



# GENERATIONS

Celebrating **50 years** of Bread for the World



## Envisioning A World Without Hunger

*"...as we are surrounded by so great a cloud of witnesses...let us run with perseverance the race that is set before us..." – Hebrews 12:1*

**Eugene Cho**, President and CEO  
**Heather Taylor**, Managing Director

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#### **Honorary Campaign Co-Chairs**

**David Beckmann**, President Emeritus

**Art Simon**, President Emeritus,  
*In Memoriam*



**Bread for the World** is a Christian advocacy organization urging U.S. decision makers to do all they can to pursue a world without hunger.

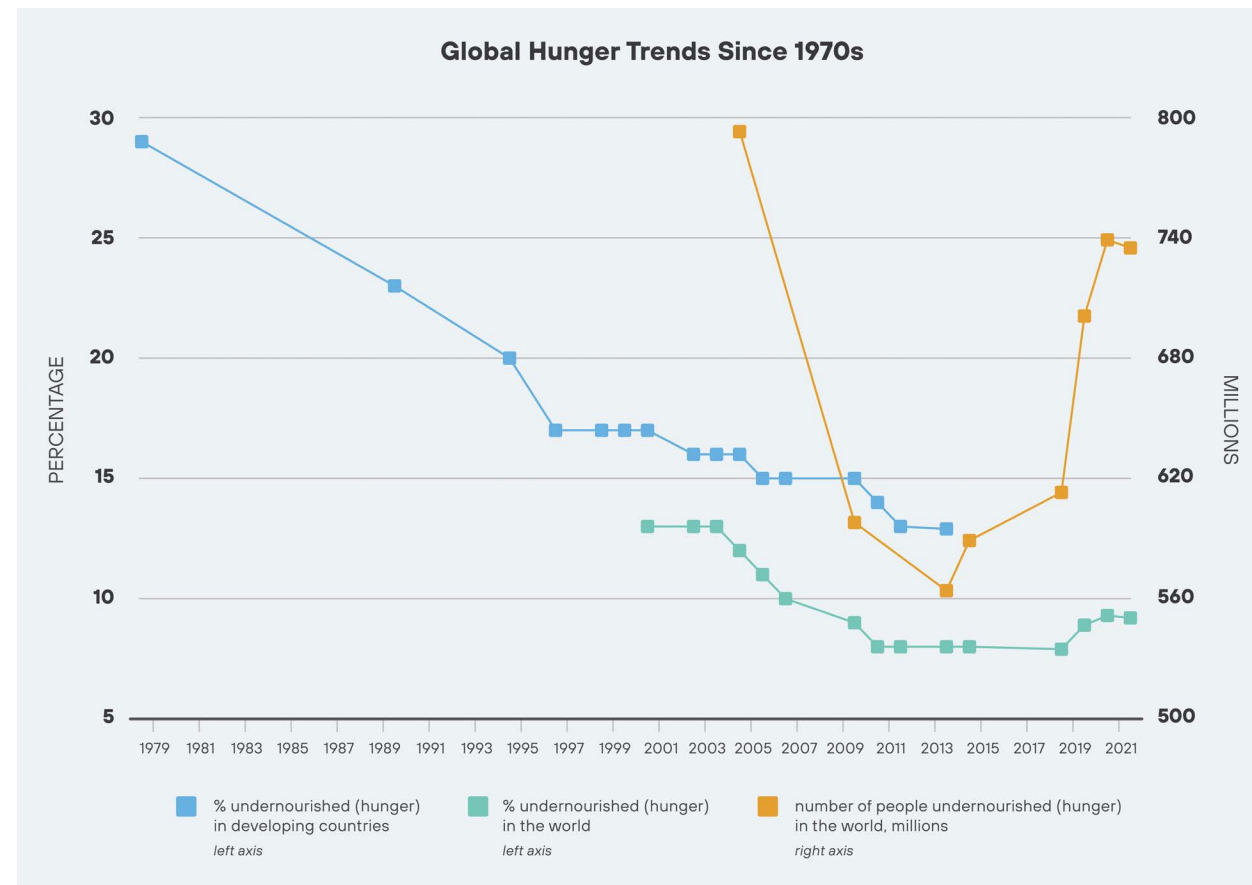
**Our mission** is to educate and equip people to advocate for policies and programs that can help end hunger in the U.S. and around the world.



**T**he share of people facing hunger in the world recently is half of what it was when Bread for the World was founded in 1974, nearly 50 years ago. This is thanks in part to the significant contributions that Bread members, activists, and donors have made over the past five decades. With your partnership, we have helped secure billions of dollars in humanitarian and development aid. We successfully advocated for a bipartisan group of congressional leaders to support funding additional access to meals for children when school is out for the summer. We were instrumental in persuading Congress to pass the **Global Malnutrition Prevention and Treatment Act**. There were so many additional accomplishments we could note, and as we reflect on our story—past and future—we thank God for allowing Bread to play a role in helping make this progress possible.

**We are grateful for the tremendous privilege of serving the most vulnerable through our work together.**

The prevalence of **hunger in developing countries declined by more than half** (55 percent) from the 1970s to 2014. **But hunger around the world has increased since then, from 564 million people** (8 percent of the global population) to 735 million people (9.2 percent of the global population) in 2022.



Source: <https://www.fao.org/3/cc3017en/online/state-food-security-and-nutrition-2023/food-security-nutrition-indicators.html>

Despite these decades of progress, the world is now experiencing the worst hunger crisis in a generation. Hunger has increased due to a combination of deadly factors including:

- increases in war and violent conflict
- the effects of climate change
- the continuing economic and health impacts of the pandemic
- and the rising cost of food.

Last year, more than 345 million people around the world experienced life-threatening hunger, and the most recent data show 735 million people were surviving on less food than they need for good health. Your partnership with Bread is vital because it helps people who are suffering from hunger.

Families in the United States are increasingly struggling. In 2022, according to the U.S. Department of Agriculture, 44



million people (about twice the population of New York) were food insecure. That is an increase of 10 million people compared to 2021 and represents the largest one-year increase since the Great Recession in 2008.<sup>1</sup> This significant rise is due to inflation and rising food costs, as well as the end of pandemic assistance programs like the expanded Child Tax Credit and increased SNAP and WIC access and benefits.

Despite the many difficulties the world faces, it is possible to end malnutrition and to do so in ways that are healthy for the planet. A recent Global Nutrition Report affirms that this remains true: “We have never been better equipped with the evidence and tools we need to improve accountability and drive better nutrition outcomes.”<sup>2</sup>

Bread’s experience over the past 50 years shows us that world-changing progress is possible, and by God’s grace,

Bread is a trusted voice with the knowledge and experience to play a leading role in ending hunger.

**Building on this hope and acting in faith, Bread is launching a 4-year comprehensive campaign to raise \$80 million from 2024-2027.** And we are inviting you and our entire community to meet the urgent needs of this moment and the needs of future Generations.

**In commemoration of Bread for the World’s 50th Anniversary, the theme of our campaign is “Generations.”**

This theme recognizes past, present, and future generations of Bread’s countless advocates, prayer partners, donors, and staff who have made an impact over the decades. We see the cumulative impact of every prayer you lift, every letter you write, every elected leader you engage, and every donation you make.

<sup>1</sup> <https://www.ers.usda.gov/topics/food-nutrition-assistance/food-security-in-the-u-s/key-statistics-graphics/>

<sup>2</sup> <https://globalnutritionreport.org/reports/2021-global-nutrition-report/>

Through this campaign, we will also pay tribute to Bread's past leaders. We will recognize our founder, **Rev. Art Simon**, as honorary co-chair of this campaign—one of the last things he agreed to do before his recent passing. Art led the development of Bread from a local prayer and letter-writing campaign to a powerful nationwide movement of people who

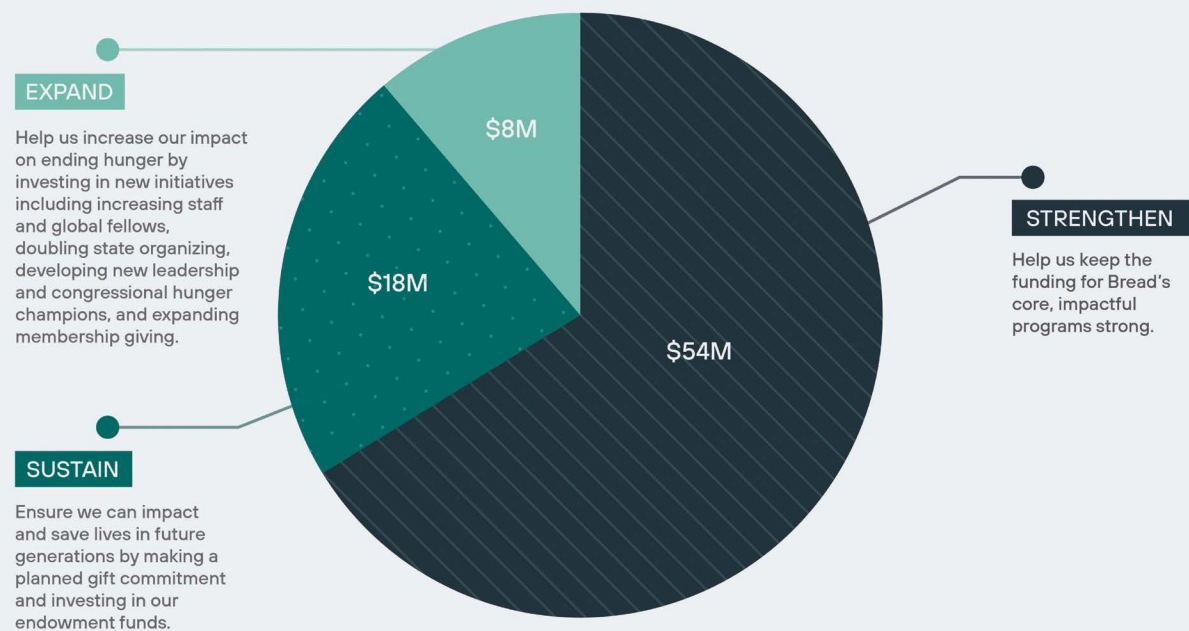
have played a major role in making global progress against hunger. We are deeply grateful to **Rev. David Beckmann**, President Emeritus, for carrying the torch with his wise leadership for nearly three decades, and we are immensely thankful that he will serve as honorary co-chair of the campaign.

**The goals of Bread's "Generations" campaign are threefold:**

- 1. STRENGTHEN** Bread's core programs so our collective work can remain strong.
- 2. EXPAND** with new initiatives to increase our impact on ending hunger.
- 3. SUSTAIN** Bread to ensure we can impact and save lives in future generations.

The following is an overview of each of these goals. More detailed information about each of these opportunities is available upon request.

**Generations Comprehensive Campaign Budget \$80M**



# Goal 1: Strengthen

**We will strengthen Bread's core programs so our collective work can remain strong: \$54M**

Food pantries and direct service organizations are extremely important, but they cannot end hunger alone. The federal government provides far more food assistance than all churches and charities combined. By investing in the right programs and policies, the United States has demonstrated what is possible. During the pandemic, Bread and our partners

advocated for expanding the **Child Tax Credit** to address U.S. childhood poverty and hunger. As a result, the Census Bureau report for 2021 found that child poverty in the U.S. declined by 46% from the previous year, reaching its lowest rate since record-keeping began.<sup>3</sup> However, Congress let the expansion of the Child Tax Credit expire, and child hunger surged again.

<sup>3</sup> <https://www.census.gov/library/publications/2022/demo/p60-277.html>

Bread was founded on the principle that Congress listens when voters from their states and districts speak up. Time and time again, groups of concerned citizens in key congressional districts have had enormous influence on national decisions on hunger. Bread's organizing, government relations, and policy staff work closely with our network of members and activists to engage their churches, colleges, denominations, networks, and faith-based organizations in effective advocacy.

As partisan conflict has become more pronounced and our nation has become more polarized, Bread's work has never been more important. Bread's advocates and members work with our organizing and faith engagement staff to bring people with different interests and backgrounds together for a greater purpose. Bread has always worked in a bipartisan manner, involving people and politicians across the political spectrum to build support

for policies and programs that reduce hunger. In 2022, Bread helped successfully advocate for bipartisan support of the reauthorization of the **Global Food Security Act**. Since the program began in 2016, it has helped lift 23.4 million more people above the poverty line.

Bread will continue to build upon our long-standing commitment to address the racial, gender, and economic disparities that exacerbate hunger. While hunger can impact anyone, it is more likely to affect specific populations. Globally and in the U.S., **women** face barriers that put them at higher risk of hunger. **Communities of color** are much more likely to live in areas of concentrated poverty because of the way laws and society have been structured over many generations. And although people living in rural areas grow most of our food, **rural communities** are also among the most likely populations to face hunger.

*In addition to supporting the new programs described in this case statement,*

**Bread's comprehensive campaign includes raising funds for our ongoing core programs.**

**This will enable Bread's work to remain strong and innovative.**

## Over the next four years, Bread's core work will be especially focused on:

**Expanding Support to Further Reduce Child Hunger and Malnutrition:** When children get the right nutrition at the right time, they can flourish. They are healthier, learn more in school, and earn higher incomes as adults. Through our "Nourish Our Future" initiative, Bread will be calling for increased investments in child nutrition programs and other programs that help families access nutritious foods. In the U.S., this work will include building support for expanding programs like WIC, SNAP, school meals, and the Child Tax Credit. Globally, we will work to reduce child hunger by supporting humanitarian and food aid, development assistance, and debt relief initiatives for low-income countries.

**Responding to Climate Change's Impacts on Hunger:** As a Christian organization with a policy and research institute, Bread is especially well positioned to educate legislators about how climate change is already a leading cause of global hunger. The impacts of climate change include more frequent and intense natural disasters, such as unpredictable droughts and floods, which make it more difficult for people to grow crops and earn a living. This, in turn, forces more people to flee their homes in search of food, resulting in the need for more humanitarian aid. Bread is actively calling for U.S. and global climate policies and financial support for lower-income countries impacted by climate change. We are also calling for support for communities here in the U.S. that are especially impacted.

**Leveraging International Institutions to Respond to Hunger:** Bread staff lead advocacy and education efforts on the role The World Bank and other international institutions play in addressing hunger. These institutions supplement U.S. government funding and encourage other countries and the private sector to contribute. Bread works to ensure that international financial institutions prioritize reaching the most vulnerable people and eliminating poverty. We also build support in Congress to ensure that the U.S. maintains its strong leadership role.

Reducing the debt of low-wealth countries is one of the best ways to reduce global poverty because it frees up a country's resources to invest in the health, nutrition, education, and flourishing of its people. As long-time members will remember, Bread played an important role in the international Jubilee Campaign, which convinced the United States government and governments around the world to forgive the debts owed them by qualifying developing nations. This initiative reduced the debt burden of thirty-six poor countries by 90%, enabling them to focus more of their resources on the nutrition, health, and education of their people. We are now developing a new strategy on debt relief to address 21<sup>st</sup> Century challenges.



# Goal 2: Expand

New and expanded initiatives will increase our impact on ending hunger: **\$8M**

We use political power to pass legislation to create a more food secure world. We seek to increase our influence to reduce hunger by:



deepening relationships with strategic U.S. agencies and international forums



expanding our grassroots leadership and political influence in key U.S. states



expanding our knowledge base of experts with perspectives and lived experience in countries facing significant hunger



increasing our base of leaders who engage churches and community groups in policy advocacy



building bipartisan congressional champions

## Increase Policy and Advocacy Staff Capacity by 35 Percent

Bread needs to increase our presence in spaces where policies are being shaped on Capitol Hill and the White House, as well as institutions such as the Treasury Department, USDA, USAID, the World Bank, global climate conferences, and other forums. By expanding our

government relations, public policy, and research capacity, we can increase Bread's impact, not only through our own network but also through our leadership roles in policy working groups and coalitions. This will be especially important as the political climate may require us to play more defense on our issues in the coming years.

## Pilot a New Global Fellows Program in Food Insecure Regions

Under the direction of Bread's Policy and Research Institute, we will pilot a Global Fellows Program with local fellows in regions impacted by food insecurity. This program will increase our policy and advocacy staff capacity. Through this program, Bread will improve our

understanding of on-the-ground food security issues and strengthen our global coalition building. With an expanded global presence, Bread can bring more stories, perspectives, and research findings to the media, Congress, and the White House, where they can have a significant impact on hunger policy.

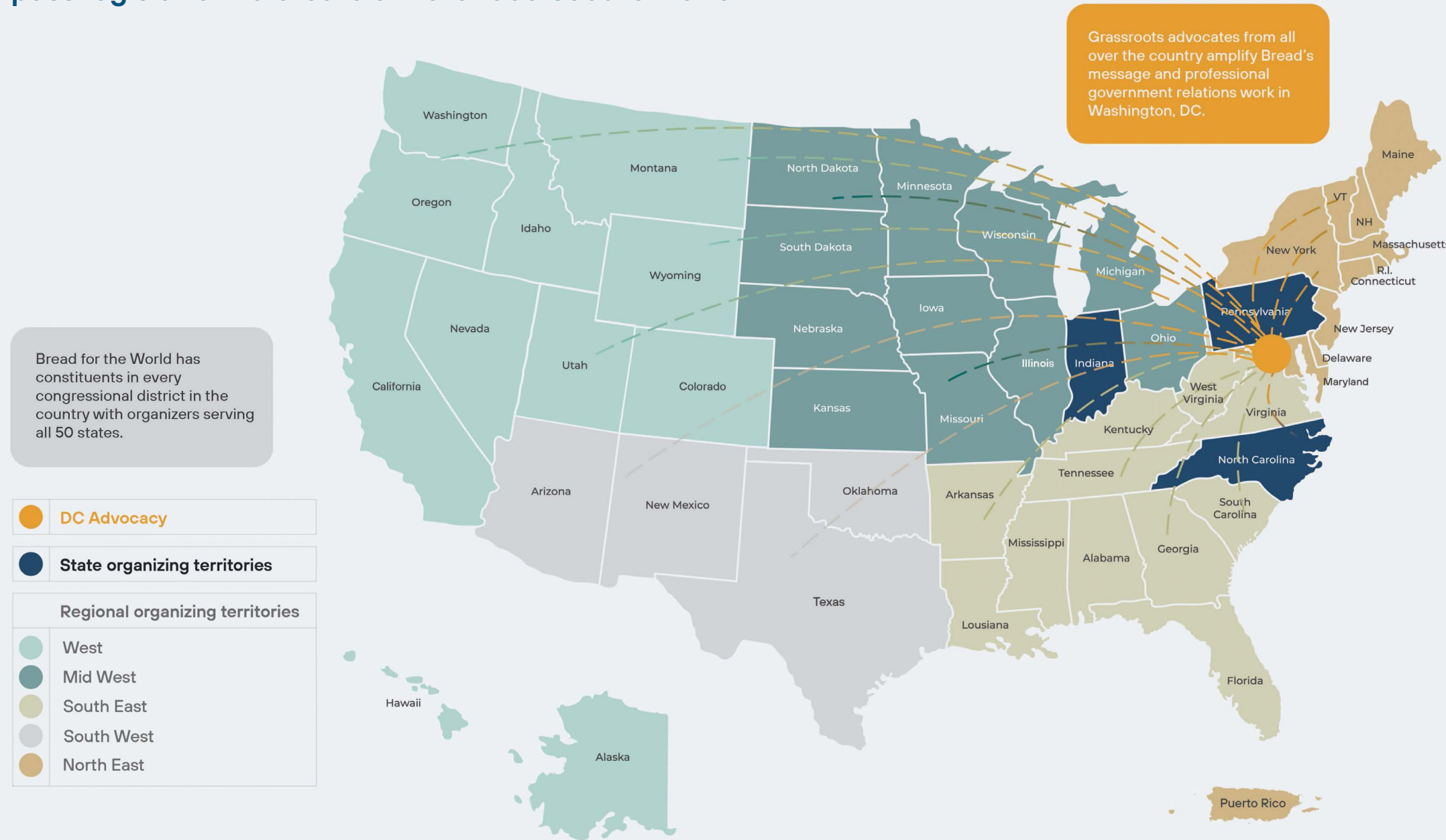
*“Bread will improve our understanding of on-the-ground food security issues and strengthen our global coalition building.”*



### Double Our State Organizing Efforts

Bread is increasing our grassroots organizing capacity in key states. In 2023, building on a track record of success in Indiana, we expanded our state organizing project to Pennsylvania and North Carolina. Our goal is to add at least three more states.

### How Bread for the World builds political power to pass legislation to create a more food secure world:



Your investments will make it possible for us to expand our state based power-building to **3 more states.**

We will choose these states based on factors that include:



high food insecurity rates



existing networks of Bread relationships to build upon



a political environment where we believe we can win on our issues

Within these states, we will focus on congressional districts with the most potential political impact on our issues. We will continue supporting grassroots advocates in other states using our **regional organizing model.**

## New and expanded initiatives will increase our impact on ending hunger



### Develop 1,000 New Next Generation Advocacy Leaders

Our goal is to develop 1,000 new leaders over the next four years. These leaders will be highly equipped and trained to deepen and advance our organizing efforts. We will invest in media and video storytelling in our outreach efforts. Using national digital mobilizing and local relational organizing strategies, we will reach diverse audiences and faith leaders, including younger people and people not connected to traditional church structures. We will also engage young people through campus organizing and outreach to seminaries, Historically Black Colleges and Universities, and other state universities.

### Cultivate Relationships with 20 Potential Congressional Hunger Champions

Over the next four years, we will cultivate relationships with 20 or more members of Congress who have the potential to become hunger champions. To make

sustainable progress on hunger, we will need to build bipartisan support for lasting solutions. Congressional hunger champions from each major political party will help us have more impact in today's challenging political environment.

### Expanding Bread's Membership

Bread members are the heart of our mission. You sustain our work with regular prayers, advocacy, and generous giving. Investing in reaching new people and expanding our membership will strengthen our work in many ways. More Bread members means more political power, which increases our ability to advocate for legislation that helps people experiencing food insecurity. More Bread members will also generate more financial support to sustain our expanded organizational capacity. We have set a goal of expanding Bread's membership by 30% by the end of 2027.



*“Bread members are the heart of our mission. You sustain our work with regular prayers, advocacy, and generous giving.”*



# Goal 3: Sustain

Your gifts will ensure Bread can impact and save lives in future generations: **\$18M**

## Investing in Our Future

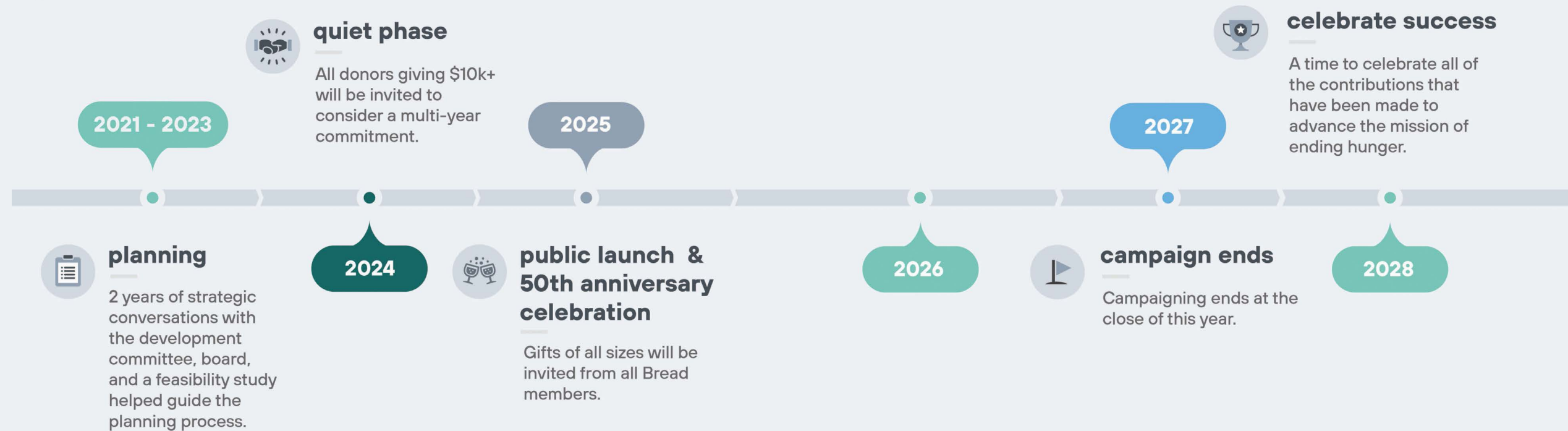
A growing number of Bread for the World members have made endowment gifts and planned gifts. This has made Bread's finances more stable. To ensure that Bread is well-equipped to meet the ever-changing needs of our world for generations to come, we are dedicated to increasing endowment funds and

planned gift and estate commitments. When you include a gift to Bread for the World or Bread for the World Institute in your will, trust, or estate plan, your legacy of compassion will last well into the future. We welcome gifts to our **Founder's Fund** or our **Endowment Fund**. The Founder's Fund is a quasi-endowment

whose principal the board of directors can draw upon if there is an urgent need that threatens the resilience of the organization. The Endowment Fund has its principal held in perpetuity, while the earnings from the invested assets are expended to support Bread's operating expenses. We are inviting you and all

those who make a campaign gift to also consider a gift to one of these funds to build a sustainable source of future income for Bread. Your support and the return on investment of these funds will enable Bread to effectively advocate for the most vulnerable in the U.S. and around the world for years to come.

## Campaign Timeline



# A Personal Invitation

As we approach our 50<sup>th</sup> Anniversary, we are truly humbled and thankful for all that God has accomplished through Bread for the World. As we look back, we are grateful for you and the many generations of servant leaders and activists who have raised their voices and urged our elected leaders to enact more compassionate, just, and effective policies to help lift those struggling with hunger and poverty.

Yet, we acknowledge that our work is far from complete. In the face of a major hunger crisis unfolding before our eyes, we must recommit ourselves and equip future generations for the task before us. May we be spurred by our faith and by the passion of past generations to press onward in the mission to help end hunger in our lifetime so that children today and in the future can flourish.

Would you prayerfully consider how God might use your gift to support Bread for the World?

We cannot do this without you. We would be honored to speak with you or send you more information about ways you can further Bread's impact.

Because of you and others, Bread for the World can offer a collective Christian voice on hunger. We can serve as a beacon of hope that, together, we can create a table where all are valued and where all are fed.

**Thank you for your prayerful consideration.**





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