter future.

Sheuli and her family of Sirajgonj, Bangladesh, were struggling to survive after living through repeated floods. With no money and limited practical skills, Sheuli felt helpless as her husband found only intermittent work and their three children went hungry. Sheuli dreamt of sending their kids to school, but the funds simply weren't there.

Fortunately, WFP's Food for Work (FFW) and Food for Training (FFT) initiatives give participants like Sheuli and their families the means to survive each day. This frees up time to devote to asset-building and creating sustainable resources with long-term benefits.

FFW and FFT use a combination of food and cash as payment for participation in projects like agricultural training, irrigation and road construction, animal husbandry, and water conservation. The food component of the program addresses urgent hunger. The cash component allows households to begin investing in long-term assets.

When Sheuli joined an FFW program, it saved her family. With basic training, Sheuli now contributes significantly to the household income, returning from her work site each day with enough rice to feed her children, and wages to send them to school. With their two youngest back in class, Sheuli's eldest has just graduated. Now he's ready to join the workforce with a full primary education — one of the family's most valuable assets. What's more, Sheuli's FFW project is building homes for other families.

The U.S. government funds WFP's FFW and FFT operations through its Food for Peace Program, which provided food aid to support WFP's emergency and recovery operations in more than 25 countries in FY 2010. WFP USA's advocacy efforts in support of Food for Peace helped ensure the U.S. government remained the world's largest supporter of international food aid, standing behind the world's hungry people during tough economic times.

## 2010 HIGHLIGHTS

✦ In 2010, 24.3 million people received WFP food as an incentive to build community infrastructure, attend training, strengthen resilience to natural disasters, and improve livelihoods.

✦ Projects include: irrigation; terracing; soil and water conservation; forestry; food assistance to ex-combatants in war-torn countries; building schools; and training people to set up home gardening businesses.





# Agricultural Development

**To achieve food security in the world's poorest countries,** agricultural development is critical as small-scale farmers and their families constitute about one-half of the world's nearly one billion chronically hungry people. Many of these small-scale farmers struggle year after year to produce a harvest as they work the land without fertilizer, machinery, storage, or other vital agricultural resources. Even when they produce enough food to sell, they frequently lack access to markets, preventing them from earning a profit that could be used to send children to school, purchase household necessities, or invest in their agricultural business. Repeated famine in many parts of the world further compounds the problem, resulting in a cycle of poverty that continues.



65,000  
More than 65,000 people  
have been trained  
in skills including  
farming techniques,  
quality control, and  
post harvest handling.

## Purchase for Progress

**A five-year pilot initiative in 21 countries, Purchase for Progress (P4P) links the World Food Program's demand for staple food commodities with the technical expertise of a wide range of partners to build the capacity of farmers' organizations to access credit, increase agricultural production, and improve their ability to deliver a high quality product to markets. P4P offers a stable market for small-holder farmers, resulting in higher incomes, a vital tool toward long term solutions in hunger and poverty.**

Since Purchase for Progress's launch in 2008, more than 100,000 people, mostly small-scale farmers, have received training in improved agricultural production, post-harvest handling, quality assurance, agricultural finance, and contracting with WFP.

The program is already having an impact. Maria Desideria Sanchez, a participant in a P4P project in Honduras says, "With Purchase for Progress, I know I will be able to sell my crop for a fair price. They demand high quality, but they also provide good training ... I know that with the help of P4P, I am going to more than double my harvest, and improve my life as well."

The U.S. government supports agricultural development programs like P4P through its Feed the Future Initiative. Since WFP USA and its coalition partners proposed the creation of Feed the Future in 2009, WFP USA has worked to expand funding for this vital program and ensure it is implemented effectively. Feed the Future provides support to small-scale farmers, who live in some of the world's poorest countries, providing them the resources needed to expand their earnings and break the cycle of poverty.

### 2010 HIGHLIGHTS

- ✔ In 2010, P4P was piloted in 21 countries with demonstrable success. By 2013, the program will expand to reach at least half a million small-scale farmers around the globe.
- ✔ Since P4P was launched in 2008, WFP has contracted almost 170,000 metric tons of food valued at over US \$57 million in 20 countries.
- ✔ In 2010, 14 percent the total food purchased was procured through P4P (in 20 countries). This is an increase from 2009 when only 9 percent of total food purchased was procured through P4P.

# Pakistan

## The epic flooding in Pakistan during August 2010

and the subsequent high food prices left widow Ghullam struggling to get by. She has nine people to feed and struggles with health problems, frequently unable to buy her medications. Her son looks for work every day, but casual labor jobs are not always available. “We are poor. We have always been poor,” she says as she stands with a group of people outside a house which serves as the WFP distribution point for her neighborhood. “At least when my husband was alive and the prices were lower we were able to afford meat, maybe once a week. Not now. We can’t even meet our daily needs.”

Thankfully, it’s Ghullam’s turn to collect food. She approaches a window and hands over her identification papers and her ration card. The card is stamped and then a man pushes out a wheelbarrow with a sack of WFP wheat. Once a month on distribution days, Ghullam’s son waits outside the gate with his bicycle. He heaves the sack of wheat onto the back of his bicycle and together they begin the journey home.”

Ghullam’s daughter Razia was also badly affected by the floods. She and her family lived on an embankment for a month when monsoon flooding flattened all the homes in her community. As floodwaters subsided in September, they started to pick up the pieces of their lives. Monthly food rations from WFP have kept them going while they have rebuilt their house and slowly returned to normal. Razia and her husband sold their three goats, their last major assets, to rebuild their house using high-quality bricks that are more resistant in the event of another flood.

## 2010 HIGHLIGHTS

✦ The floods submerged almost one-fifth of Pakistan, forcing WFP to use a diversity of transport, including trucks, helicopters, hovercraft, and mules, in order to deliver food assistance

✦ Life-saving support was followed by early recovery activities which included school feeding and nutrition support to vulnerable populations.



WFP/Martin Specht



WFP/Amjad Jamal

10 million

In December 2010, Razia picked up the family's last food ration. Now her husband is back at work, they have a house, and she and her family are able to support themselves. Their six children are back at school and life seems to be almost normal again.

WFP USA's advocacy in support of sufficient funding for the Food for Peace Program helped enable the U.S. government to lead the charge in supporting WFP's response to Pakistan in 2010. The U.S. Agency for International Development provided approximately \$220 million in funding to WFP for its Pakistan operation in 2010, enabling WFP to provide food assistance to more than 7 million flood-affected people.

In 2010, WFP, working with the Pakistani government, provided much-needed assistance to almost 10 million individuals.

# Ninth Annual

## George McGovern Leadership Award Ceremony

**In 2010, U.S. Secretary of State Hillary Rodham Clinton**

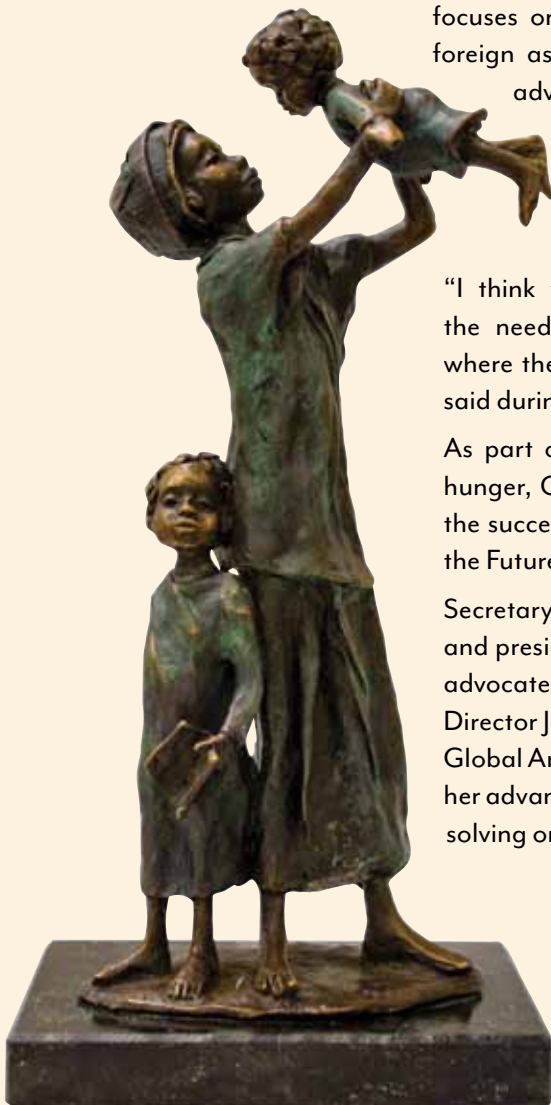
received WFP USA's prestigious George McGovern Leadership Award for her pivotal role in the fight against hunger. Secretary Clinton was recognized for her leadership in launching Feed the Future, a groundbreaking U.S. initiative that addresses global hunger and has generated unprecedented global support and international political will to eradicate hunger.

Shortly after becoming Secretary of State, Clinton established Feed the Future, which is now central to U.S. foreign policy. With the goal of addressing the root causes of global hunger and poverty, Feed the Future focuses on women and children. This new approach to foreign assistance prioritizes nutritional and agricultural advancement in developing countries through locally guided initiatives, while not forgetting the importance of responding to emergencies such as the earthquake in Haiti or floods in Pakistan.

"I think we have reached a shared understanding of the need for a sustainable, comprehensive approach, where there really is a role for everyone to play," Clinton said during her acceptance speech.

As part of a comprehensive approach to solving world hunger, Clinton stressed the importance of nutrition and the success of small-farmers, key components in her Feed the Future initiative.

Secretary Clinton received the award from former Senator and presidential candidate George McGovern, a life-long advocate on behalf of hungry people, and WFP's Executive Director Josette Sheeran. Senator McGovern — WFP's first Global Ambassador Against Hunger — praised Clinton for her advancement of the U.S. government's commitment to solving one of the greatest challenges of modern time.





“I think we have reached a shared understanding of the need for a sustainable, comprehensive approach, where there really is a role for everyone to play.”

— Secretary of State Hillary Rodham Clinton



WFP USA/Rachel Hofer



WFP USA/Rachel Hofer

Senator George McGovern (at podium) is joined by (from L-R) Secretary of State Hillary Rodham Clinton, World Food Program Executive Director Josette Sheeran, and World Food Program USA President and CEO Rick Leach

WFP USA/Rachel Hofer

# Donors 2010

## \$5,000,000,000+

Entertainment Industry  
Foundation  
Yum! Brands, Inc.

## \$1,000,000 – \$4,999,999

Cargill  
Caterpillar, Inc.  
GE Foundation  
PepsiCo Foundation  
Zynga Inc.

## \$500,000 – \$999,999

Archer Daniels Midland  
Company  
International Paper  
Foundation  
Kraft Foods  
Unilever

## \$100,000 – \$499,999

ACE Charitable Foundation  
Adobe Systems  
Bloomberg  
Bunge North America  
Goldman Sachs & Co.  
Google.org Fund of Tides  
Foundation  
Lockheed Martin  
Religious Conference  
Management Association  
The Boeing Company  
The Dow Chemical Company  
Foundation  
The UPS Foundation  
The Walmart Foundation  
Ticketmaster  
Volvo Group North  
America

## \$25,000 – \$99,999

Agrium, Inc.  
American Express Company  
Foundation

American Express Employee  
Giving

American International  
Group, Inc.

Annie Chun's Inc.

Bank of America Charitable  
Foundation

BP Foundation, Inc.

Churchill Downs Foundation  
Citi

Crowell & Moring LLP

DSM

H.J. Heinz Company  
Foundation

Hasbro, Inc.

Hewlett-Packard Company  
Foundation

High Plains Pizza, Inc.

Hilton Hotels Corporation

IDEXX Laboratories, Inc.

International Shipping  
Partners, Inc.

Interpublic Group

Janus Capital Group, Inc.

Jones Lang Lasalle

Merck & Co., Inc.

Monsanto Company

Palm Restaurant Group

Sealed Air Corporation

Share Our Strength

Sony Pictures Entertainment

The Cold Heading  
Foundation

The Morrison & Foerster  
Foundation

The Prem Rawat Foundation

TNT USA Inc.

## \$5,000 – \$24,999

AEG Live LLC

American Cargo Transport  
Corporation

Callaway Henderson

Sotheby's International  
Realty

Auburn University

Best Buy

Bill and Melinda Gates  
Foundation Employee  
Giving

Brown-Forman Corporation

Campbell Soup Company

Cosmetic Physicians

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Ericsson

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Geodis Wilson USA, Inc.

Gianna International, Inc.

Google Employee Giving

Hunton & Williams LLP

Integra Foundation

Intercontinent Chartering  
Corporation

Johnson & Johnson Employee  
Giving

Kayne Anderson Capital  
Advisors, LP

Kemin Industries, Inc.

Kindred Foundation, Inc.

KPMG, LLP

Live Nation Worldwide, Inc.

LM Restaurants, Inc.

Microsoft Employees

Morgan Stanley Employee  
Giving

New York Life Insurance  
Company

Newman's Own Foundation

NRG Energy, Inc.

Pepsi-Cola Fountain

Company, Inc.

PH Hospitality Group LLC

Planetary Traditions Fund  
of Tides Foundation



## WORLD HUNGER RELIEF 2012

**Headlined by Grammy Award winner and WFP Ambassador Against Hunger, Christina Aguilera,** Yum! Brands' annual World Hunger Relief campaign is the world's largest private sector hunger relief effort, spanning 110 countries and 38,000 KFC, Pizza Hut, Taco Bell, Long John Silver's, and A&W All-American Food restaurants.

Since the campaign's inception in 2007, Yum! Brands employees, friends, and families have volunteered millions of hours to support hunger relief efforts in communities worldwide. Through primarily in-store, consumer-driven fundraising, Yum! and its brands have contributed nearly \$85 million — or 350 million meals — over the last four years.

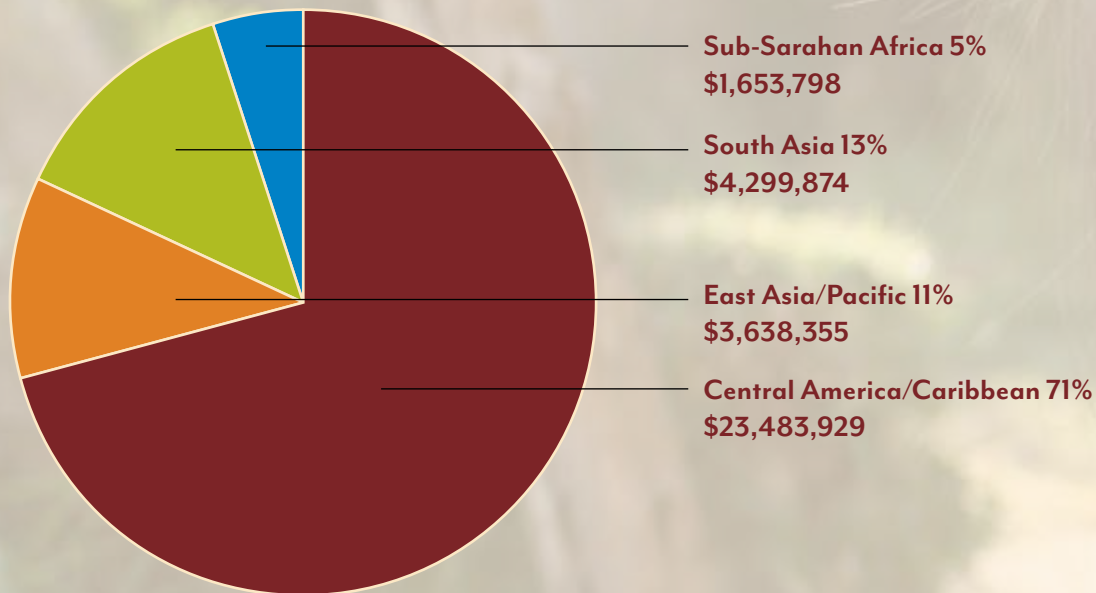


In 2010, World Hunger Relief generated a record-breaking \$24.5 million for WFP and other hunger relief operations worldwide, \$9.5 million from U.S. supporters. Employees around the globe volunteered millions of hours at hunger relief agencies, food banks, and soup kitchens to raise donations for and awareness about global hunger relief.

In January 2010, Yum! Brands was named WFP's Partner of the Year at the World Economic Forum annual meeting at Davos. Additionally, PR Week magazine awarded World Hunger Relief with top honors as the "Cause-Related Campaign of the Year 2010."

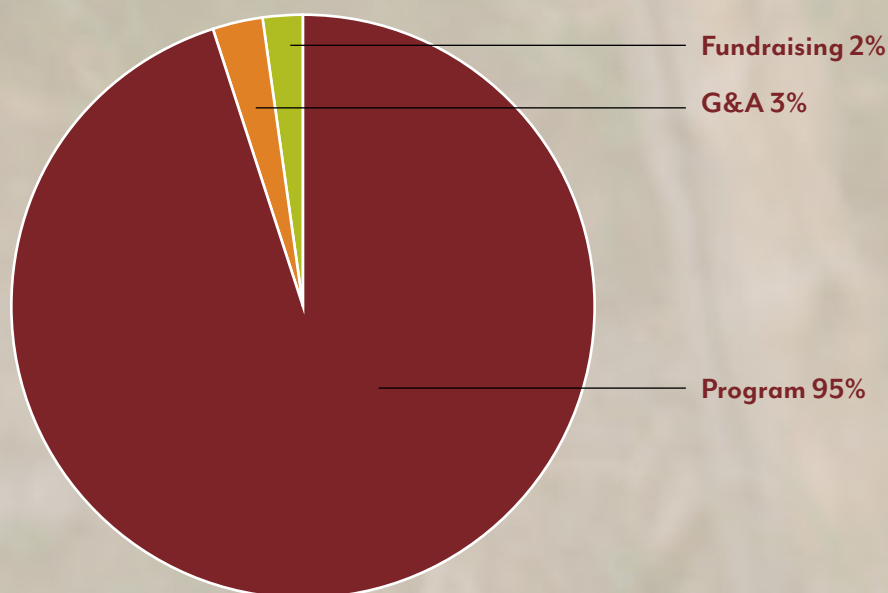
# 2010 Financial Summary

## Allocation of Grants to Regions



## Statement Of Functional Expenses


Year Ended December 31, 2010



# Statement of Activities

Year ended December 31, 2010. (With comparative totals for 2009)

	2010	2009
<b>GRANTS AND EXPENSES</b>		
<b>Program Expenses</b>		
Grants to WFP	\$33,075,956	\$20,752,377
Other Program Expenses	\$2,506,509	\$1,788,097
<b>G&amp;A</b>	\$1,170,220	\$1,244,068
<b>Fundraising</b>	\$816,496	\$2,108,799
<b>Total Grants &amp; Expenses</b>	<b>\$37,569,181</b>	<b>\$25,866,341</b>
<b>Donations</b>	\$38,713,933	\$19,428,644
<b>Special Events</b>		
Donations	\$328,250	\$125,759
Special Events Expenses	\$(43,547)	\$(45,267)
<b>In-Kind Donations</b>	\$696,026	\$18,453
<b>Interest Income</b>	\$38,892	\$66,764
<b>Total Support &amp; Revenue</b>	<b>\$39,733,554</b>	<b>\$19,594,353</b>



# Together we can solve world hunger. Annually, hunger kills more people than AIDS, malaria and tuberculosis combined.

## How you can help

With your support, World Food Program USA is fighting hunger every day, whether WFP is first on the ground in an emergency or providing schoolchildren with vital nourishment.

Every day, nearly one billion people suffer from hunger and this is your opportunity to take action for them. The following will give you exciting ways for how you can get involved on behalf of hungry people around the world.

Already your monetary gift is helping WFP USA advocate for poor and hungry people around the world. Your gift helps WFP provide food assistance in emergencies, food for work training programs, and fortified and nutritious meals to mothers and children worldwide. Your support demonstrates that you are already part of the solution. You can continue to help end world hunger by getting even more involved: Donate. Educate. Advocate.

## Your action today can make a difference

✦ **BE A FUNDRAISER** WFP relies entirely on voluntary donations. It is one of the only U.N. agencies that does not receive regular allocations from the overall U.N. budget. As a donor, you have already taken a step in alleviating hunger by supporting programs that reach the world's most vulnerable people. You can take that one step further by engaging your community and asking them to join you in making a donation. Host an event or start an online fundraising campaign by visiting [www.wfpusa.org/help/start-campaign](http://www.wfpusa.org/help/start-campaign) or [www.wfpusa.org/volunteer/resources](http://www.wfpusa.org/volunteer/resources)

✦ **BE AN ADVOCATE** Stay up to date with our advocacy. Learn about how U.S. government budget cuts affect global hunger programs. Reach out to your Member of Congress. Write or meet with your senator or representative. We need political leaders to understand the issues surrounding hunger and know that their constituents care about those issues, so that they keep hunger on their policy agenda. Visit [www.wfpusa.org/advocate](http://www.wfpusa.org/advocate) to learn more.

## Donate

✔ **CASH** A tax deductible cash contribution is one of the easiest ways to help. You can mail a check or money order (payable to World Food Program USA), call us, or donate online by credit card, debit card, electronic check, or PayPal. Visit [www.wfpusa.org/donate](http://www.wfpusa.org/donate).

✔ **GIFTS OF STOCK** If you own stock or other investments that have increased in value, you may be able to take advantage of additional tax savings by donating part of the profits to World Food Program USA. [www.wfpusa.org/donate](http://www.wfpusa.org/donate)

✔ **MATCHING GIFTS** Ask if your employer will match your charitable gift to World Food Program USA. Employers sometimes double or even triple your donation.

✔ **RECURRING GIFTS** Become a Hero fighting Hunger and make a recurring donation. Automatic contributions can be made monthly, quarterly, or annually with a credit card or checking account. Monthly giving allows WFP USA to work more efficiently. It's easy and convenient to set up, and you can change the amount or frequency at any time.

✔ **TRIBUTE AND MEMORIAL GIFTS** Honor someone special in your life or recognize an important event — a birthday, wedding, graduation — with a gift.

✔ **WILLS AND BEQUESTS** Join our Legacy Society and leave a bequest to World Food Program USA in your will. This is an important and thoughtful way to make a gift.

✔ **OTHER PLANNED GIFT OPTIONS** Make a planned gift today and help WFP deliver food and save lives now and into the future. Among the many advantages of planned gifts are income tax and estate tax benefits, recognition, and the satisfaction of knowing that you are making a difference. Contact us to learn more about:

- Donating unneeded life insurance
- Donating IRAs or other retirement assets
- Donating through a charitable trust



WFP/Rein-Skullerud

### OUR THANKS ...

Thank you for your generosity. To make a gift or learn more, contact the World Food Program USA Development Department:

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Tel: (202) 530-1061  
Fax: (202) 530-1698  
[www.wfpusa.org/donate](http://www.wfpusa.org/donate)  
E-mail: [ajshepard@wfpusa.org](mailto:ajshepard@wfpusa.org)



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