

The Presidential End Hunger Awards



Background

The 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 seeks 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 were 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 Presidential End Hunger Awards program was sponsored by the U.S. Agency for International Development (USAID), with funds provided through its External Affairs budget and a Biden-Pell Development Education grant. The End Hunger Network (EHN), a media-based nonprofit founded in 1984 to increase U.S. public understanding of hunger and its solutions, managed the Awards program for USAID.

Past Presidential End Hunger Award Recipients



*Official Seal of the Presidential End Hunger Awards Program
(developed and approved in 1986)*

The Presidential End Hunger Awards program was developed to honor U.S. “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 Moshier, 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 were 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 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 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.

Project Outline – Budget Elements

1. Establish a National Committee – composed of 10 leaders of the more prominent national anti-hunger organizations (U.S. and international), previous recipients of the Presidential End Hunger Awards, members of the Administration, representatives of corporate sponsors and other national personalities. The National Committee's role is to call for nominations and select the Judges Panel. The End Hunger Network will work with USAID and USDA to manage the Committee recruitment process during April.
2. Call for Nominations – working with USAID and USDA, The End Hunger Network will compile an extensive mailing list of relevant organizations and leaders, design, print and mail the Call for Nominations, which will take the form of a printed and online request for names, addresses and backgrounds of individuals and organizations who should be considered for the Award. Recommended categories for awards include Individual, Educator/Scientist, Legislator, Celebrity, Corporation, Non-Governmental Organization, and Media, with selections for world or U.S. hunger, or both. USAID and USDA will approve the final designs. The End Hunger Network will manage this process during May and June and compile the resulting nominations (submitted by mail or online) for presentation to the Judges' Panel.
3. Judges Panel – selected by the National Committee through a mail-vote process. The End Hunger Network will work with USAID and USDA to suggest a number of potential Judges for the ballot and determine if they are willing and available to serve before being presented for a vote. Once selected, Judges will agree to review all the award nominations and come to agreement on the Panel's recommendation for 2012 Award winners and alternates in each category. Judges will be recruited during April and May. The End Hunger Network will facilitate the one-day Judges' Panel meeting in Washington, D.C. on or around July 15. The list of recommended recipients and alternates will be forwarded to the White House for consideration and vetting. The White House can add or subtract categories and recipients, but is strongly urged to approve the Judges Panel's recommendations.
4. Recipient Travel. Once the list is approved by the White House, The End Hunger Network will confirm availability of the selected individuals for the Awards presentation and manage travel/lodging for the recipients and spouses/companions for the Presidential Awards events. Transportation will be provided for individuals outside the DC Metro area as needed and appropriate.
5. Award Events – The End Hunger Network will develop and manage all events related to the Presidential End Hunger Awards in coordination with the White House, USAID, USDA and funding sponsor(s). Proposed events include:
 - Welcome/orientation meeting and dinner for recipients in Washington, D.C. on October 16

- Press conference at the White House or National Press Club on October 17 to announce 2012 Award recipients
- VIP White House tour for Award recipients and their families, with an opportunity to personally meet the President on October 17
- Awards presentation by the President (or other top Administration official) at the White House on October 17 – broadcast on C-SPAN, covered by WH Press Corps.
- Evening celebration reception for the Award recipients at a significant Washington, D.C. location on October 17 for approximately 500 guests. Invitees will include Washington's cultural, government, diplomatic, not-for-profit and ethnic communities. To create a dramatic and memorable evening, The End Hunger Network will work with USAID and USDA to produce a multi-media presentation to honor award recipients, provide an engaging update on the issue of hunger and engage world-class music and performance entertainment.
- Congressional Forum on October 18, possibly sponsored by Senator(s) and supported by major Foundations and Think Tanks to open a dialogue related to hunger's impact on world security, health for American and foreign children, educating women in the third world, and other possible topics TBD.

6. Media Activities:

- Working with the White House and sponsoring government agency or agencies, the End Hunger Network will recommend and coordinate all media activities related to each event.
- The End Hunger Network will develop all press materials for distribution nationally and locally as related to each Award recipient.
- The End Hunger Network will coordinate all media outreach and booking for print and broadcast – targeting national media as well as local and topic specific outlets.
- The End Hunger Network will coordinate individual press meetings for each recipient before and after the Award presentation.
- The End Hunger Network will coordinate celebrity participation in media opportunities.
- The End Hunger Network will build media outreach plans to include Op-Ed placement and satellite radio and TV interviews for recipients and approved representatives from the sponsoring government agency or agencies.

7. Miscellaneous Program Elements:

- White House Award Presentation Invitation: The End Hunger Network will design, produce and mail invitations in cooperation with the White House and/or sponsoring government agency. Security requirements will be coordinated with White House security.
- Evening Reception Invitation: The End Hunger Network will compile a proposed invitee list, design, produce and mail invitations for the evening reception in cooperation with the sponsoring government agency and handle the RSVP process.

- **Celebrity Participation:** The End Hunger Network will enlist participation of well-known celebrities and entertainers to serve as hosts of and performers during the Award events and for media interviews and other events as required.
- **Multi-media Presentation:** The End Hunger Network will develop an appropriate multi-media presentation to highlight the careers and accomplishments of the Award recipients, as well as providing an update on the ending hunger movement in the U.S. and abroad.
- **Communications Materials:** Working with the White House and sponsoring government agency, the End Hunger Network will draft all speeches, scripts, introductions and descriptions for all events and program activities.
- **Collateral Materials/Graphic Design/On-line Communications:** The End Hunger Network will develop letterhead, email templates, temporary website/splash page and other on-line communications tools approved by the White House and the sponsoring government agency.
- **Event Programs:** The End Hunger Network will design, produce and print for distribution at the Award events a descriptive program to include quotes from the President and other national leaders as well as detailed descriptions of the Award recipients. Copies of the program will be sent to all members of Congress, state governors, mayors, corporate leaders and private foundations following the events.
- **Travel Planning:** The End Hunger Network will coordinate all travel and lodging arrangements for Award recipients, celebrities and entertainers, and the Judges' Panel outside the Washington, D.C. area. The End Hunger Network will also coordinate all travel within Washington, D.C. during the course of events.
- **Paid Advertising:** The End Hunger Network will creatively develop and place all advertising approved by the sponsoring government agency.
- **Photography and Video Services:** The End Hunger Network will hire and supervise photographers and videographers to document all events.
- **Acknowledgements:** The End Hunger Network will draft, print and mail acknowledgements and letters of appreciation following the events.

End Hunger Network

Founded in 1983 by actor Jeff Bridges and other celebrities, the End Hunger Network works 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 seeks to motivate U.S. citizens to participate in the growing movement to end hunger.

In addition to managing the Presidential End Hunger Awards program from 1984-1990, some of the innovative events and programs produced by the End Hunger Network over the last twenty 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.
- **Hunger Free America** — the aim of this multi-year educational and media campaign is 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 is funded by UniLever, Inc. and we are joined in partnership with the Entertainment Industry Foundation (the "United Way" of the entertainment industry). The Presidential End Hunger Awards could

become an integral part of this overall program. Actress Bo Derek has just been named co-chair of this project.

- **No Kid Hungry Campaign** – partnering with Share Our Strength, this public awareness campaign is centered on building support for solutions aimed at ending US childhood hunger, specifically by increasing access to government nutrition assistance programs at the state level.



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Hunger and Poverty Facts

World Hunger

- Despite years of progress against hunger, in 2010, it is estimated that 925 million people suffer from hunger. This is due to a sudden spike in global food prices and the onset of a world-wide economic crisis.
- In 2005, the latest year for which data is available, 1.4 billion people in developing countries lived in extreme poverty, or on less than \$1.25 a day, down from 1.9 billion in 1981.
- Poverty has declined dramatically in East Asia and in India since 1981 relative to population growth. Sub-Saharan Africa has seen little change in the proportion of people who live in extreme poverty between 1981 and 2005, with 51% of the population living on less than \$1.25 per day, down from 53% in 1981. The absolute number of people in extreme poverty has almost doubled during the same period, from 200 million in 1981 to almost 400 million in 2005.
- In 2008, nearly 9 million children died before they reached their fifth birthday. One third of these deaths are due directly or indirectly to hunger and malnutrition. Malnutrition is not having enough nourishing food, with adequate amounts of protein, vitamins, minerals and calories to support physical and mental growth and development. Children who survive early childhood malnutrition suffer irreversible harm—including poor physical growth, compromised immune function, and impaired cognitive ability.
- Around the world, 178 million children under 5 are stunted, low height for age. Of all stunted children, 90 percent live in just 36 countries, most of them in sub-Saharan Africa and South and Central Asia.
- In countries with high levels of childhood malnutrition, the economic loss can be as high as 2-3 percent of GDP.
- U.S. development assistance accounts for about 0.2% of gross national income.
- For years public opinion polls have shown that Americans believe the United States spends between 20% and 25% of its budget on foreign aid. Respondents generally suggest that the country should be spending about 10%. Since 2000, U.S. poverty-focused development assistance has tripled, and currently totals a little over \$28 billion, but this amount still represents less than 1% of the federal budget.
- From 1985 to 2005, U.S. development assistance to support agriculture and rural development declined from 12 percent of all official development assistance to just 3.1 percent.

U.S. Hunger

- We live in the world's wealthiest nation. Yet 14.6% of U.S. households struggle to put enough food on the table. More than 49 million Americans—including 16.7 million children—live in these households.
- Nearly one in four children is at risk of hunger. Among African-Americans and Latinos, one in three children is at risk of hunger.
- Of the 19.4 million children who receive free or reduced-price lunch each school day, less than half receive breakfast and only 11% access summer feeding sites.
- For every 100 school lunch programs, there are only 86 breakfast sites and just 34 summer food program sites.
- About half of all American children will receive SNAP (Supplemental Nutrition Assistance Program) benefits at some point before age 20. Among African-American children, 90% will enrol in SNAP before age 20.
- One in eight people is enrolled in SNAP. Nearly half are children.
- SNAP participation has increased 44.3% above pre-recession levels, an increase of 12.1 million people.
- More than 90% of SNAP benefits are used up by the third week of the month.
- One in every two babies born in the United States is enrolled in WIC (Women, Infants and Children Program). Although 81.3% of eligible infants are enrolled in WIC, the program reaches just 47.3% of eligible children ages 1 to 4.
- Low-income households already spend a greater share of their income on food. Food accounts for 17.1% of spending for households making less than \$10,000 per year compared to the U.S. average of 12.6%.
- Participation in federal nutrition programs reduces the risk of girls becoming overweight by increasing access to an adequate, nutritious diet. School-aged girls enrolled in SNAP, school lunch, and school breakfast programs are 68% less likely to be overweight than food-insecure girls who do not participate in the programs.
- More than one in eight people in the United States live below the poverty line, which is \$21,756 for a family of four in 2009. One in five children in the United States lives below the poverty line.
- Most Americans (51.4%) will live in poverty at some point before age 65.

- 84% of low-income families have at least one working family member, and 75% of single mothers who head households work.
- In most areas, a family of four needs to earn twice the poverty line to provide children with basic necessities.
- Nationally, more than 30% of children live in low-income working families (families who earn less than twice the poverty line).
- A person working full-time at the minimum wage earns \$14,500 a year. The official poverty line for a family of three—one parent with two children—is \$17,285.