



The U.S. Presidential
End Hunger Awards



The U.S. Presidential End Hunger Awards Program

The U.S. Presidential End Hunger Awards program was produced annually by the End Hunger Network from 1984 to 1991. The program honored United States citizens and organizations that have made significant contributions to ending world and U.S. hunger. This non-partisan program sought to increase public understanding of the hunger problem and its solutions, as well as to inspire further committed action.

Historically held on or around World Food Day (October 16) in Washington, D.C. – a series of events was created to generate media attention and put a spotlight on the issue of hunger and the dramatic efforts being made in the U.S. and around the world to end this avoidable tragedy.

The U.S. Presidential End Hunger Awards program was sponsored by the U.S. Agency for International Development (USAID). [The End Hunger Network](#), a media-based nonprofit founded in 1984 to increase U.S. public understanding of hunger and its solutions, managed the Awards program for USAID.

Going forward, The U.S. Presidential End Hunger Awards, in alignment with the National Strategy for Hunger, Nutrition and Health, would focus on the bold goal of ending hunger in the U.S. by 2030. We suggest that the most appropriate government partner agency would likely be the U.S. Department of Agriculture. We suggest that the Awards program occur during September, Hunger Action Month, preferably on September 23, Hunger Action Day, to maximize national coverage.



The End Hunger Network would work with Feeding America, FRAC, No Kid Hungry, and other national anti-hunger organizations to bring attention to the Presidential End Hunger Awardees during this time of special media focus.



Official Seal of the U.S. Presidential End Hunger Awards

Developed by the Army Institute of Heraldry
Approved by President Ronald Reagan, 1986

Past Presidential End Hunger Award Recipients

The U.S. Presidential End Hunger Awards Program was developed to honor “hunger heroes” – individuals and organizations who have represented the American spirit of contribution and service to others in their efforts to rid the world of hunger.

Individual recipients of the Presidential Awards have been noted educators, scientists, celebrities, members of Congress, advocates for the poor, and hunger activists both within the U.S. and around the world. Organizational recipients have included nonprofit organizations, media groups, corporations, government agencies, and volunteer groups.

- 1983 Wallace Campbell, president of CARE
Dr. Frank Parker, scientist
Kareem Abdul Jabbar, celebrity
Kenny Rogers, celebrity
Harry Chapin, celebrity
Roberto Clemente, celebrity
Save the Children, private voluntary organization

- 1984 C. Payne Lucas, founder of Africare
Dr. Arthur Mosher, scientist
Eddy Albert, celebrity
Meals for Millions/Freedom from Hunger Foundation, private voluntary organization

- 1985 Hon. Bradford Morse, administrator of UN Development Programme
Dr. Norman Borlaug, scientist
Hon. Benjamin Gilman, congressperson
John Denver, celebrity
Land O'Lakes, corporation
CARE, private voluntary organization
Band Aid Trust (for Live Aid)
USA for Africa, private voluntary organization

- 1986 Dr. John Hannah, director of World Food Council
 Mary Barden Keegan, US hunger activist
 Dr. Robert Chandler, scientist
 Hon. John Danforth, senator
 Dennis Weaver, celebrity
 Dr. Larry Ward, founder of Food for the Hungry
 Lutheran World Relief, private voluntary organization
 The Peace Corps, US volunteer service
- 1987 Y.C. James Yen, founder of International Institute of Rural Reconstruction
 Marguerite Chandler, US hunger activist
 Dr. John Mellor, scientist
 M. Peter McPherson, director of USAID
 Valerie Harper, celebrity
 David Guyer, president of Save the Children
 Glen & Mildred Leet, founders of Trickle Up Program
 Dr. Jean-Pierre Hallet, founder of The Pygmy Fund
 Christian Children's Fund, private voluntary organization
 Christian Science Monitor, international newspaper
- 1988 Eliza Carney, US hunger activist
 Dr. Ralph Waldo Cummings, scientist
 Hon. Marge Roukema, congressperson
 Hon. Tony Hall, congressperson
 Jeff Bridges, celebrity
 ACCION International, private voluntary organization
 National Public Radio, public broadcast network
 General Foods Fund, corporation
- 1989 Hon. Mickey Leland, congressperson
 Mickey Weiss, US hunger activist
 Dr. Jean Mayer, educator and nutritionist
 Hon. Bill Emerson, congressperson
 Julia Taft, director of Office of US Foreign Disaster Assistance
 Ted Danson, celebrity
 Ambassador Alan Woods, Director of USAID
 Volunteers in Overseas Cooperative Assistance, private voluntary organization
 Hill Staffers for the Hungry & Homeless, congressional volunteer organization
- 1990 Rev. Art Simon, founder of Bread for the World
 Dr. Marie Gadsden, educator
 Dr. Chaman Kashkari, scientist
 Hon. Doug Bereuter, congressperson
 Sally Struthers, celebrity
 Heifer Project International, private voluntary organization
 Independent Broadcasting Associates, nonprofit media production company
 U.S. Food for Peace, USAID humanitarian assistance program
 Boy Scouts of America, youth organization's Scouting for Food program

1991 Elizabeth Silverstein, founder of Friends of the South Pacific
Tara Chestnut, youth activist
Mark Patinkin, syndicated columnist
Dr. Warren Kronstad, educator
Hon. Barber Conable, president of World Bank
Dr. Orville Vogel, scientist
Ana Christina Bozzo, US hunger activist
Charles Sykes, US hunger activist
Pioneer Hi-Bred International, corporation
Technoserve, private voluntary organization
Second Harvest National Food Bank Network, private voluntary organization

At the annual Awards presentation – held on or around World Food Day (October 16) in Washington, D.C. – a series of events was created to generate media attention and put a spotlight on the issue of hunger and the dramatic efforts being made in the U.S. and around the world to end this avoidable tragedy.

It was an opportunity for the Administration to publicly state its commitment to fight hunger and poverty, showing its alignment with private and public action to end hunger. The Administration often used these public occasions to also announce new initiatives, publish new research and note its success or challenges it faced in various endeavors.

The U.S. Presidential End Hunger Awards were sponsored by the U.S. Agency for International Development, with funds provided through its External Affairs budget and a Biden-Pell Development Education grant. Through USAID staff, a call for nominations was made, a judges' panel was selected and recommendations were forwarded to the White House for confirmation.

The End Hunger Network, a nonprofit organization based in Hollywood, managed the Awards program for USAID. Its expertise and network among the Hollywood community, as well as its media capabilities and partnership with Washington DC-based organizations, has brought public and media attention to the issue of hunger since 1983.

Over the years, efforts were made to coordinate Presidential End Hunger Award events with the many other Washington DC World Food Day activities, some of which included a prayer vigil at the National Cathedral, a national teleconference on college and university campuses, and a Congressional Forum on hunger issues.

The Awards presentation was usually made in the theater of the Old Executive Office Building with a small, invited audience. The Awards were presented by the President, the First Lady, or another designated Administration official, often preceding with a short meeting in the Oval Office. This was followed by a series of press events and a reception at such venues as the Kennedy Center, the Library of Congress, or the Franklin Reception Room at the Department of State.

This format closely follows such high-visibility awards as the Presidential Medal of Freedom, Presidential Awards for Excellence in Science and Mathematics Teaching, and the Presidential Rank Awards. By bringing the recipients to Washington, D.C., high achievement by individuals and organizations can be recognized with White House ceremonial dignity and appropriate national media attention.

A New Approach

But within the context of the new National Strategy for Hunger, Nutrition, and Health and the need to popularize the aggressive goal of ending U.S. hunger by 2030, we recommend that a different model be implemented – that similar to the President’s Education Awards Program.

This program honors graduating elementary, middle, and high school students for their achievement and hard work. The program provides individual recognition from the President and the U.S. Secretary of Education to those students whose outstanding efforts have enabled them to meet challenging standards of excellence. Each year, thousands of elementary, middle, and high schools participate by recognizing deserving students.

The U.S. Presidential End Hunger Awards Program would likewise honor “hunger heroes” within communities across America. Just as schools can recognize outstanding students with the Education Awards, municipal leaders or mayors, members of Congress, governors, and other elected leaders can participate in the End Hunger program by recognizing community members or organizations that have positively contributed to ending hunger.

Because the National Strategy for Hunger, Nutrition, and Health is focused on U.S. hunger, recipients would be limited to being American citizens. A set of criteria and a process for reviewing eligibility would be developed and approved by the White House and the U.S. Secretary of Agriculture.

For those elected officials who apply to participate, the End Hunger Network will provide collateral materials, a communication toolkit (including talking points for the media, speech and press release templates, graphics, letters from the President and USDA Secretary for distribution to the recipient or for a program book, guidelines for the use of Presidential messages, etc.), and electronic versions of the U.S. Presidential Award Program certificates with the President’s and USDA Secretary’s signature, as well as space for the local awarding official’s signature.

The End Hunger Network will also maintain the database of award recipients, collect local and national media coverage of the award presentations, speeches, and the activities of the recipients within the community for which they are being honored.

In addition, special national awards can be given to major corporations, organizations, noteworthy individuals, and others working to achieve the goals of the National Strategy for Hunger, Nutrition, and Health. These could be awarded in a White House ceremony similar to the previous model described above.

Award categories could be:

- Congressional Leadership
- Media Coverage
- Corporate Support
- Organization Collaboration
- Technical Innovation
- Influencer
- Community Organizer
- Research Excellence



Founded in 1983 by actor Jeff Bridges, other celebrities, and entertainment company executives, the End Hunger Network has worked with the entertainment community to encourage, stimulate and create media projects, programs and events aimed at ending hunger. Through cooperative efforts with writers, directors, celebrities, media executives, nonprofit organizations, corporations, community and service groups, the End Hunger Network motivates U.S. citizens to participate in the growing movement to end hunger.

In addition to managing the U.S. Presidential End Hunger Awards, some of the innovative events and programs produced by the End Hunger Network over the last forty years include:

- **The End Hunger Televent** — a three-hour television educational broadcast in 1983 featuring Burt Lancaster, Gregory Peck, John Ritter, Jack Lemmon, Valerie Harper, Jeff Bridges, Dennis Weaver, Kenny Loggins and other well-known celebrities.
- **The Live Aid Concert** — the End Hunger Network wrote and produced the educational and fundraising segments during the 16-hour broadcast, reaching 1.5 billion people simultaneously around the world and raising \$125 million for relief and development programs in Africa.
- **U.S. Mayors' End Hunger Awards** — since 1985, this educational media program, in conjunction with the U.S. Conference of Mayors, has supported mayors in honoring local "hunger heroes" who have taken action and made a difference in combating hunger in their cities.
- **Prime Time to End Hunger** — in December 1989, the three major TV networks came together for the first time to air special episodes of leading primetime TV shows, such as "Designing Women," "The Golden Girls," "thirtysomething," "Cheers," and "Head of the Class." Dealing with hunger, homelessness and volunteerism, these favorite shows in one week reached more than an estimated 238 million viewers, who were urged to get involved in solutions.
- **"Hidden in America"** — this made-for-TV movie drama, broadcast on Turner Network Television, brought the critical and controversial problem of childhood hunger in the United States to millions of viewers, and won two Golden Globe nominations and an Emmy nomination. Jeff Bridges was executive producer of this film project.
- **Fast Forward to End Hunger** -- This three-year joint venture by the End Hunger Network and the Video Software Dealers Association, was an in-store fundraising and awareness program specifically designed to raise funds for hungry children in local communities.
- **Hunger Free America** — the aim of this multi-year educational and media campaign was to raise awareness and provide the American public with ways to become involved in the issue of childhood hunger and support local and national legislation that can end hunger. This program was funded by UniLever, Inc. and we were joined in partnership with the Entertainment Industry Foundation (the "United Way" of the entertainment industry).

Jerry Michaud
Executive Director
703-731-6109
jmichaud@endhunger.com