



SHARE OUR STRENGTH'S
GREATAMERICAN
DINEOUT
NO KID HUNGRY

PRESENTED BY
AMERICAN EXPRESS®



HOW RESTAURANTS CAN PARTICIPATE

Join the campaign with these easy steps:

- Log on and sign up at www.greatamericandineout.org.
- Designate your contribution of up to 5 percent.
- Receive ongoing support. Share Our Strength builds awareness of the campaign through media and corporate partners, and uses the Great American Dine Out website to provide downloadable marketing and promotional tools, tips and best practices for promoting the campaign.

OUR PARTNERS

The following companies are providing critical financial, promotional and marketing support to the Great American Dine Out:

- American Express, Presenting Sponsor
- Nation's Restaurant News, Restaurant Trade Media Partner
- OpenTable, Online Reservations Partner
- Fishbowl Marketing, premiere online restaurant marketing company

Food Network, Share Our Strength's exclusive television partner, is also supporting the Great American Dine Out by airing public service announcements during the campaign period.

NATIONAL DINE OUT RALLIES RESTAURANT INDUSTRY TO END CHILDHOOD HUNGER SEPTEMBER 21 – 28, 2008

WHAT IS SHARE OUR STRENGTH'S GREAT AMERICAN DINE OUT™?

Share Our Strength's Great American Dine Out™, presented by American Express®, is a new national campaign that rallies the entire restaurant industry to make sure no kid in America grows up hungry. From September 21 – 28, 2008, thousands of restaurants across the country will unite and mobilize consumers to dine out and raise millions of dollars to help Share Our Strength® end childhood hunger in America.

HOW THE GREAT AMERICAN DINE OUT GOT STARTED

In the wake of Hurricanes Katrina and Rita in 2005, Share Our Strength mobilized thousands of restaurants to create *Share Our Strength's Restaurants for Relief*, a one-day national dine-out event that raised money to rebuild school cafeterias, establish summer-meal programs, support local restaurant workers and provide other food-related services in affected Gulf Coast areas. The two-year effort raised \$1.5 million and engaged new segments of the culinary world.

Share Our Strength created the Great American Dine Out to build on that success in a way that involves every segment of the restaurant industry and their diners on the broadest scale, demonstrates the restaurant industry's commitment to making sure that all children have access to the nutritious food they deserve and raises the significant funds needed to support Share Our Strength's plan to end childhood hunger.

HOW WE INVEST GREAT AMERICAN DINE OUT FUNDS

Funds raised through Share Our Strength's Great American Dine Out are granted to successful nonprofit organizations specifically to help them promote, increase and facilitate kids' access to nutritious foods — including fresh fruits and vegetables — where they live, learn and play. Funds are also granted to organizations that offer high-quality nutrition education to low-income families through *Share Our Strength's Operation Frontline*®.



Nation's Restaurant News



FISHBOWL
MARKETING





WHO WE ARE

Share Our Strength® is a national organization working to make sure no kid in America grows up hungry. We weave together a net of community groups, activists and food programs to catch children at risk of hunger, and surround them with nutritious food where they live, learn and play.

OUR NATIONAL IMPACT

Since 1984, Share Our Strength has raised over \$200 million, providing support for more than 1,000 groups around the globe that are working to end hunger. Since 2004 when we launched our strategy and 10-point plan to end childhood hunger, our grant recipients have, among other impressive outcomes:

- **Served more than 40.2 million meals to children**
- **Reached 889,000 low-income kids with meals and snacks through afterschool, summer and weekend food programs**
- **Established 926 new afterschool and summer feeding sites**
- **Taught more than 200,000 children in nutrition education classes**
- **Grown 2.5 million pounds of produce in low-income community gardens**
- **Referred nearly 2 million people to public and private food and nutrition programs**
- **Spent 110,000 hours advocating for federal child nutrition programs**

WHY WE ARE FOCUSING ON CHILDHOOD HUNGER

In the world's wealthiest nation, no child should grow up hungry. **Yet, more than 12 million children in America are at risk of hunger.** That's one in six with limited or uncertain access to the nutritious foods they need to develop to their full potential.

Despite its devastating and highly visible consequences, **childhood hunger is invisible.** You can't see it just by looking, and you can't measure it in pounds, but it is among us: It affects black, white, Asian and Hispanic, short and tall, thin and chubby.

Poverty is complex; feeding a child is not. Despite the good efforts of governments, private-sector institutions and everyday Americans, not all of our children have daily access to the nutritious meals they need to live active, healthy lives. Through dedicated, committed volunteers and community organizations, **Share Our Strength® finds childhood hunger where it hides, and works to end it.**

HOW WE WILL END CHILDHOOD HUNGER

In 2004, Share Our Strength developed its national strategy to end childhood hunger in America. This strategy is focused on long-term solutions that support access to nutritious food and healthy food choices — the difference between feeding a family tonight, and ensuring that they never have to worry about when their next meal will come. **It is designed to bridge the gaps between existing, effective programs and the families who need them.**

At its core are three sensible goals:

- **Increase access** to public and private programs that provide food to children and their families
- **Strengthen community infrastructure and systems** that connect children to healthy food
- **Improve families' knowledge** about available programs and how to get the most from limited resources.

We are accomplishing these goals by establishing comprehensive state partnerships, refining our grantmaking activities across the country, and expanding effective nutrition education efforts.

WE ARE SHARE OUR STRENGTH WE CONNECT FAMILIES WITH FOOD

Everyone has a strength, and everyone has something to share. Chefs, companies, volunteers and everyday Americans that care.

It's time to roll up our sleeves and put an end to childhood hunger.

www.greatamericandineout.org