



Friends,

As the year comes to a close, we have a unique opportunity to help fend off hunger in North Texas with Walmart's "fighting hunger together" Facebook challenge.

Walmart is providing \$1.5 million to food banks and food distributors, and Facebook users decide where that money goes. The community with the most "Like" clicks on Walmart's "fighting hunger together" web page will receive a \$1 million prize. Communities with the next five highest tallies will receive \$100,000.

But we need your help. It will cost you nothing and take you less than 15 seconds. ***The deadline is December 31<sup>st</sup> so we must act quickly.***

First, go to <http://fightinghunger.walmart.com/city/Dallas-Fort-Worth-Arlington-TX> and click the "Like" icon for Dallas-Fort Worth-Arlington to tally your vote. But don't stop there! Forward this email to family and friends asking them to do the same. Ask your companies to engage its employees. Ask your places of worship to share with their members. Include your schools, neighborhood associations, your North Texas Facebook friends and of course, post the link on your Facebook page!

In these challenging economic times, the need to fight hunger is greater than ever. Texas has the 2<sup>nd</sup> worst rate of childhood hunger in the U.S. and one in every four kids is at risk of going to bed hungry. Walmart's generous gesture can help turn this around.

What a wonderful way to celebrate the giving spirit of the holidays by mobilizing tens of thousands of North Texans.

We thank you in advance for your support, and wish you peace and God's blessings for the holiday season and a very Happy New Year!

Sincerely,

A handwritten signature in black ink, appearing to read "Tom Leppert".

Tom Leppert  
Mayor of Dallas

A handwritten signature in black ink, appearing to read "Mike Moncrief".

Mike Moncrief  
Mayor of Fort Worth

A handwritten signature in black ink, appearing to read "Robert Cluck".

Robert Cluck  
Mayor of Arlington



## **MAYORS LAUNCH EMAIL CAMPAIGN TO FIGHT HUNGER \$1.5 Million At Stake In Walmart Facebook Challenge**

**For Immediate Release:**

**December 13, 2010**

The mayors of Dallas, Fort Worth and Arlington are using email and social networking to mobilize North Texans to win Walmart's Facebook challenge to fight hunger.

Walmart's "fighting hunger together" challenge will provide \$1.5 million to food banks and a Facebook vote will determine which cities get those funds. Food banks in the community with the most "Likes" will get \$1 million. The next five highest ranking communities will get \$100,000 each.

Dallas Mayor Tom Leppert, Fort Worth Mayor Mike Moncrief and Arlington Mayor Robert Cluck today emailed a letter with a link to Walmart's "fighting hunger together" web page asking people to click on "Like" for the Dallas-Fort Worth-Arlington metro area. The mayors are then asking North Texans to post the Dallas-Fort Worth-Arlington link on their own Facebook page, and then forward the letter to family and friends.

"This is something that takes less than 15 seconds to do and yet, if we win this challenge, can do so much good in North Texas," said Mayor Leppert.

"North Texas is known for both its generosity and for rising to the challenge," said Mayor Moncrief. "I know we can get this done."

The mayors are also asking businesses to forward the email to their employees. They hope houses of worship, neighborhood associations and parent-teacher groups will send it to their members too. The mayors hope other elected leaders in North Texas will join in the effort as well.

"This is really taking the power of social networking and using it to celebrate the spirit of giving," said Mayor Cluck. "I am confident North Texas will respond by the thousands."

According to the North Texas Food Bank, Texas has the second worst rate of childhood hunger in the nation and one in four children in Texas are at risk for hunger. Two of the major food banks in the region, the North Texas Food Bank and Tarrant Area Food Bank serve 25 counties in the region. If North Texas wins, the money would help support thousands of food pantries and food distribution sites.

The deadline for the challenge is December 31<sup>st</sup>.

Help North Texas Food Banks by clicking on the “Like” icon on this webpage:  
<http://fightinghunger.walmart.com/city/Dallas-Fort-Worth-Arlington-TX>

The letters from the mayors is attached as well as fact sheets on hunger.

Dallas Mayor Contact:

Fort Worth Mayor Contact:

Arlington Mayor Contact:

Chris Heinbaugh, 214-670-0773

Jason Lamers, 817-

Angie Summers, 817-

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A Member of Feeding America



## Childhood Hunger Fact Sheet

### The Childhood Hunger Crisis

- 4-3-2: Every 4<sup>th</sup> child in Texas is at risk of hunger; every 3<sup>rd</sup> child in the City of Dallas lives in poverty; Texas has the 2<sup>nd</sup> worst rate of childhood hunger in the country, behind Arkansas
- Almost 40% of the clients we serve at NTFB are children 0 to 18 years old. *(Source: Hunger in America 2010 study by Mathematica Policy Research, Inc.)*
- Nationally, the Feeding America network has seen a 50% increase in the number of children served compared to 2006.
- NTFB serves almost 25,000 people a day.

### What are the effects of hunger on children?

- Research shows that children who skip meals regularly or skip key nutrients suffer behaviorally, cognitively, and psychosocially.
- Examples: puffy, swollen skin is an indicator of possible lack of protein in the diet; hoarding, saving or stealing food are behavioral indicators.

### Summer is the Hungriest Time of Year

- Children don't have access to free school breakfasts and lunches.
- We continue the *Food 4 Kids* backpack program throughout the summer, along with *Kids Cafe* sites.
- We rely on donations -- 60% from individual donors and 40% from corporations and foundations, to fund 1,184 feeding and education programs.

## **Food 4 Kids Survey Results**

These are the statistics and quotes derived from written comments on the *Food 4 Kids* referral and evaluation forms by elementary school personnel who serve as program site coordinators.

### **Statistics:**

- 54 percent decrease in behavioral indicators of food insecurity
- 17 percent decrease in physical and behavioral indicators of inadequate nutrition
- 60 percent reduction in comments about not having enough food at home
- 46 percent reduction in chronic sickness
- 40 percent decrease in puffy, swollen skin

### **Feedback from Schools:**

- “Says they don’t have electricity. Always worried she won’t get breakfast if she’s late.”
- “Has taken food from my desk and other students. Has tried to take money as well.”
- “Will not speak.”
- “Shakes a lot.”
- “Has cried from hunger.”
- “Child asked to get some work around the school so she could get paid to help mom pay for bills and food. Parents recently divorced.”
- “Her grades are going down; never gets enough sleep; sleeps in class.”
- “Always complains of headaches or stomachaches.”

### **Positive Impact of the Program:**

- “Stomach aches have lessened.”
- “Was reading below grade level, now working above grade level. Self-confidence is significantly improved.”
- “No longer cries when meal time is over before all her food is finished.”
- “No longer withdrawn, easy going, social, energetic; is trying harder on academics, smiles more.”

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A Member of Feeding America

**CLOSE THE GAP**  
50 Million Meals By 2011.

### **North Texas Food Bank Fact Sheet**

The North Texas Food Bank (NTFB) is a nonprofit hunger relief organization that distributes donated, purchased and prepared foods through a network of 1,184 feeding programs in 13 North Texas counties. The NTFB supports the nutritional needs of children, families and seniors through education, advocacy and strategic partnerships. *Close the Gap* is the NTFB's 3-year initiative to unite the community to narrow the food gap by providing access to 50 million meals annually by 2011.

Founded in 1982, the NTFB is a member of Feeding America ([feedingamerica.org](http://feedingamerica.org)). \*Last year, the NTFB provided access to almost 45 million meals through its efforts, 7.7 million meals, or 21 percent more, than the previous year. Each month Member Agency pantries distribute food to nearly 25,000 people every day. Every dollar donated to the NTFB provides four meals for the hungry.

The NTFB serves a 13-county area that includes: Collin, Dallas, Delta, Denton, Ellis, Fannin, Grayson, Hopkins, Hunt, Kaufman, Lamar, Navarro and Rockwall.

- The NTFB passionately pursues a hunger-free community.
- The NTFB serves 307 Member Agencies in 13 North Texas counties.
- The NTFB provides food to 1,184 feeding and education programs.
- \$1 = 4 meals
- Last year, the NTFB provided access to almost 45 million meals through its efforts, 7.7 million meals, or 21 percent more, than the previous year.
- The NTFB's goal is to distribute 10,000 Food 4 Kids backpacks each weekend by the end of the school year.
- The NTFB is consistently ranked as one of the top nonprofit organizations in D/FW.
- Based on distribution, the NTFB is ranked 8<sup>th</sup> nationally among the 205 Feeding America food banks.
- 94 cents from every dollar donated goes directly to hunger relief.

#### **4 Ways to Help End Hunger:**

- Give your voice... become an advocate for a hunger-free world
- Give your time... volunteer in our warehouse or at a Member Agency
- Give a pound... host a traditional or Virtual Food Drive
- Give a dollar... \$1 provides 4 meals

***Imagine . . . A World Without Hunger***

[ntfb.org](http://ntfb.org)

\*Represents Fiscal Year 2010; July 1, 2009- June 30, 2010  
For use in FY 11; Revised 8/19/2010