



## Hunger Impact Plan

*Developed in alignment with the Hunger Relief Now! Plan.*

**Vision:** Residents of King County are **“food secure”** – they have no problems, or anxiety about, consistently accessing adequate food. All members of the household at all times have access to enough nutritious food for an active, healthy life.

### **Background:**

United Way of King County invests more than \$1 million each year to support the Emergency Food System through outcome 2101 – Meeting Basic Food Needs and outcome 2011 – Strengthening the Capacity of the Human Service System (Food). In the summer of 2008, the Emergency Food System began experiencing a rapid increase in demand for services – this is thought to be one of the first signs of the economic downturn in our community. In response to the growing need, United Way worked with community partners to develop the **Hunger Relief Now! Plan** – a set of 12 strategies to reduce Hunger in King County. **The complete Hunger Relief Now! Plan can be found here: [www.uwkc.org/researchreports](http://www.uwkc.org/researchreports).**

Beginning in July 2010, the Out of the Rain Impact Council plans to align investments in outcomes 2101 and 2011 with the Hunger Relief Now! Plan. These funds were last open for a competitive application process in 2002. Since that time new programs have emerged, the needs of the community have changed and we have new data and best practices that we enable us to make more strategic investments

### Data from the Hunger Relief Now! Plan shows:

- One in eight Americans does not have access to enough food.
- A growing number of people in King County need help with food. The daily number of calls asking for help with food received by the King County 2-1-1 increased 53 percent from September 2007 to December 2008.
- About 55 percent of seniors and people with disabilities in public housing in Seattle are food insecure or hungry. Poverty, disability, limited mobility and inability to access grocery stores and food banks are identified as primary contributing factors.
- Nearly 45% of the individuals using a food bank, meal program or shelter in Western Washington have some form of post-secondary education. Only 15% are homeless
- Based on data from Seattle food banks, the largest increase in food bank beneficiaries in 2008 was for children 0-2, followed by other children under 18.

### Consequences of Hunger:

- Poor developmental outcomes for kids.
- Decreased well-being and productivity among adults.
- Compromised health of seniors.
- Financial cost to communities. An exhaustive study of the costs of hunger estimated that the United States pays more than \$90 billion annually for the direct and indirect costs of health, productivity and quality of life effects described above

Why are people hungry?

- Food stamps and other public benefits are going unused. In King County more than 35% of people eligible for Food Stamps are not claiming them
- Households with very low incomes simply cannot afford what it costs to provide basic needs, especially in areas such as King County where housing costs are so high and require a very high proportion of income.
- Racial disparities
- Families often start a downward spiral with loss of a job or a major medical problem.

**Approach:**

United Way of King County and the Out of the Rain Impact Council will focus investments on strategies that align with the Hunger Relief Now! Plan and will:

- Increase food stamp participation from 60% to 80% among eligible King County residents
- Increase participation in summer food programs from 10% (2006) to 40% of students who qualify for free and reduced price lunch during the school year
- Reduce the number of people who are “food insecure”: 6.8% in 2007
  - Data indicates that an increasing number of children and seniors are food insecure. We anticipate directing a large proportion of United Way funds to meet the needs of these populations.
  - Data also indicates an increasing need for foods that meet the cultural and dietary needs of specific populations. United Way funds will support agencies that are working to meet the cultural and dietary needs of the community they serve.

**Hunger Free King County Strategies and Results through September 2009**

<b>Strategy</b>	<b>Results</b>
1. Immediate Outreach effort to enroll the lowest income and most vulnerable people into the food stamp program:	<ul style="list-style-type: none"> <li>• WithinReach has made 16,000 + outreach contacts and 2,900 + applications for Basic Food and other benefits</li> <li>• Bridge to Basics program launched October 2009. 70 volunteer trained and deployed to connect families with public benefits.</li> </ul>
2. Feed hungry seniors, people with disabilities, people experiencing homelessness and homebound people via meal programs and home delivery:	<ul style="list-style-type: none"> <li>• United Way awarded \$250,000 to increase the capacity of 8 home delivery providers in July 2009.</li> </ul>
3. Serve more meals to low-income children this summer through summer meal programs.	<ul style="list-style-type: none"> <li>• The Seattle Foundation Building Reliance fund invested in School’s Out Washington to increase the number of summer meals in 2009 and 2010.</li> </ul>
4. Meet critical equipment, staffing and transportation needs for food banks, meal programs and home delivery programs:	<ul style="list-style-type: none"> <li>• January 2009: United Way provided funding through the Response for Basic Needs to increase the capacity of 23 food banks and</li> </ul>

	<p>meal programs</p> <ul style="list-style-type: none"> <li>• United Way awarded \$130, 000 in Emergency Food System Capacity Building grants July 2009 to 11 agencies.</li> <li>• Through the Response for Basic Needs, United Way will increase the capacity of more than 50 food banks and meal programs</li> </ul>
5. Increase enrollment of pregnant women, infants and young children in the WIC nutrition program	<ul style="list-style-type: none"> <li>• In progress</li> </ul>
6: Strengthen marketing, outreach, technology and state processing for food stamp program and other public benefits.	<ul style="list-style-type: none"> <li>• Working with Gates Foundation, Philanthropy Northwest, City of Seattle, Medina Foundation and State of Washington on WA Access to Benefits Project.</li> </ul>
7. Strengthen and coordinate the community-based food system	<ul style="list-style-type: none"> <li>• United Way is developing a Volunteer Impact Program for Hunger Relief Organizations</li> <li>• United Way is realigning \$1 million in outcome funding support the Hunger Relief Now! Plan.</li> </ul>
8. Increase the number of low-income students who eat a healthy breakfast and lunch at school.	<ul style="list-style-type: none"> <li>• In progress</li> </ul>
9. Sign up more child care providers for federal child care food program.	<ul style="list-style-type: none"> <li>• In progress</li> </ul>
10. Increase nutritional value of food for all strategies in this plan	<ul style="list-style-type: none"> <li>• United Way is exploring relationship with Farmers Markets in King County to incentivize utilization of food stamps to purchase nutritional food.</li> </ul>
11. Form a King County Hunger Reduction Council to reach shared goals and measure progress.	<ul style="list-style-type: none"> <li>• United Way is convening and staffing this group. They will meet monthly beginning fall 2009 to discuss plan implementation.</li> </ul>
12. Engage community leaders in advocacy efforts to increase resources and effect meaningful policy changes.	<ul style="list-style-type: none"> <li>• 1<sup>st</sup> Hunger Action Week held April 2009</li> <li>• United Way will hold “Give 10” in December 2010 to raise funds for Hunger Relief.</li> <li>• 2<sup>nd</sup> Hunger Action Week planned for January 25 – 29, 2010.</li> <li>• United Way is providing support for Anti Hunger and Nutrition Coalition</li> <li>• Initial meeting w/ legislators scheduled for the summer of 2009. Hunger Action Day in Olympia in planned for January 29, 2010.</li> </ul>

### **Partners with a Role to Play**

United Way is implementing the Hunger Relief Now! Plan with dozens of community partners including: City of Seattle, Department of Social and Health Services, Public Health Seattle and King

County, Children's Alliance, WithinReach, Seattle Food Committee, South King County Food Committee, Food Lifeline, NW Harvest, Meals Partnership Coalition and Medina Foundation.

### **Community Input:**

The Hunger Relief Now! Plan is built on a foundation of work by the existing network of providers, non-profits, advocacy organizations, and government and private funders who work tirelessly to help ensure that no one in our community goes hungry. This document would not have been possible without the contributions of many, many of the people in the field of hunger relief in our community.

Members of the emergency food distribution system (food banks, meal programs, and food distributors) on the front-line of the fight against hunger discussed the strengths and limitations of their system at length and with great candor. Local government representatives provided in-depth analysis of local and federal programs. Advocates helped inform the creation of the plan by pointing out legislative actions that could help make the system work better and more efficiently for the people and families striving to access food assistance.

### **July 2010 Funding:**

The Out of the Rain Impact Council will accept applications from agencies throughout King County that help low income families increase their food security and are working in alignment with the Hunger Relief Now! Plan. A total of **\$1,031,759** will be awarded in July 2010. The award period will run from July 1, 2010 – June 30, 2011.

- Ongoing funding is contingent upon United Way fundraising and agency performance.
- Agencies that receive United Way funding must commit to actively participating in the implementation of the Hunger Relief Now! Plan.
- National data indicates that the recession is impacting communities of color in disproportionate ways and local data shows increased need for hunger relief strategies in certain geographic regions of the county. United Way will use data from the King County Community Assessment when making funding decisions to ensure we are reaching communities with the greatest need. Agencies are encouraged to visit the King County Community Assessment webpage [www.uwkc.org/kcca](http://www.uwkc.org/kcca) for more details and to include data from their community in their application.

The following Outcomes will be open:

- **Outcome 2101: Meeting Basic Food Needs**
  - Food Banks, meal programs and home delivery programs are eligible for funding in this outcome.
  - Award Range:
    - **\$10,000 - \$75,000** for agencies that have one or two locations and serve one or two cities.
    - **\$10,000 - \$125,000** for agencies that have more than two locations and serve more than two cities
  - Agencies are encouraged to apply for a level of funding that is appropriate to the level of services and outputs they plan to deliver.
  - Agencies that connect families to public benefits and other community resources are **strongly** encouraged to apply.

- **Outcome 2011: Strengthening the Capacity of the Human Service System (for the distribution of food to local emergency food providers)**
  - Food Distributers should apply in this category
  - Award Range:
    - \$10,000 - \$175,000 for agencies currently receiving funding in this outcome area
    - \$10,000 - \$60,000 for new agencies in this outcome area.
  - Agencies are encouraged to apply for a level of funding that is appropriate to the level of services and outputs they plan to deliver.
  - Agencies that connect families to public benefits and other community resources are **strongly** encouraged to apply.
  
- **Innovation Awards:** Agencies applying for funding in outcomes 2101 or 2011 may also apply for an Innovation Award (in addition to the outcome funding). The maximum award will be **\$25,000**. The innovation fund award criteria are as follows:
  - Funds will support a new program or a program expansion
  - Directly aligns with at least 1 Hunger Relief Now! Strategy
  - Funds allow the agency to serve more people – particularly people impacted by the economic downturn
  - Projects or programs that involve multiple partners working collaboratively are encouraged to apply

**Application Timeline:**

<b><u>Action Item</u></b>	<b><u>Date</u></b>
Application available on United Way website.	November
Application Released to agencies	Dec 7
Applications due back from Agencies	Jan 6
Impact Council Review and Approval	Jan 12 – Feb 1
CBC Approval	Feb 16
Board Approval	Mar 2
Announcement to agencies on funding decisions	Mar 4

**For more information on this funding process, please contact Lauren McGowan.**

Lauren E. McGowan  
Associate Director, Ending Homelessness  
United Way of King County  
720 Second Ave  
Seattle, WA 98104  
206-461-6973  
Lmcgowan@uwkc.org