The Impact Genome Project®

State of Impact: Hunger

36 Minutes to Impact Webinar Series
Today’s Speakers

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Today’s Agenda

1. The Challenge
2. The Impact Genome
3. Demand – the Need
4. Supply – Programming & Funding
5. Strategies to Meet Demand
6. Q&A
Cracking The Code On Social Impact

The Impact Genome Project® creates standardized data to identify what works.

1. Quantify & Track Beneficiary Needs
2. Quantify & Track Nonprofit Impact
3. Enable Funders To Invest In What Works
Sentinel Outcomes Initiative™

The Impact Genome's Sentinel Outcomes Initiative tracks six key social determinants of health.

- Financial Health
- Social Capital
- Housing
- Food Security
- Education
- Workforce
Addressing Hunger

nourishing neighbors

2020 IMPACT REPORT

Thanks to generous contributions, we create brighter futures for our neighborhoods.

We are committed to help feed our neighbors in need.

$239 Million in food and monetary donations
13 Million individuals reached
3,000+ organizations helped

350 Million Meals
enabled including 37.5 Million Breakfasts for kids

$9 Million invested in empowering BIPOC communities through hunger programs

$10.4 Million invested in schools to feed kids during the pandemic

$472,000 to support feeding seniors

$4 Million invested in innovative programs to unlock new ways to feed our neighbors

65,000 people connected with SNAP benefits
Demand: The Need
Addressing Hunger Requires Investment in Individuals and Systems

- **As-Needed Access to Meals**: Immediate access to a meal that is affordable or free and convenient.
- **Regular Access to Food**: The ability to regularly secure a sufficient amount of affordable food.
- **Increased Knowledge to Sustain Healthy Eating**: Increased knowledge about how to select, afford, and prepare food to support a healthy life.
- **Healthy Food Consumption and Behavior**: Healthy food behavior, including nutritious food preparation and consumption.
- **Improved Food Distribution Network**: Organizations expanding the number of individuals served, the quantity of food available, or improved efficiency.
- **Improved Availability and Variety of Affordable, Nutritious Food**: Organizations increasing the availability, variety, visibility, or affordability of nutritious and/or culturally relevant foods.
- **Increased Food Security**: Higher levels of food security.
State of Hunger

37% of adults got food assistance from a nonprofit organization or a government service in the last year.

23% of Americans report experiencing food challenges in the last year.

58% of adults struggling with food challenges also faced at least one barrier to access services.

41% believed they were not eligible for government or nonprofit services.

25% did not know how to access at least one of the government or nonprofit services.

17% did not have a relevant service in their community.

Conducted with support from The Albertsons Companies Foundation in August 2021, with 2,233 adults.
Supply: Programming and Funding
The Price of Impact for ‘Access’ Outcomes

What is the average cost to help an individual achieve each outcome according to the Price of Impact Index™ (POI)?

As-Needed Access to Meals: $8, Range: $5 - $10

Regular Access to Food: $432, Range: $295 - $568

Increased Knowledge to Sustain Healthy Eating

Healthy Food Consumption and Behavior

Improved Food Distribution Network

Improved Availability and Variety of Affordable, Nutritious Food

Increased Food Security

The POI is calculated based on data of nonprofits and social programs. For more information, visit: https://impactgenome.org/benchmarks-faq/
Investment Required to Meet the Need

What is the average cost to help an individual achieve each outcome according to the Price of Impact Index™ (POI)?

As-Needed Access to Meals: $8 (Range: $5 - $10)

Regular Access to Food: $432 (Range: $295 - $568)

Increased Knowledge to Sustain Healthy Eating

Healthy Food Consumption and Behavior

Improved Food Distribution Network

Improved Availability and Variety of Affordable, Nutritious Food

Increased Food Security

Cost to Meet the Need for the 23% of Americans with Food Challenges: $25.6 B

The POI is calculated based on data of nonprofits and social programs. For more information, visit: https://impactgenome.org/benchmarks-faq/
Current Investment (& Gap) in Regular Access to Food

Our current investment in these programs is not enough to meet the need

- **2,000+** Nonprofit programs focused on providing regular access to food to individuals
- **$1.4B** Total annual investment in these nonprofits focused on regular access to food
- **2.5M – 4.8M** Potential people able to gain regular access to food with these resources
- **24.2B** Gap between current spend and current need
Strategies to Meet Demand
Top Strategies to Support People Facing Food Challenges

**Top Nonprofit Program Strategies**

1. Provide free food or meals
2. Provide food for local distribution
3. Utilize food drives / donations

**Top Beneficiary Needs**

1. Extra money to help pay for food or bills
2. More or different food in the stores
3. Reliable and accessible transportation options
6. Enough free food to last a few days
13. A free prepared meal with no prior notice
Data to Drive Change

Better understand people’s needs

Find Nonprofits that align with people’s needs

Benchmark progress against those needs year over year
Q&A
Thank you for joining us!

Our next Sentinel Outcomes Initiatives event will be
State of Impact: Housing and Homelessness
Winter 2021