



UNITED WAY AND ITS CORPORATE PARTNERS HAVE CREATED SEVERAL INITIATIVES, INCLUDING TAX PREPARATION ASSISTANCE, TO HELP PEOPLE BUILD FINANCIAL STABILITY.

ON THE CUTTING EDGE

Despite a tough economic climate, companies that champion social responsibility are finding new ways to help families and communities.

IT MAY SEEM AN UNLIKELY YEAR for great progress in corporate giving. The specter of falling stock prices, shrinking bottom lines, and economic uncertainty still looms over much of corporate America. But at United Way Worldwide's annual Spirit of America Award ceremony this spring, there was plenty of cause for celebration.

The event showcased innovative social responsibility initiatives that have made huge strides in spite of the economic downturn. The honorees were members of the United Way Global Corporate Leadership (GCL) program, an elite group of the country's top corporate citizens whose mission is to improve lives and communities. "During challenging economic times, many of our partners are stepping up more than ever with cutting-edge work," says Atul Tandon, executive vice president for United Way Worldwide. "These are companies that have been with us throughout the years, and their contributions are nothing short of remarkable."

Working under mandates to do more with less, many

United Way GCL partners are doing just that. Companies are finding creative ways to turn employees into community and global ambassadors, educate younger generations to build a skilled workforce, and increase the financial stability of their customer bases. The Walmart Foundation, for example, gave \$4 million to support tax-preparation services and send mobile units of volunteers into the community during tax season in hopes of putting savings and tax credit refunds back in taxpayers' pockets. For United Way's largest national campaign, Wells Fargo and its employees volunteered their time to teach financial literacy classes, serve on boards of nonprofit organizations, and provide free tax-preparation assistance to help their neighborhoods and communities succeed. General Mills volunteers are addressing the root causes of hunger by helping women in Malawi and Tanzania improve their farming and food processing skills to help increase their ability to serve as providers. And Procter & Gamble has helped build 180 schools in impoverished areas of China that will educate more than 100,000 children.

Other companies are using pop culture and social media outlets to help educate and invigorate donors. Cereal and convenience-foods giant Kellogg Co., winner of the 2010 Spirit of America Award presented by United Way Worldwide, recently partnered with Katalyst, a studio for social media co-founded by Ashton Kutcher, to raise hunger awareness in America. Dominion Resources Inc., which supplies electricity and natural gas to utility customers in four states, even created a music video to promote employee contributions that help fund energy-assistance programs. Called "The United Way Rap," the creation "was a great energizer to kick off the campaign," says Dominion customer business solutions manager Mark C. Smith.

What's driving these companies? A study last year by the Center on Philanthropy at Indiana University shows that being a good corporate citizen offers clear business advantages in all kinds of economic climates. Companies that emphasize social responsibility tend to enjoy better market shares, more visibility in their communities, and improved employee morale, the study found. In another study, by Boston College's Center for Corporate Citizenship, 54% of

the more than 700 corporate executives surveyed said they believe that attention to corporate citizenship is even more important in a recession than at other times in the economic cycle. It's little surprise, then, that companies are fighting to keep giving alive in the workplace. According to the Center on Philanthropy, 70% of companies say they anticipate their corporate giving will remain constant despite the dip in the economy.

A LESS TAXING STRATEGY FOR FAMILIES

That said, many companies are retooling their social responsibility strategies for tough times. Rather than asking for handouts for their favorite causes—a difficult sell these days—they are focusing on boosting the financial fortunes of their customers. The benefits are, of course, mutual; when customers have more money to spend, the rising economic tide helps float everyone's financial boat. The United Way Financial Stability Partnership, which was the catalyst behind Walmart's tax tour, aims to increase access to the tools that help people retain and preserve assets, a monumental task for many people these days. More than 38 million Americans have incomes below the federal poverty level, and as many as one-third of working Americans do not earn enough to meet their basic economic needs. An estimated \$30 billion worth of public benefits go unused each year, often because of confusion over eligibility.

Enter the Walmart Foundation, which decided to help consumers who are missing out on one of the most lucrative forms of government assistance—tax credits. In partnership with United Way Worldwide, One Economy Corporation, and the National Disability Institute, the Walmart Foundation launched a two-pronged program to provide tax preparation assistance to low- and moderate-income individuals. For the past two years, Walmart's charitable arm bolstered United Way-supported community tax-preparation centers, known as Voluntary Income Tax Assistance (VITA) sites, to serve customers in hundreds of locations across the country. To expand the program to others in need, the Walmart Foundation helped dispatch mobile tax units to 30 additional communities.

One of the initiative's goals is to acquaint customers with



HIGHEST HONORS

Each year United Way honors companies that exemplify the spirit of giving, volunteerism and focus on measurable, sustainable progress in communities. The United Way Spirit of America and Summit awards are United Way's highest national honors for exceptional corporations.

The 2010 winners:

SPIRIT OF AMERICA AWARD

Kellogg Company

SUMMIT AWARDS

General Mills Inc.
Procter & Gamble
Wells Fargo
Dominion Resources

“MANY OF OUR PARTNERS ARE STEPPING UP MORE THAN EVER. THEIR CONTRIBUTIONS ARE NOTHING SHORT OF REMARKABLE.”

—Atul Tandon,
executive vice president
for United Way Worldwide



CORPORATE PARTNERS
SUPPORT EDUCATION
INITIATIVES, A KEY PLANK IN
UNITED WAY'S MISSION.

the federal Earned Income Tax Credit (EITC), designed to help low-income working families. Geared to households with incomes under \$49,000, the program can result in refunds of more than \$5,000 per year, depending on how many children a family has. However, because of economic conditions, a growing number of taxpayers qualify for the credit but are unaware of it. “Over the last couple of years there have been a lot of people who are eligible for the EITC for the first time,” says Margaret McKenna, president of the Walmart Foundation. “We want to make them aware of this potential source of relief. People tend to use their EITC for basic needs—to buy food and diapers. Our focus with this program is on putting savings and refunds back in taxpayers’ pockets so that they can live better.”

This year’s assistance program funded by the Walmart Foundation also served qualifying taxpayers with disabilities, as well as other individuals earning up to \$58,000 annually. Equipped with One Economy’s online tax filing technology and staffed by IRS-certified volunteers, the program was expected to return about \$1 billion in tax refunds, credits, and tax-preparation savings.

CREATIVITY IN TOUGH TIMES

To help combat the economic downturn, Kellogg Co. pledged \$5.9 million, 19% beyond its goal, to support the critical work of United Way in 28 communities. Kellogg also provided \$600,000 in its headquarters community of Battle Creek, Mich., to help United Way meet increased basic needs, including access to food and health care, as well as utility assistance. In addition to United Way, Kellogg partners with

organizations that are aligned with the priorities of both Kellogg and United Way, particularly around helping youth and adults improve their nutrition and physical fitness.

In 2009, Kellogg was the first to produce food solely for donation, giving an entire day’s worth of cereal production (3.7 million pounds) to Feeding America, the nation’s leading hunger relief organization. Kellogg teamed up with Katalyst Media through an innovative online video created with user-generated content and directed by Demi Moore to raise awareness about the number of Americans struggling with hunger.

Can such commitment, creativity, and innovation triumph over a struggling economy? Long-term research indicates that charitable giving tends to decline during a recession—and often even more in the year following a recession. (For example, a recent Giving USA report showed a 3.6% drop in charitable contributions in 2009.) But charities have also benefited from corporations’ new approaches to bettering the world, says United Way’s Tandon. In the months to come, United Way will focus on building still more corporate partnerships in the areas of education, financial stability, and health. “Our goal is to continue to build communities, support companies, and help the nonprofit sector to be a partner to communities,” Tandon says. “As long as those three things happen—and there’s a comprehensive dialogue between companies and community leaders—corporate philanthropy will continue to thrive.”

—Annetta Miller

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THANK YOU TO UNITED WAY GLOBAL CORPORATE LEADERSHIP COMPANIES AND THEIR EMPLOYEES, WHO CONTRIBUTE \$1 BILLION AND 25 MILLION VOLUNTEER HOURS EACH YEAR TO CREATE OPPORTUNITIES FOR A BETTER LIFE FOR ALL.

**2010 UNITED WAY SPIRIT OF AMERICA®
AWARD WINNER**

Kellogg Company

2010 UNITED WAY SUMMIT AWARD WINNERS

General Mills, Inc.
Procter & Gamble
Dominion Resources
Wells Fargo

CAMPAIGNS OF \$15 MILLION OR MORE

LISTED IN ORDER OF AMOUNT RAISED BASED ON 2009 CAMPAIGN RESULTS RECENTLY FINALIZED.

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GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED





BANK OF AMERICA
COMMUNITY VOLUNTEERS
ASSIST A FLORIDA
RESIDENT WITH FREE TAX-
PREPARATION SERVICES.

MANY HAPPY RETURNS

The Bank of America–United Way partnership helps clients save money and better manage their finances.

EIGHTY-YEAR-OLD RICHARD Van Langen is a retiree on a fixed income, and the yearly expense of preparing and filing his income tax return often takes an unwelcome bite out of his budget.

But this year, the former sales representative got his taxes done for free, thanks to a partnership between Bank of America and United Way Worldwide. At tax time this year, Van Langen visited a Volunteer Income Tax Assistance (VITA) site near his home in Orange Park, Fla. There, volunteers from the bank not only prepared his taxes, but also made sure he took advantage of the Earned Income Tax Credit (EITC), a federal credit available to families earning less than \$49,000 annually. “For an individual like me, getting my taxes done is a big thing,” he says. “I need to save every bit of money I can, and United Way is helping me do that.”

Van Langen is one of thousands of low- to moderate-income individuals

and families benefiting from the Bank of America–United Way partnership. Under the program, clients receive help in preparing tax returns as well as financial education. “Many of our clients receive close to one-third of their annual income in one tax refund check,” says Jeff Winkler, director of the RealSense Prosperity Campaign for United Way of Northeast Florida. “We’re not doing them a service sending them out the door with a large check if we’re not providing them information on how to make it go as far as it can.”

Kerry Sullivan, president of the Bank of America Charitable Foundation, adds: “With only one-third of qualifying filers actually taking advantage of free tax-preparation services, the VITA sites provide an opportunity to help put money back in the pockets of hard-working families. By donating both financial and human capital, we’re

creating a ripple effect to help more people, like Mr. Van Langen, effectively navigate the tax system, preserve income, and develop assets, and thereby advance the health and vitality of the communities in which we all live.”

To date, the Bank of America Charitable Foundation has provided more than \$5 million in grants to support United Way’s EITC program and helped launch the United Way Financial Stability Partnership, expanding services to more than 60 cities across 20 states. Since 2008, Bank of America employees also have provided thousands of volunteer hours to help working individuals and families claim valuable tax refunds.

From Maine to Florida to California, the bank’s dedicated volunteers form the backbone of its financial education programs. Many bank employees contribute their financial knowledge and expertise, donating thousands of hours, often on weekends, to assist those in need. Manny Costa, a Bank of America employee and former accountant, spends most Saturdays during tax season serving United Way of Northeast Florida clients. “We supply each client with a printout showing what they would have spent if they’d paid a commercial tax preparer to do their taxes,” says Costa. “It feels good to hear them say, ‘Wow,’ and see the smile on their faces when they find out how much they’ve saved.”

Like those Costa has helped, Van Langen emerged a happier man after finishing his tax-prep session with a bank volunteer last year. Thanks to the Earned Income Tax Credit and some savvy advice, Van Langen had his taxes prepared at no charge and got an \$850 refund, which he used to pay bills. “I didn’t have a clue about the tax credit, but my Bank of America volunteer was watching out for me,” he says. “He gave me and my wife a cushion we otherwise wouldn’t have had.” ●



THANKS A BILLION UPS!
SINCE 1982, UPS AND ITS EMPLOYEES HAVE
DONATED \$1 BILLION AND
VOLUNTEERED MILLIONS OF HOURS
TO IMPROVE THE EDUCATION, INCOME
AND HEALTH OF OUR COMMUNITIES.
UNITED WAY IS PROUD TO HONOR UPS ON THIS MILESTONE.



The week of August 2nd, **THANK YOUR UPS DRIVER** for their outstanding dedication to improving lives and communities around the world. [Learn more at liveunited.org/thanksUPS.](http://liveunited.org/thanksUPS)

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED





MACKAY (CENTER) AND GALLAGHER (RIGHT) JOIN ELI LILLY AND CO. FOUNDATION PRESIDENT ROB SMITH AT THE SPIRIT OF AMERICA AWARD PRESENTATION.

A HELPING HAND

Kellogg Co. received the 2010 Spirit of America Award for its generous giving during tough times.

IN MARCH, UNITED WAY Worldwide recognized Kellogg with the prestigious Spirit of America Award, the organization's highest honor. The award recognizes philanthropic giving, community investment, community impact, and community volunteerism. Announcing the prize, United Way Worldwide president and CEO Brian Gallagher cited the company's "innovation, leadership, and generosity." Kellogg and its employees "have clearly demonstrated their commitment to improving lives by going far beyond just running a campaign," Gallagher noted.

Last fall, employees and retirees united for a record-breaking United Way campaign. In addition to collectively pledging \$5.9 million to benefit 28 communities, more than 2,000 employees volunteered for community service projects. Employees distributed fresh produce, helped with Habitat for Humanity projects, collected school supplies for underserved youth, and sorted food at food banks.

Kellogg also featured United Way on millions of Kellogg's Special K packages and provided \$600,000 in incremental funding to assist with the increased demands for basic needs, including food, utility assistance, and health care in its Battle Creek, Mich.,

"THERE HAS PROBABLY NEVER BEEN A MORE CRITICAL TIME FOR COMPANIES AND THEIR PEOPLE TO INVEST IN COMMUNITIES."

—David Mackay, president and chief executive officer, Kellogg

headquarters community. This funding provided nearly 2,000 people each week with 20 pounds of fresh vegetables during the summer months. In addition, 318 low-income families received help with their heat and utility

bills, and support to the Family Health Center's expansion project will enable additional underinsured medical and dental patients to be treated.

"There has probably never been a more critical time for companies and their people to invest in their communities," said David Mackay, president and chief executive officer of Kellogg. "I'm very proud of the commitment our company, employees, and retirees have to making our communities stronger, in particular with our United Way partnership."

The Spirit of America Award recognizes the variety of ways Kellogg, and its employees, and retirees, invest in communities where they live and work. In 2009 the company helped advance its philanthropic goals by contributing more than \$9 million in cash and \$22 million in products. In the last five years Kellogg has contributed more than \$57 million in cash and \$124 million in products to charitable organizations around the world.

In addition to the continued support of United Way, Kellogg launched an impassioned attack on hunger in America—one bowl at a time. The cereal and convenience-foods giant arranged to ship an entire day's worth of production to Feeding America, the nation's leading hunger-relief organization. The gift, enough to fill 55 million cereal bowls, made Kellogg the first company in America to produce food solely for donation. The company's actions came at a crucial time: With the economic downturn driving demand, food banks have struggled to keep even basic staples in stock.

Kellogg also provided grants to Action for Healthy Kids to increase participation in school breakfast programs and implement school wellness policies; matched employee and retiree pledges to United Way dollar-for-dollar; and, as a founding partner, supported The Global FoodBanking Network to strengthen and supply food bank networks around the world. ●



For more than 100 years, corporate responsibility has been at the foundation of Kellogg Company and a key part of our heritage, reputation and culture. We are committed to building a stronger business while doing the right thing for the environment and society.

Marketplace

We continue to earn our consumers' trust by meeting their needs for nutritious and enjoyable foods that are sourced, manufactured and marketed responsibly.

Workplace

We foster a safe, inclusive, values-driven workplace that develops and rewards our employees for ethical behavior and sustainable results.

Environment

We are committed to reducing our company's impact on the environment and working with others to find solutions to global food challenges.

Community

We continue the legacy of our founder, W.K. Kellogg, by investing in our communities and assisting those in need.

We invite you to read more about these efforts in our Corporate Responsibility Report, available at www.kelloggcompany.com/CR.

Kellogg's

NOURISHING LIVES

By donating money, food, and the expertise of its employees, General Mills is helping bring change to communities in Africa and the United States.



GENERAL MILLS IS SUPPORTING LOCAL FARMING AND OTHER FOOD INITIATIVES TO HELP FIGHT HUNGER'S ROOT CAUSES.

GENERAL MILLS' COMMUNITY

engagement is grounded in the belief that food has the power to change the world for good. That's why the company partners with organizations like United Way and the Committee Encouraging Corporate Philanthropy to prioritize initiatives that put food—and the profound role it plays in nourishing the world's families—at the center of sustainable social change.

One example is General Mills' work in alleviating hunger and improving nutrition in some of the poorest nations in Africa. At the 2006 World Economic Forum in Davos, Switzerland, General Mills chairman and CEO Ken Powell heeded the call urging attendees to take action against global hunger. He returned home, determined to drive the development of the company's strategic platform in Africa. "As a food company plentiful in skills, expertise, and heart, we are uniquely positioned to help address the problems of hunger in Africa," Powell says.

SUSTAINING PROGRESS IN AFRICA

The General Mills African Women and Children's Hunger Program began as

a large-scale effort to feed hungry children at schools in Malawi. But General Mills leaders soon realized that shipping more than 1 million meals in a single year was unsustainable. The team redesigned the program to tackle the root causes of hunger and poverty by educating, empowering, and financially supporting women as farmers, food processors, and providers.

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OF HUNGER IN AFRICA."**

—Ken Powell, chairman and CEO,
General Mills Inc.

The team's initiatives, based primarily in Malawi and Tanzania, focus on effective and innovative agriculture, food processing, and community investments that reduce hunger and lead to economic self-sufficiency. To date, the General Mills African

Women and Children's Hunger Program has helped more than 250,000 Africans gain the training and resources they need to achieve self-sufficiency and job fulfillment.

As part of its commitment to Africa, General Mills also created the Science and Technology Transfer Initiative to leverage the talents and skills of its employees and its world-class facilities. The initiative focuses on bringing knowledge, skills, and technical expertise to organizations working to eliminate hunger and improve the lives of the poor in Africa. About 300 General Mills scientists, engineers, agronomists, and nutritionists signed on to volunteer their time and experience—some 20,000 hours per year—to help transform small and mid-size food businesses in Malawi and Tanzania into profitable, marketable, and sustainable ventures.

Additionally, General Mills teams with several multinational and African NGOs to make a measurable impact on the huge challenges that hunger and poverty present. For example, the company has forged an innovative



ASTRID KAMERA (LEFT) HEADS HER VILLAGE SAVINGS AND LOAN WOMEN'S GROUP IN MALAWI. SINCE LAST FALL, SHE HAS TAKEN OUT FOUR LOANS TO BUILD HER FISH BUSINESS, TRIPILING HER INCOME.



MALAWIAN MEN CATCH FISH WITH A TRAWLING NET. THE TILAPIA FISH POND IS ONE OF SEVERAL IN MALAWI FUNDED BY GENERAL MILLS.

partnership with the global humanitarian group CARE, leading to the creation of Join My Village (joinmyvillage.com), an interactive web-based program that puts General Mills' cause-marketing expertise to work. Site visitors take part in a variety of online activities that lead to the deployment of General Mills' donation dollars. Funds raised support CARE's poverty-fighting efforts in Malawi, including the establishment of village savings and loan associations and improved access to education for girls.

ALLEVIATING HUNGER IN AMERICA

General Mills is also committed to investing its resources and expertise to help improve the lives of children and families in communities around the United States. During fiscal year 2010, the company donated more than \$18 million in products to Feeding America, the nation's largest hunger relief organization and General Mills' primary partner for food donations.

General Mills also leverages the talent and generosity of its workforce to improve lives. Multifunctional teams of employees—from supply chain to sales—work to increase the

efficiency of food-product donations, which allows more food to be donated and distributed to families in need. By improving the efficiency of distribution, perishable goods such as yogurt and refrigerated dough products can reach food shelves.

As an industry leader, General Mills is committed to working with other companies and organizations to address hunger in the U.S. Last year, the company joined Greater Twin Cities United Way in hosting a hunger forum. That groundbreaking event brought together food banks, corporations, and community leaders to work collectively toward reducing hunger in the Twin Cities, where food-shelf usage was up 40% in 2009. Industry leaders joined General Mills in sharing best practices and discussing creative strategies to maximize product donations to food banks and reduce the number of families without access to food.

At home and abroad, nothing is more important than nourishing lives. ●

LEARN MORE ABOUT GENERAL MILLS' COMMITMENT TO NOURISHING LIVES AT GENERALMILLS.COM/FOUNDATION.

SPOTLIGHT ON SUSTAINABILITY

General Mills is committed to supporting communities both in the United States and abroad.

5% of the company's pretax profits are donated to community programs annually.

82% of U.S. employees engage in volunteer activities.

The company donated \$100 million in fiscal year 2010 to ease hunger, advance nutrition wellness, support K-12 education, and more.

General Mills donated nearly \$60 million through brand-marketing programs like Box Tops for Education and Yoplait Save Lids to Save Lives.

Since the General Mills Foundation's creation in 1954, more than \$420 million has been donated to fight hunger and make lives better.

Food-product donations have exceeded \$186 million in the past decade.

General Mills consistently ranks among the top 10 contributors of food in the United States.

BECAUSE ONLY 20% OF A STUDENT'S WAKING HOURS ARE SPENT IN SCHOOL, AFTERSCHOOL PROGRAMS ARE CRUCIAL TO HELPING KIDS LEARN.



SAFE HARBORS

JCPenney is working to provide youngsters with afterschool opportunities.

WHEN THE SCHOOL DAY ENDS, millions of children find themselves without a safe and nurturing afterschool learning environment. A 2009 study commissioned by JCPenney, *America After 3 p.m.*, indicates that one in four students is alone after school, despite an increase over the last five years in the number of children attending afterschool programs*. (For the full report, go to afterschoolalliance.org.)

The need is even greater for low-income children, many of whom are unsupervised once the school day ends. The absence of adult supervision leads to boredom and lost opportunities and puts these children at risk. "The bottom line is that 18 million children are currently in need of an afterschool program, and we expect the need to increase," says Jodi Grant, executive director for the Afterschool Alliance, a nonprofit advocacy organization.

To help address this important issue, JCPenney has for the past 10

years been a leading proponent of increased afterschool opportunities. The company has enabled the distribution of more than \$80 million to benefit afterschool programs available through the YMCA of the USA, Boys & Girls Clubs of America, National 4-H, FIRST (For Inspiration and Recognition of Science and Technology), and United Way. A large part of this funding is earmarked for access grants, which allow working families that are experiencing financial hardship to afford afterschool programs for their children.

JCPenney is also committed to building the national afterschool infrastructure so that more communities without programs can establish one with the help of experienced agencies. In 2009 the company joined forces with United Way Worldwide to fund grants for cities developing a model that can be duplicated and deployed across the United Way network. The expectation is that

this shared knowledge will spur more communities to increase afterschool opportunities. Only about 20% of a student's waking hours are spent in school, so out-of-school learning in forums like afterschool programs is key to helping students' achievements.

These programs do more than simply provide safe harbors for youngsters. They also foster academic success and social development and provide positive role models. Students who participate in afterschool programs are less likely to drop out of high school, because they interact with adult mentors who facilitate opportunities for homework assistance, arts and crafts, recreational activities, and exposure to tutoring and computer technology. In short, afterschool programs teach kids to become productive members of society. JCPenney is helping students connect with the resources they need outside of school in support of United Way's key education initiatives, which include raising high school graduation rates to 87% nationwide and cutting the dropout rate in half by 2018.

While more work and resources are needed to make afterschool advancement a reality for all who need it, one thing is clear. In the years to come, it will be increasingly important to invest in our nation's youth to prepare America's workforce for a competitive global economy. Afterschool programs go beyond the teaching of history, math, science, reading, and other traditional classroom fundamentals. They also help instill the priceless virtues of responsibility, respect, sportsmanship, and cultural awareness. As with many of life's lessons, this type of learning should continue after the school bell rings. ●

* RESEARCH FINDING FROM AMERICA AFTER 3 P.M., A 2009 NATIONAL STUDY COMMISSIONED BY JCPENNEY ON HOW AMERICA'S CHILDREN ARE SPENDING THEIR AFTERNOONS. THE FULL REPORT IS AVAILABLE AT WWW.AFTERSCHOOLALLIANCE.ORG.



JCPenney Afterschool

Supporting positive afterschool programs that offer life-enriching experiences so that every child has the opportunity to be smart, strong and socially responsible.



jcpennyafterschool.org



IN VIRGINIA, A MOBILE FOOD PANTRY REACHES LOW-INCOME NEIGHBORHOODS IN A REFRIGERATED TRUCK DONATED BY WALMART.

UNITED AGAINST HUNGER

Walmart is supplying nutritious food to those in need, while rallying employees and customers to join in the cause.

EVERY DAY WALMART USES its scale and reach to help customers save money and live better. At the same time, the company is finding innovative ways to address critical community challenges.

Hunger rates in the United States are at the highest levels since 1995, according to a 2009 U.S. Department of Agriculture report. Nearly 15% of households lack access to an adequate supply of nutritious food. In response to this issue, Walmart and the Walmart Foundation launched a \$2 billion cash and in-kind initiative called Fighting Hunger Together.

By 2015, the company expects its cash and food gifts to provide more than 1 billion meals to families in need.

MAKING FOOD MORE ACCESSIBLE

Over the next five years, Walmart and the Walmart Foundation will donate more than 1.1 billion pounds of food—valued at \$1.75 billion—and will grant a total of \$250 million to support hunger-relief organizations.

So far in 2010, the Walmart Foundation has donated \$8 million to help food banks improve capacity, including \$6 million to purchase 60 refrigerated trucks for Feeding America. These trucks help food banks transport food

“SOLVING THE PROBLEM OF HUNGER IN AMERICA WILL REQUIRE HELP FROM PARTNERS AT ALL LEVELS ACTING TOGETHER.”

—Eduardo Castro-Wright, vice chairman of Walmart

from Walmart and other donors and serve as mobile food pantries that can reach underserved populations.

QUALITY COUNTS

Walmart is capitalizing on its position as the world's largest retailer of fresh produce to provide nutritious foods to food banks across the country.

In Nodaway County, Mo., a partnership that includes Walmart, Nodaway County United Way, and a local food bank called the Ministry Center provides food for struggling families. Without Walmart's donation of fruit, vegetables, eggs, and milk, the food bank could not afford to provide a variety of high-quality food. United Way is instrumental in helping transport the food donations to locations around the county.

COLLABORATING FOR THE FUTURE

Walmart is committed to working with government, food manufacturers, and other corporations to find long-term solutions to ending hunger. Through partnerships, the company can leverage its resources to reach a greater number of families in need.

“Solving the problem of hunger in America will require help from partners at all levels—government, nonprofit organizations, and the private sector—acting together,” says Eduardo Castro-Wright, Walmart's vice chairman.

ENGAGING EMPLOYEES AND COMMUNITIES

Walmart strives to connect each of its 1.4 million U.S. associates and the 140 million customers who shop in its stores every week with opportunities to support hunger relief in their communities. In Fulton, N.Y., Walmart partnered with United Way of Greater Oswego County to rally the community. Walmart associates joined United Way volunteers to collect food donations at the local Walmart Supercenter. The in-store food drive raised awareness of local food shortages and encouraged the community to get involved.

In addition, Walmart invites everyone to join the Fighting Hunger Together initiative online by visiting www.walmart.com/fightinghunger. On the site, users can find volunteer opportunities and learn more about organizations that fight hunger. ●



Feeding families.
One community at a time.

Donating nutritious meals. Fighting senior hunger. Helping to feed hungry children and families. Our Foundation is working in local communities to create opportunities so people can live better. To learn more visit walmartfoundation.org

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