AARP and AARP Foundation

DRIVE TO END HUNGER™

in Iowa

A Commitment to Action
Jeff Gordon: In An Instant
2011 Meal Gap in Iowa (Overall)
2011 Meal Gap in Iowa (Children)

Child Food Insecurity Rate

- 19.3% of the state's children
- Number of food insecure children: 137,120
- National child food insecurity rate: 22.4%

Estimated Program Eligibility Among Food Insecure Children

- Charitable Response
  - Income ineligible for federal nutrition programs (above 185% of the federal poverty level): 40%
  - Income eligible for federal nutrition programs (below 185% of the federal poverty level): 60%

Top counties with the highest child food insecurity rates:
- Henry
- Wapello
- Lee
- Van Buren
- Muscatine
AARP Iowa Food Insecurity 2012

- Partnership Outreach
  - IA Food Bank Assoc.
  - IA Dept. on Aging
  - IA Food/Access Work Group

- AARP Member SNAP Outreach Volunteer Recruitment

- 2012 Iowa Hunger Summit - Hunger Among 50+ Awareness Building

- www.IowaFoodDrive.com
VIRTUAL FOOD DRIVE

It’s fast, fun and easy to use!
Simply “shop” the food items you would like to donate or choose one of our convenient food bundles and then check out to complete your contribution to the Iowa Food Drive.

For every $1 donated, 4 meals can be purchased for Iowa families in need.

Featured Items

- **Provide a Backpack of Food to a Child for 1 Year**
  Iowa Food Bank Association
  $416.67 → $150.00
  Donate

- **Help Feed a Family of 4 for 1 Week**
  Iowa Food Bank Association
  $69.44 → $25.00
  Donate

- **Fresh Produce (180 lbs.)**
  Iowa Food Bank Association
  $275.00 → $30.00
  Donate

THANK YOU.
AARP Iowa
Food Insecurity
2013

• SNAP Outreach Vista Coordinator at AARP Iowa

• World Food Prize Hunger Directory

• AARP - 2013 Statewide Hunger Survey

• Thought-Leader Meetings

• Building Partnerships
AARP Iowa 2013 Hunger Survey

AARP Iowa survey

• Gauge Iowans’ experience with hunger in the state and

• Iowans opinion about state support for food banks.
Hunger Statistics Tested  
(n=800 Iowans Age 18+)

<table>
<thead>
<tr>
<th>Hunger Statistic</th>
<th>Higher than thought %</th>
<th>Lower than thought %</th>
<th>About what thought %</th>
<th>Not sure %</th>
</tr>
</thead>
<tbody>
<tr>
<td>50 million people in the U.S. face risk of hunger each day</td>
<td>47</td>
<td>7</td>
<td>40</td>
<td>5</td>
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<td>47</td>
<td>11</td>
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**Iowans Respond -**

*Hunger is important, but Iowans underestimate the breadth of the problem*
Iowans Respond -

SNAP? What’s that?
Iowans Respond -

*Hunger in their community has increased*
Iowans Have Given Their Time, Food and Money To Those At Risk of Hunger

More Than Half Of All Iowans Have Given Food And Money To Help The Hungry In The State

More Than Six In Ten Would Give More Food And Money To Help The Hungry In The State If Asked

Iowans say:

They give now, will give more, if asked
Iowans say:

*Everyone needs to help!*
How To Help!

Help get the word out to older Iowans to tell them about SNAP so they can get signed up.

Contact AARP Foundation and NYCCAH Iowa VISTA volunteer, Sue Klaessy at sklaessy@aarp.org, 515-697-1005
www.IowaFoodDrive.com
Social Media

Email (Gmail) -> Tumblr -> Posterous

Tumblr -> Homepage/Blog -> Posters

Posterous -> Hootsuite / ow.ly

Hootsuite / ow.ly -> Twitter

Twitter -> Flickr

Flickr -> YouTube

YouTube -> Google Reader

Google Reader -> StumbleUpon

StumbleUpon -> Delicious

Delicious -> Ping.fm

Ping.fm -> LinkedIn

LinkedIn -> MySpace

MySpace -> Digg

Digg -> Facebook

Facebook -> Glue

Glue -> Twitter

Twitter -> Twitter Feed

Twitter Feed -> Technorati

Technorati
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AARP Real Possibilities