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# DELIVERING HOPE

*Investing in a world  
without hunger*

World Food Program USA

Annual Report 2014



## our Mission

WORLD FOOD PROGRAM USA works to solve global hunger by raising U.S. support for the mission of the United Nations World Food Programme, the largest humanitarian agency fighting hunger worldwide.

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COVER: WFP USA/M. Rollins  
for HUMAN, Tanzania

OPPOSITE: WFP/Francesca  
Caponera, Algeria







# UNITED TO SOLVE HUNGER

2014 was a challenging year.

We saw the aftermath of Typhoon Haiyan in the Philippines and the outbreak of Ebola in West Africa. We encountered violence that tore families apart in Syria, the Central African Republic, Iraq and South Sudan. The world recorded the highest number of refugees in the world since World War II.

**But we also witnessed resilience, growth, possibility and hope.**

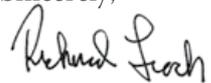
Food became a topic of concern and conversation. A group of courageous men and women strapped on their emergency packs to save thousands of people from a life-threatening epidemic. And dedicated staffers from the United Nations World Food Programme (WFP) were on the ground in the world's most dangerous places, delivering hope to hungry families in need.

The U.S. legacy of fighting global hunger is a proud one. From Franklin D. Roosevelt and John F. Kennedy to George McGovern and Bob Dole, America's lawmakers have led the world in making hunger relief a top priority. Today, American companies have also joined the fight by lending their support, expertise and employees. Everyday Americans have also stepped up, donating their hard-earned money, time and voice to a global problem that too often goes ignored.

When it comes to making sure we all have enough nutrition to survive and thrive, each and every one of us has a part to play. WFP USA is committed to fighting hunger worldwide, no matter what stands in our way—because we've seen the resilience of communities in crisis. Because we have tens of thousands of humanitarian heroes working for us who truly believe hunger is solvable. We've watched men, women and children struggling to survive in the worst conditions imaginable. And we recognize the glimmer of hope in a child's eyes.

**We stand with hope. And we thank you for standing with us.**

Sincerely,



Richard Leach,  
President and CEO



Hunter Biden,  
Board Chairman



ABOVE: Hunter Biden (left) and Richard Leach (right) WFP/Silke Buhr, Philippines

OPPOSITE: WFP/Joelle Eid, Jordan





# WHO WE ARE

*Delivering families from hunger to hope*

The United Nations World Food Programme (WFP) embodies America's most important ideals: Generosity, innovation and resilience. In fact, the agency was created at the urging of U.S. lawmakers like Franklin D. Roosevelt, Dwight Eisenhower and John F. Kennedy. In 1960—just a year before WFP was founded—JFK extolled the virtues of global hunger relief in a news conference with U.S. Senator George McGovern: "Food is strength, and food is peace, and food is freedom, and food is a helping hand to people around the world whose good will and friendship we want."

President Kennedy and Senator McGovern both understood why U.S. programs to support hunger relief abroad were so important—not in just saving lives, but in spreading American values and inspiring friendship. Senator McGovern would go on to serve as a founding Board member of World Food Program USA.

WFP USA works with U.S. lawmakers, business leaders, foundations and everyday Americans to continue this incredible legacy. For the past 60 years, the U.S. has contributed more than any other nation to making sure no one goes hungry—no matter where they live.

Today, WFP is the world's largest humanitarian agency solving hunger, reaching more than 80 million people in 82 countries across the globe. From disaster relief

to sustainable development initiatives, WFP is working in the world's most vulnerable communities to deliver hope to families struggling to overcome poverty, natural disaster, conflict and disease.

Last year, "60 Minutes" correspondent Scott Pelley called WFP "one of the best ideas that America ever had." We couldn't agree more.

“*Food is strength, and food is peace, and food is freedom, and food is a helping hand to people around the world whose good will and friendship we want.*”

— PRESIDENT JOHN F. KENEDY

WFP/Sylvain Cherkaoui,  
Cameroon

# BY THE NUMBERS



If every man, woman and child who received a meal from WFP joined hands, they would circle the planet three times.

$\times 3$

In 2014, individuals, organizations and businesses within the U.S. contributed more support to WFP than any other nation.



A third of all deaths of children

**under the age of five** in developing

countries are linked to undernutrition.

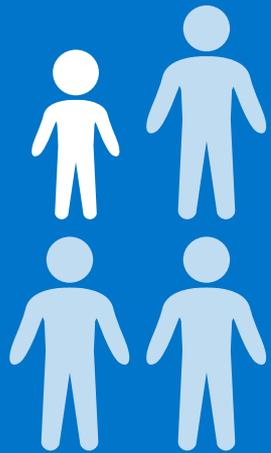
$1/3$



Asia is the continent with the **most hungry people—** two thirds of the total.

$2/3$





One  
in four<sup>of</sup>  
the world's children are  
stunted. In developing  
countries the proportion  
can rise to one in three.

WFP calculates that

**US\$3.2 billion**

is needed per year to reach all

**66 million**

hungry school-age children.



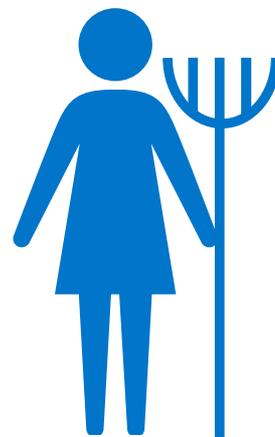
Just **\$50** can provide a  
nourishing meal to a child in need for an  
entire school year.

By 2050,

climate change and erratic weather  
patterns could push another

**24 million** children

into hunger. Almost half of these chil-  
dren would be in sub-Saharan Africa.



If women farmers had the same access to  
resources as men, the number of hungry  
in the world could be reduced by up to

**150 million.**

WEP



# WHAT WE DO *Hope in action*

WFP is the world's first responder. When natural disaster strikes, families in need rely on WFP's food assistance to survive. After a historic typhoon devastated the Philippines in November 2013, WFP delivered 38,549 pounds of high-energy biscuits, 15,432 pounds of micronutrient powder, 44,700,928 pounds of rice and \$7,231,569 in cash to help families, farmers and fishers rebuild their homes, businesses, farms and ports.

As the head of the U.N. logistics cluster, WFP is also responsible for transporting and coordinating supplies, aid workers and equipment for the entire humanitarian community during times of crisis. This includes building basic infrastructure—including warehouses, distribution hubs and, in 2014, even health centers—where none existed before. WFP also sets up telecommunications networks to enable aid agencies to share information quickly. WFP crosses the world's toughest terrain to make sure the humanitarian community can reach families in need. Never is this role more important than during emergencies like the Ebola outbreak that ravaged West Africa in 2014.

WFP also assists millions of refugees across the globe who have fled violence in their own countries. WFP acts as a lifeline for families who were forced to leave everything behind. In Syria, WFP fed nearly 4 million people within Syria and more than 2 million refugees living in neighboring Egypt, Iraq, Jordan, Lebanon and Turkey.

ABOVE: WFP/Jef Cuche,  
Guinea

OPPOSITE: WFP/Joelle Eid,  
Jordan



**Since the start of the Ebola outbreak in spring 2014**, the U.N. Humanitarian Air Service—which is managed by WFP—has transported more than 11,000 aid workers, doctors and officials to help contain the virus.

WFP is not just delivering staff either. Last year, the agency distributed food to nearly 2.5 million people in the three most affected countries: Liberia, Sierra Leone and Guinea. Food was distributed to people

under medical quarantine, people being treated for the virus, orphans who had lost parents to Ebola and entire communities where markets had been disrupted.

WFP also helped construct vital infrastructure—including roads, airports and Ebola Treatment Centers—so the entire NGO community could treat Ebola patients and deliver lifesaving supplies, food and staff.

*WFP has established links to farmers' organizations that represent more than 1 million farmers.*

## EMPOWER COMMUNITIES IN NEED

WFP doesn't just respond to natural disasters and humanitarian conflicts. The U.N. agency also supports communities across the globe that face chronic poverty and hunger every day. Through its Food-For-Assets program, WFP helps communities improve food security and build resilience against future shocks like floods or drought. Providing food in exchange for work makes it possible for the poor and hungry to devote time and energy to taking the first steps out of the hunger trap. Community members are given food in exchange for work on vital new infrastructure—like reservoirs, irrigation canals, schools or roads—or for time spent learning new skills that will increase the food security of households or communities—like rainwater harvesting and soil conservation.

WFP also provides agricultural training and support to small farmers in 20 of the world's poorest countries through its Purchase for Progress (P4P) program. WFP harnesses the agency's purchasing power by purchasing crops from these local farmers, thus providing a reliable market for their harvests. Buying locally also helps WFP distribute food more quickly to those who need it most. Since P4P's launch in 2008, WFP has established links to farmers' organizations that represent more than 1 million farmers.

WFP/Illaria Lazzarini, Ecuador

**Iliana Miranda Alvarez** lives in a small community 90 miles west of Guatemala's capital with her five children. Like her neighbors, her family's main source of income is coffee. Iliana and her husband own a small piece of land on which they grow coffee

and bananas. Since 2012, a plague of Coffee Rust has swept through Central America, devastating the livelihoods of families like hers. That's why WFP is working with Guatemala's Ministry of Agriculture on a joint program to help small farmers like Iliana and her husband

withstand unexpected shocks like this. Last year, for example, WFP worked with Iliana and other women in the community to plant trees and bushes on their plots to prevent soil erosion and improve crop yields.



## FEED THE DREAMS OF HUNGRY CHILDREN

Education is one of the smartest ways to break the cycle of poverty and hunger. That's why WFP provided nourishing meals and take-home rations to 17 million children in the world's poorest classrooms last year.

School meals don't just provide good nutrition for growing bodies and minds. By easing the burden of putting food on the table, school meals encourage parents to keep their children in the classroom. Studies have shown that school meals boost enrollment, attendance and graduation rates, especially among girls. In fact, WFP estimates that every dollar invested in school meals yields \$3 to \$8 in economic returns.

WFP also works with expecting mothers and babies to make sure all children can have a healthy start, especially during the first 1,000 days. Malnutrition during this critical window—from a mother's pregnancy to a child's 2nd birthday—can lead to permanent stunting, poor health and a lifetime of lost potential. WFP saves millions of lives each year by ensuring that mothers in vulnerable communities 1) are well-nourished before and during their pregnancies, 2) are educated about the benefits of breastfeeding and good sanitation, and 3) have access to fortified foods so their children can receive the right nutrients at the right time to support healthy development.



**Last year, WFP USA visited the Musimi Primary School in Tanzania** as part of a field mission to survey the impact of WFP's work on communities across the East African nation. The school's 996 elementary students welcomed the team with songs and dances of thanks for WFP's nourishing school meals, as well as the agency's support constructing a 6,600-gallon water tank in the school's courtyard.

Until the tank's construction in 2013, boys and girls at Musimi began their mornings by lugging plastic jugs of water nearly two miles each way from the community's nearest well. Thanks to the new water

tank and WFP's school meals, children now have the energy and nutrition to succeed in school. The promise of a daily school meal also motivates their parents to keep them in the classroom. In fact, WFP USA met local parents who had formed a school committee to discuss ways to improve their children's education. They told us about building a covered dining hall so their sons and daughters could eat together in the shade. The committee also helped plant a garden in the courtyard—fed by the new water tank—that supplies fresh produce at lunch in addition to WFP's grains.



ABOVE: WFP USA/M. Rollins for HUMAN, Tanzania

TOP: WFP USA/M. Rollins for HUMAN, Tanzania

# WHERE WE WORK

In 2014, WFP reached

**80 million**  
**people** with food assistance in  
**82 countries.**





**AFRICA**

**MIDDLE EAST &  
SOUTH ASIA**

**SOUTHEAST ASIA**

CASE STUDY



# Africa

*“Today, I’m happy and I’m earning a living.”*

— JULIANA KEMOKAI, SIERRA LEONE



**Juliana Kemokai** lost her mother, husband, sister and son to the Ebola virus that ravaged Sierra Leone. As she lay in a hospital bed in the southeastern city of Kenema in July 2014, Juliana thought she would follow them. But she survived Ebola—and the stigma that often surrounds it—and applied for and was accepted as a Logistics Assistant at WFP. Today she is helping her community recover and saving money so she can

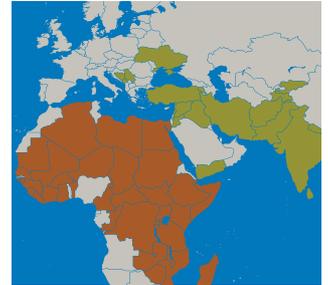
study to become a nurse like her mother. “Today, I’m happy and I’m earning a living,” Juliana says. “My surviving son Alie and I can count on a daily meal, a comfortable place to sleep and clothes to wear. And I’m accepted again. People now come close to me, because they saw that I was accepted by colleagues at WFP.”

ABOVE: WFP/Alexis Masciarelli,  
Central African Republic

RIGHT: WFP/Giulio d’Adamo,  
South Sudan

# Middle East & South Asia

## CASE STUDY



“*My team is learning valuable skills which they can retain and pass on to others.*”

— DILDAR KHAN SHINWARI, AFGHANISTAN

**Dildar Khan Shinwari** works as a manager at a biscuit factory in Jalalabad, Afghanistan, that WFP helped open in April 2014. So far, the factory has produced 250 metric tons of “high-energy biscuits” (HEBs) to treat the country’s high malnutrition rates, especially among children. Using wheat flour and other local ingredients,

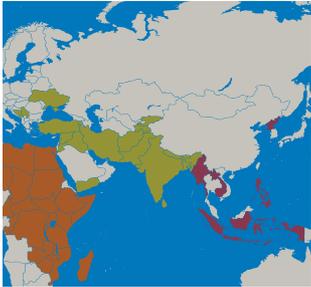
Shinwari and his team of 24 Afghan employees are helping the country achieve food security and boost the local economy. The factory proved its value when heavy floods in May 2014 affected thousands of families across the entire north of the country, including a devastating landslide in Badakhshan province. WFP was able to quickly deliver HEBs from

the Jalalabad factory to those in need. Before, we would have had to embark on the long and costly process of importing emergency food supplies. “My team is learning valuable skills which they can retain and pass on to others,” he says. “We are learning a lot from WFP, and we are beginning to see the return on our investment.”

ABOVE: Dildar Khan Shinwari  
WFP/Alessandro Pavone,  
Afghanistan

LEFT: WFP/Alessandro Pavone,  
Afghanistan

## CASE STUDY



# Southeast Asia



*“The financial help we received allowed us to continue to provide for our children’s needs.”* — ANALY, PHILIPPINES

**Analy**, 36, has always seen education as the key to a better life for her children. So when her home was destroyed by Typhoon Haiyan in November 2013, it was the loss of her children’s school medals that pained her most. “The children gathered the medals one by one and dried them out in the sun,” she recalled. That’s why it’s hugely important to Analy that one year after Typhoon Haiyan, all her children are back in school. Analy says one of the things that made this possible was the assistance—food and cash—that her family received from WFP after the typhoon. In the

immediate aftermath of the disaster, it was basic food aid, in the form of rice included in family food parcels. WFP later launched a financial assistance program aimed at helping vulnerable families rebuild and recover. “The financial help we received allowed us to continue to provide for our children’s needs, especially for their food. We were also able to purchase school materials, medicines, vitamins and clothes,” she says. In 2014, WFP’s cash assistance program helped over 500,000 people from 50 municipalities on the Leyte, Samar and Panay islands.

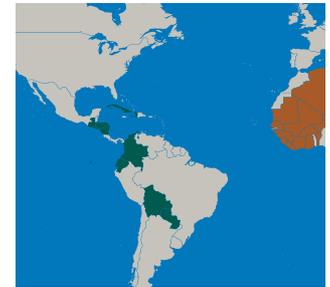
ABOVE: Analy and family, WFP/Anthony Chase Lim, Philippines

LEFT: WFP/Somphanh Xaythany, Laos



# Central & South America

## CASE STUDY



Since she began participating in WFP's Purchase for Progress program (P4P), **Carmelina** has learned how to use new and more effective agricultural techniques, enabling her to nearly triple yields of maize and beans on her small

farm in rural Guatemala. Thanks to her increased income, she has opened a savings account for the first time, and has purchased additional land. She has also been able to improve her house and better care for her six children's needs. Carmelina has had exchange visits with other farmers and hopes that she will get the opportunity to meet women farmers benefiting from P4P from all around the world.

"The trainings specifically aimed at women have been motivating me because they value us and give us the opportunity to express ourselves," she says. "They also encourage us to excel and to empower ourselves." In 2014, Carmelina served as secretary for the board of directors at the Asociacion De Desarrollo Empresarial Comunitario El Rodeo Camotan-Adecro, which has been working with P4P for three years.

*"The trainings specifically aimed at women have been motivating me because they value us and give us the opportunity to express ourselves."*

— CARMELINA, GUATEMALA

LEFT: Carmelina  
WFP/Hugo Rodriguez,  
Guatemala

BELOW: WFP/Francisco Fion,  
Guatemala





# WORKING SMARTER *Multiplying impact*

Like any good American tradition, U.S. efforts to solve global hunger are constantly changing and improving. What began as an operation shipping surplus U.S. crops overseas has evolved into the world's most complex and sophisticated logistics enterprise. In addition to delivering 3.2 million metric tons of food to the planet's most remote communities each year, WFP also transports medical supplies, aid workers and telecommunications equipment for the entire international community during times of crisis. As the world's first responder, WFP serves as a lifeline during emergencies like the conflict in South Sudan or the crisis in Syria.

In 2014, World Food Program USA created the Emergency Response Fund as a way to help WFP react as quickly as possible when a disaster unexpectedly strikes. This approach to U.S. corporate philanthropy provides immediate and flexible support from American companies that are committed to supporting WFP's humanitarian relief operations during disasters and emergencies. The Fund provides an efficient solution for investors to expedite their charitable gifts so lifesaving resources can reach survivors on the ground more quickly.

But WFP's work extends beyond emergencies. The agency also helps unlock the potential of millions of families by providing agricultural training and tools to small farmers, school meals to hungry children in the world's poorest classrooms and fortified foods and nutrition education for mothers and babies to make sure all children can have a healthy start to life.

WFP USA supports WFP's work with small-scale farmers, schools and families through our McGovern-Dole Schools Meals Fund, named in honor of the late Senator George McGovern and Senator Robert Dole for their decades of leadership combating the crisis of world hunger. Home-grown school meals are an innovative approach WFP launched to provide nutritious meals to school children using locally grown food. Home-grown school meal programs provide a "win-win" by assisting both hungry children and local farmers in developing countries. Children win by receiving a nutritious meal that fuels their bodies and minds and encourages their parents to keep them in the classroom. School meal programs have a particularly positive effect on girls' school attendance. Investing in education is the most effective means of reducing poverty and promoting equality, and school meals have been shown to increase enrollment by as much as 17 percent.

Home-grown school meals don't just help hungry kids. They also empower small-scale farmers, who comprise approximately 50 percent of the 805 million people who suffer from hunger. When farmers are connected with school feeding programs, they are provided with a new market for their crops. WFP also works with partners to provide technical assistance to farmers to help increase productivity. For example, farmers are trained to use modern agricultural technology, such as hybrid seeds and fertilizer, to improve the quality and quantity of their harvest. Home-grown school meals thus double as economic development programs, enhancing local governments' capacity to assume management of school meals programs over the long-term.

**One example of how scientific innovation can transform the fight against hunger** is Plumpy'Nut, a simple yet revolutionary peanut-based paste created in 1996 to treat severe acute malnutrition, which is responsible for a third of all deaths of children under the age

of five worldwide. Before Plumpy'Nut, the accepted treatment for severe acute malnutrition involved a hospital stay—an arduous trek for many families in the developing world—and a watery mixture fed through an IV tube. Despite this intensive treatment, doctors were still losing 20 to 60 percent of patients by the time they made it to the hospital. But thanks to Plumpy'Nut, mortality rates have been

significantly reduced in developing countries, especially during famines in Africa. Better still, Plumpy'Nut doesn't require cooking, refrigeration or water, can be stored for up to two years and can be administered by families in their own homes. In the past decade, WFP has implemented a variety of other specialized food products that are essential during emergencies.



LEFT: WFP USA/M. Rollins for HUMAN, Tanzania

ABOVE: WFP/Sylvain Cherkaoui, Cameroon

## HOW HOME GROWN SCHOOL MEALS SOLVE HUNGER

Whenever possible, WFP sources its school meals programs using locally grown food from local farmers. This approach helps minimize hunger and poverty for people who are the most vulnerable: children and smallholder farmers.

### BENEFITS FOR CHILDREN

- Basic nutrition during a critical time of growth and development
- Fresh and unprocessed local foods that diversify diets and provide a wider range of nutrients
- Better school enrollment and attendance rates thanks to the promise of a daily meal
- Better graduation and performance rates because students can concentrate in the classroom

### BENEFITS FOR COMMUNITIES

- A sustainable school meals programs that national governments can eventually take over from WFP
- Less burden on families to put food on the table
- Better community engagement and local ownership around WFP programs

### BENEFITS FOR SMALLHOLDER FARMERS

- A reliable market for crops
- Technical assistance from WFP to boost harvests
- Increase in household income that benefits the entire family





# ON THE HILL

*Continuing the U.S. legacy of global hunger relief*

WFP USA serves as the main bridge of information between WFP and U.S. lawmakers. For more than 50 years, the U.S. government has led the world in funding for global hunger relief and WFP USA works to keep it that way.

WFP USA took a leading role to secure key provisions in the 2014 Farm Bill that could help WFP more efficiently reach people in need. One of these provisions supports research to improve the nutritional quality of U.S. food assistance. Recent breakthroughs in food science demonstrate that products can be designed to better meet the unique needs of young children, who are especially vulnerable to hunger.



OPPOSITE: WFP/Challiss McDonough, Kenya

ABOVE: WFP/Rein Skullerud, Liberia

Another provision in the Farm Bill will enable WFP to buy more food locally, which not only saves money on shipping costs, but also saves time during critical hunger emergencies when every second counts. The bill establishes a new, permanent program at the U.S. Department of Agriculture for what is known as local and regional procurement (LRP). Buying food as close as possible to where it's needed also supports local agriculture and promotes long-term sustainability. Each year, WFP purchases more than 4 billion pounds of food, three-quarters of which come from developing countries like Bangladesh, Ecuador and Ethiopia.

The new bill will also enable WFP to use cash resources more efficiently to support long-term agriculture, education and community development projects that help communities become more resilient against future droughts and other natural disasters. As the world's largest humanitarian agency dedicated to ending hunger, WFP works to move communities from assistance to sustainability through programs like Food for Assets, which facilitates the construction of infrastructure projects that enhance resilience against future food insecurity.

Cash assistance also supports local markets and strengthens economies. Last year, for example, a cash assistance program that provided innovative e-vouchers to Syrian refugees in Lebanon injected more than \$82 million into the country's economy. Flexible cash assistance also means access to fresh fruits and vegetables instead of food rations, meaning a more diverse and nutritious diet.

Last year, WFP faced five Level-3 emergencies—the highest number of simultaneous crises in the agency's 50-year history—and WFP USA helped secure a record amount of USG funding to this unprecedented need.

“*As Americans, we are compelled to help alleviate global hunger because it's simply the right thing to do. It's also the smart thing to do.*”

— U.S. SENATOR DEBBIE STABENOW

**In September 2014, Vice President Joe Biden**

**presented U.S. Senator Debbie Stabenow** with the McGovern-Dole Leadership Award on behalf of World Food Programme USA for her leadership in fighting for smarter U.S. policies on global hunger relief. Because of her efforts as Chair of the Senate Agriculture Committee, the 2014 Farm Bill expanded upon the success of the McGovern-Dole International Food for Education Program, which supports school meals for children in the world's poorest countries. Continuing the legacy of U.S. lawmakers like the late Senator George McGovern and Sen. Robert Dole, Senator Stabenow united Republicans and Democrats behind a bill that tackles

the unique challenges of hunger in the 21st century in smart, sustainable ways. As a leading advocate on an issue that disproportionately affects women and girls, Stabenow works to improve gender equality and empower all people.

“This award means so much to me because I know the World Food Programme travels to the ends of the earth—literally—to deliver food and supplies to men, women and children. Deliveries that may be the difference between life and death,” Stabenow said. “As Americans, we are compelled to help alleviate global hunger because it's simply the right thing to do. It's also the smart thing to do. International aid is more than a Band-Aid—it's a building

block to create stronger economies around the world. Food security is a stabilizing force in destabilized regions. By fighting global hunger and strengthening local agricultural economies, we are enhancing global security.”

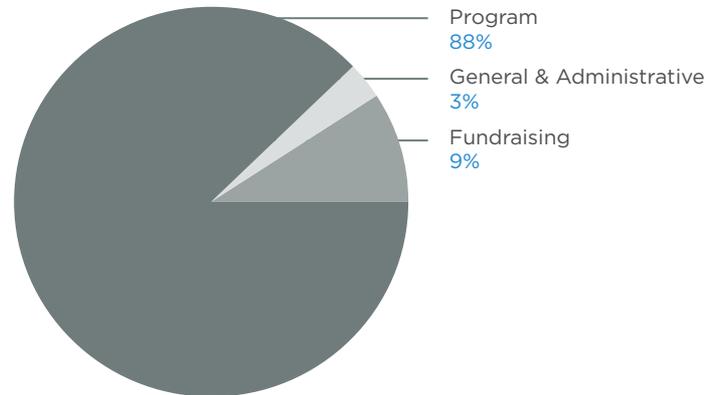
Since 2001, WFP USA has hosted an annual award ceremony to recognize leaders who have played a critical role in solving global hunger. Past award recipients include U.S. Senators George McGovern and Bob Dole, U.S. Representatives Jim McGovern and Jo Ann Emerson, Secretary of State Hillary Rodham Clinton, Howard Buffett, Bill Gates, David Novak and Christina Aguilera.

# FINANCIALS

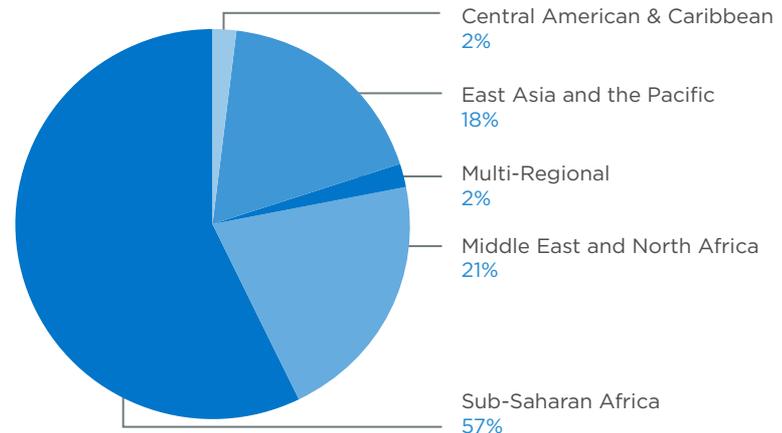
## WFP USA STATEMENT OF ACTIVITIES

<b>Program Expenses</b>	
Grants to WFP	\$18,224,481
Other Program Expenses	\$2,884,729
<b>General &amp; Administrative</b>	\$766,790
<b>Fundraising</b>	\$2,078,723
<b>Total Grants &amp; Expenses</b>	<b>\$23,954,723</b>
<b>Donations</b>	
	\$25,571,472
<b>Special Events</b>	
Donations	\$147,000
Special Events Expenses	\$73,303
<b>In-Kind Donations</b>	
<b>Interest Income</b>	\$151,529
<b>Total Support &amp; Revenue</b>	<b>\$25,796,698</b>

## STATEMENT OF FUNCTIONAL EXPENSES



## ALLOCATION OF GRANTS BY REGION



# OUR SUPPORTERS *Private sector partners*

None of WFP's work would be possible without the commitment of our supporters. Because WFP is entirely supported by voluntary contributions, WFP USA works with U.S. lawmakers, companies, foundations and individuals to make sure staff in the field have the right resources to get the job done. WFP USA's most effective partnerships go beyond financial support to include expertise, equipment, training and employee engagement.



### THE UPS FOUNDATION

Since 2009, support provided by **The UPS Foundation** has enhanced the World Food Programme's capacity to reach millions in need with life-saving relief. During this time, UPS has generously provided cash, in-kind transportation, warehouse facilities, equipment, Logistics Emergency Team personnel and technical assistance to WFP's efforts. In 2014, UPS contributed over \$500,000 in grants and in-kind support to address the Ebola crisis in West Africa, as well as supply chain capacity building projects including warehouse capacity building, development of an Aviation Performance Measurement Tool, supply chain analysis for specialized nutritious foods, emergency response, and new strategies training. We are tremendously grateful to The UPS Foundation for its long-time dedication and critical partnership in meeting the challenges of a global problem that continues to grow in scale and complexity.

### YUM! BRANDS

**Yum! Brands'** partnership and leadership continue to be vital to the work of the World Food Programme. Yum! Brands' World Hunger Relief campaign is the largest private-sector campaign on the issue of hunger, mobilizing more than 41,000 KFC, Pizza Hut and Taco Bell restaurants and more than 1 million employees and franchise associates across the globe. Since its launch in 2007, World Hunger Relief has raised over \$100 million in cash donations for WFP, support without which achieving our mission would not be possible.

### BANK OF AMERICA CHARITABLE FOUNDATION

In 2014, the **Bank of America Charitable Foundation** pledged \$1 million to WFP USA's Emergency Response Fund, our approach to crisis relief that enables WFP to reach communities faster and more efficiently. Bank of America was one of the first to join the fund. So far, they have released funds to tackle Ebola in West Africa, provide school meals for children displaced by disasters and emergencies and support WFP's response in the Nepal earthquake. Since 2005, the Bank of America Charitable Foundation has provided support through direct grants and employee matching gift support to WFP as part of its longstanding commitment to help those at risk of hunger.

### INTERNATIONAL PAPER

In 2014, WFP USA and **International Paper (IP)** celebrated the 10th anniversary of the company's Coins 4 Kids™ program, which has provided millions of school meals to children in Nairobi. In the past 10 years, the company and its employees and supporters have become the largest private donor and long-term supporters of school meals in Kenya. As a voluntarily funded organization, WFP cannot implement or continue such programs without private-sector support. Partners like IP often act as a catalyst, incentivizing governments to contribute more. Together, these relationships and the support of IP are helping WFP in the field deliver vital nutrition and assistance to the most vulnerable families in and around the Nairobi area.

**2014 CORPORATION  
AND FOUNDATION  
SUPPORTERS**

**\$5 Million+**

Caterpillar, Inc.  
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**\$100,000+**

The Boeing Company  
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**\$50,000+**

Cisco Systems, Inc.  
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**\$25,000+**

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**\$10,000+**

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WFP USA/M. Rollins for  
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*“Coins 4 Kids is a great engagement tool for International Paper. Working to end childhood hunger is an effort that unites everyone—including our families. Our spouses help plan and staff our fundraising events and our children join us for a day of service at the local food bank. Coins 4 Kids has truly become a family affair and an integral part of the IP global giving story.”*

— DEANO ORR, EXECUTIVE DIRECTOR, IP FOUNDATION

# Why Partnerships Work

WFP USA builds customized corporate partnership opportunities that speak to specific business needs, philanthropic priorities, or giving interests of employees and consumers. Corporate partnerships help to create a reliable funding base to WFP for a variety of programs such as school feeding, agricultural development, mother and child health, emergency relief and more.

## CORPORATE SOCIAL RESPONSIBILITY

Strategic philanthropy empowers companies to make a difference in global communities where they have a presence. With programs around the world, WFP USA helps corporate partners to choose investments that reflect their values, cater to their markets and complement their line of work. WFP USA works hand-in-hand with corporate partners to position their brands favorably among colleagues, shareholders, customers and the public.

-  Grants
-  Corporate Contributions
-  In-Kind Gifts
-  Matching Gifts

**EMPLOYEES** Corporate partners are using employee engagement and matching gifts programs to make a difference. WFP USA's can custom-design an employee engagement program to help companies promote volunteer leadership and build awareness around their commitment to reduce global hunger. Whether it's supporting emergency relief efforts or

conducting activities around World Food Day, WFP USA has the tools, resources, support and ideas for employees to get involved and make an enormous impact. And by matching employees' donations, corporate partners are able to double or triple the impact of their employees' gifts.

-  Volunteerism
-  Payroll Giving/United Way
-  Disaster/Emergency Donations

**CONSUMERS** Engaging customers via cause and consumer related marketing and portion-of-proceed campaigns generates support and awareness for both companies and WFP USA. This presents a unique opportunity for companies to stimulate consumer engagement and simultaneously do well by doing good.

-  Cause Related Marketing or Point of Sales Contributions
-  Online and Social Media Awareness Campaigns

To learn more about how to help through corporate and private foundation partnerships please contact:

K. Marianne Berner  
Vice President of Development  
Tel: 202-627-3737  
Fax: 202-530-1698

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WFP USA gratefully acknowledges support from the following individuals and families in 2014. We are enormously grateful to all of our donors, including those whose gifts we do not have the space to list here. Each and every contribution is critical to WFP's work—thank you!

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