

NOKIDHUNGRY

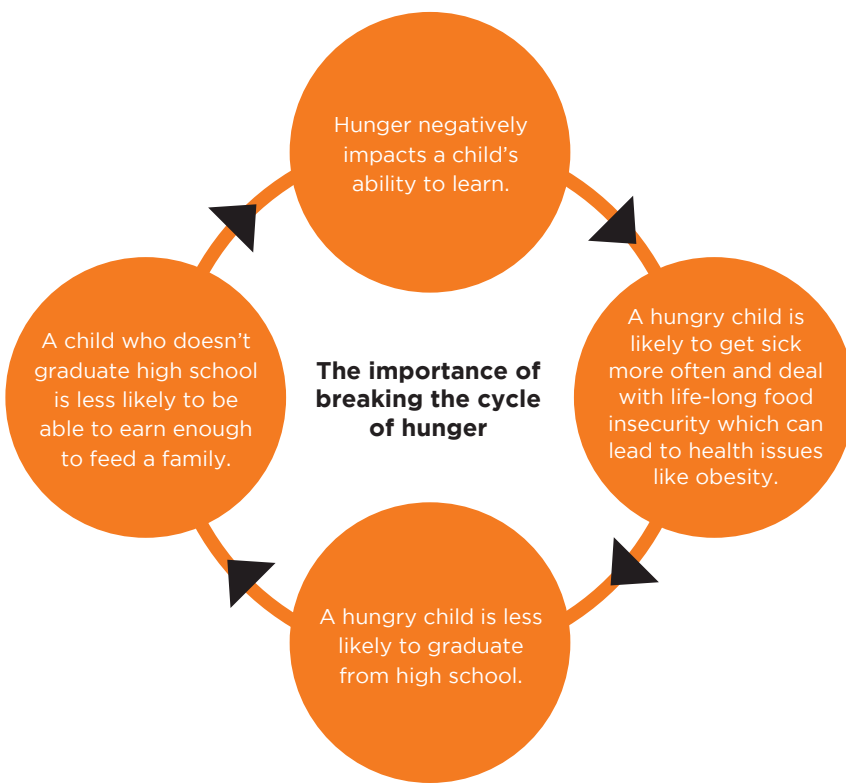


SHARE OUR
STRENGTH
MAINE



ENDING CHILDHOOD HUNGER IN AMERICA

Hunger prevents kids from reaching their full potential



What we're doing

Share Our Strength is ending childhood hunger by supporting existing effective nutrition programs and by building new ones when needed across the country. We strongly support proven initiatives like school breakfast and work hard to expand summer meals programs in all fifty states. This work is accomplished through our No Kid Hungry network, made up of private citizens, government officials, business leaders, and others providing innovative hunger solutions in their communities.

NOKIDHUNGRY



The Invisible Epidemic

1 in 5 children in America struggle with hunger – that's 16 million children.

62% of teachers regularly see children who come to school hungry because they don't get enough to eat.



Are you with us?

When you support No Kid Hungry, you make it possible to:

Feed a hungry child through breakfast programs — and ensure that kids who don't have enough food at home are starting the school day ready to learn.

Provide that same child with free lunches throughout the summer months so they can focus on just being kids and having fun.

Here at Share Our Strength, we know which programs are effective to combat hunger. We know where to target resources to reach the highest numbers of hungry kids. And with your support, we will end childhood hunger.

CHILDHOOD HUNGER IN MAINE

Just because you don't see it doesn't mean it's not there

The latest numbers show that more than 69,000 children in Maine are food insecure. They live each day not sure when they will get their next nutritious meal. Today's difficult economic environment is making conditions even more challenging. To compound things in our state the cost of living is higher than the national average and the "rural challenge" increases the pressure to find adequate and affordable nutrition for those in lower income communities.

1 in 4 children in Maine struggle with hunger - **69,000** children.

In Portland alone, **13%** of people live below the poverty line.

One third of these children who struggle with hunger are likely ineligible for government programs because they are just above the poverty line.

Maine is the highest ranked state in New England for food insecurity and # 4 in the country for severe childhood food insecurity.

Effective Solutions and Best Practices

In Maine, since 2006, Share Our Strength has been building a network of chefs, volunteers, corporate partners, donors and like minded organizations that has helped shape the way we connect our kids to the food they need to live a healthy and happy life.

Our selected network partners include the best and most effective organizations in Maine. Together they create a statewide initiative that finds kids at risk and connects them to nutritious food all year long. They include:

How we help

Share Our Strength hosts culinary events/ programs throughout the year. Funds raised are granted to our selected charitable partners. As an ALL volunteer program in Maine we can maximize the amount granted to our partner agencies. The result is a highly efficient model that allows us to reach more kids.



Preble Street



the Opportunity Alliance

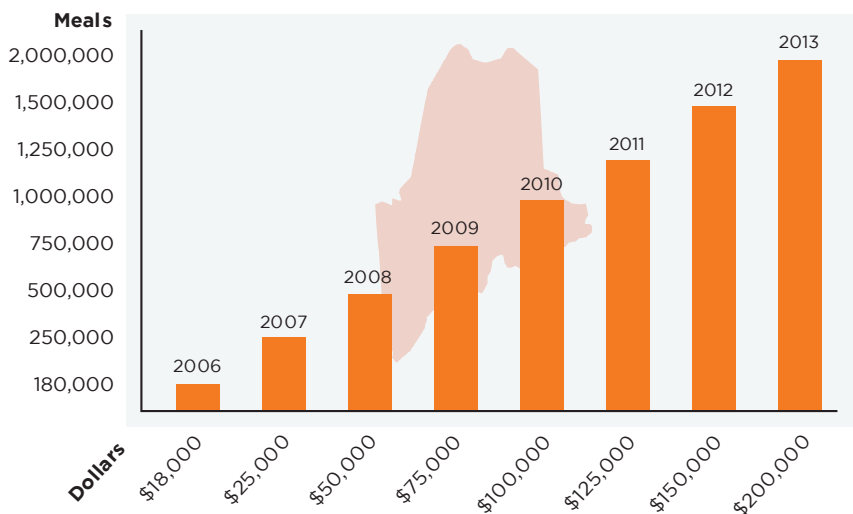


Good Shepherd Food-Bank
Feeding Maine's Hungry

Through creative fundraising and awareness efforts, we've been able to make huge progress in dollars granted.



MEALS AND DOLLARS GRANTED TO DATE





National presenting sponsor for Taste of the Nation is Sysco, North America's largest food service marketer and distributor. Taste of the Nation events are the foundation and our most successful culinary benefit driving the funds and awareness needed to build a local network dedicated to our mission of no kid hungry

Held each summer, Taste of the Nation is a one-of-a-kind event bringing together the state's best chefs, micro brewers, wine and spirit purveyors to create this unique sellout event in their efforts to end childhood hunger.

The creativity and generosity of Maine's award-winning culinary community make Taste of the Nation our most successful fundraising event in Maine and a powerful example of commitment. 100% of ticket sales directly support the effort to end childhood hunger in Maine.

Attendees come to expect the latest creations from Maine's top chefs along with premium wine and spirits, local beers, live entertainment and dancing, along with a top notch auction. It's a perfect place to explore all the best our culinary community has to offer, and share in the common cause of ending childhood hunger.



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Tremendous Support

"The idea of kids in our community not having enough to eat is simply not acceptable. Share Our Strength and the Taste of the Nation fundraiser allows us to make a difference."

- Win Dodge, Owner, Bill Dodge Auto Group

"Ending Hunger is a core mission of Hannaford Supermarkets. Partnering with Share Our Strength allows us to deepen our already strong ties to the community and raise awareness of the issue of childhood hunger with Hannaford employees and our customers across the state."

- Lori Hamilton, Community Relations Coordinator, Hannaford Supermarket

National Presenting Sponsor

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"If you are looking for a way to help, this is it. This is the place to start - Share Our Strength is where and how I choose to make a difference."

- Chef Hayward/Fore Street



SHARE OUR STRENGTH'S COOKING MATTERS

Share Our Strength's Cooking Matters program empowers families and care givers with the skills, knowledge and confidence to successfully prepare healthy and affordable meals.

With the help of volunteer culinary and nutrition experts, Cooking Matters course participants learn how to select nutritious and low-cost ingredients and prepare them in ways that provide the best nourishment possible to their families.

Here in Maine, Cooking Matters is a partnership between Share Our Strength and The Good Shepherd Food Bank and sponsored by Hannaford Supermarkets.

Making a difference in Maine



The need is clear. That's why we are growing our commitment to Cooking Matters by reaching 30% more families each year.

Cooking Matters Maine builds a strong partnership network with organizations like Healthy Maine Partnerships to deliver Cooking Matters classes throughout Maine, allowing us to reach families in the most rural parts of our state.

For more information contact Courtney Kennedy at ckennedy@gsfb.org

Powerful Partnerships

"It's been an honor to represent and work with Share Our Strength and the Cooking Matters program."

- James Tranchemontagne, Chef/Owner, The Frog and Turtle

"It's a pleasure to help Share Our Strength, and what a blast! Keep letting me know how I can help and I'll be there!"

- Matt Browne, Owner, Browne Trading Company

National Partners



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"Thank you for your role in our Annual Fundraising event. Share Our Strength has energized the chef community so that when we asked them to participate, they enthusiastically accepted. You set the bar high and then we strive to follow! You inspired us! So glad to be doing this work with you!"

- Kristen Miale, President
Good Shepherd Food Bank



{ NO KID HUNGRY } dinnerS AND CULINARY BENEFITS

Share Our Strength collaborates with our state's finest chefs, restaurants and festivals – each with a singular goal: No Kid Hungry.

With our high profile, award winning chefs making it a culinary hot spot, Maine has proven to be the perfect location for a wide range of culinary events. And because big problems need big solutions, these events come in a wide variety and continue to be some of the most creative experiences, offering something for everyone.

No Kid Hungry Dinners allow chefs to share their creations in small, intimate settings with limited seating for a very personal guest experience at the host restaurant. Attendees get to know the chef and how together we are addressing hunger in our community. Guests enjoy amazing dishes along with premium wine, spirits, craft beers, and a high-spirited live auction.

Share Our Strength Benefits take place all year. Local restaurants host small and large scale BENEFITS donating 100% of sales to ending childhood hunger in Maine. Share Our Strength also collaborates with well-attended, highly anticipated annual events such as the Kennebunkport Festival offering a completely different and equally enjoyable experience.

Our **Culinary Events** calendar continues to grow and creativity abounds. These are a key ingredient in promoting awareness of our local chefs, restaurants, and festivals in their culinary spirit and talent as well as their common goal of ending childhood hunger in Maine.



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Culinary Community Dedication

“I know the challenges of raising a family and I cannot fathom how those challenges would be compounded if I weren't able to put enough food on the table. I'm thrilled that some of the chefs I respect most are willing to join me in creating a spectacular evening to raise funds to ensure that all kids in Maine and across the US can get a healthy meal.”

- Kevin Thomas, Publisher, Maine Magazine, and Kennebunkport Festival organizer

“Ending childhood hunger is a cause that's easy for chefs to rally around. The fact that food is our livelihood, and that many of us are parents, makes it personal. That Share Our Strength is so well established and well-organized helps make the most of what we as chefs can contribute.”

- Steve Corry, Chef/owner, 555 and Petite Jacqueline

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“Each chef finds a way to bring his or her own experience and energy to Share Our Strength. I choose to help design the No Kid Hungry Dinners and Culinary Benefits by doing everything I can to assemble a talented group of chefs. I know the food will be great, it will be a lot of fun, and it feels good to be helping out in the process!”

- Rob Evans, Chef/Owner, Duckfat



Share Our Strength's Dine Out For No Kid Hungry is a national fundraising event bringing together thousands of restaurants and millions of consumers to help make sure no child in America grows up hungry.

Every September, participating restaurants raise funds in a variety of ways. The program encourages both chain and independent restaurants to host in-house promotions of their own design for a week in September where a percentage of sales are donated to Dine Out For No Kid Hungry. The program's continued success is built upon the passion of participants and patrons, as well as the business potential for restaurants.

In 2012, 8,000 restaurants joined Dine Out for No Kid Hungry and raised nearly \$2.4 million to end childhood hunger.

The goal for 2013 is 10,000 restaurants. Right here in Maine, in partnership with the Maine Restaurant Association, we are so grateful to the more than 30 independent and multi-unit restaurants from Kittery to Waterville for participating in Share Our Strength's - Dine Out for No Kid Hungry Campaign in September.

In addition to their love of hosting and feeding people in a variety of settings, these amazing restaurants have something else in common: the idea of a hungry child in Maine is unacceptable.

Participating in Dine Out For No Kid Hungry sends a clear message to the Maine community that these restaurants are committed to ending childhood hunger.



Building a No Kid Hungry Network

As a chef and a father, I understand how important healthy food is in the everyday lives of our children. But a recent survey by Share Our Strength's No Kid Hungry campaign showed that three in five teachers, including those in my home state of Maine, regularly see students come to school hungry.

- Larry Matthews, Chef/owner, Back Bay Grill

I grew up on a small farm here in Maine. We didn't have much money at all but we grew almost everything that we had. It just seems so silly here in Maine where we have such rich soil and such rich oceans that there should be any childhood hunger. We have such an incredible state to live in and so many good things to eat. Sadly, there's no reason why we can't take care of people. It's not a lack of food, there is plenty of food. It's about connecting our kids with nutritious food.

- Brian Hill, Chef/owner - Shepherd Pie and Francine Bistro

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"In the restaurant business, food is our passion and we're surrounded by it. We feed people every day, so it's very difficult to imagine that one in four children in Maine doesn't get the food he or she needs."

- Steve DiMillo owner of DiMillo's on the Water, Portland, Maine



SHARE OUR STRENGTH'S
BAKESALE
NO KID HUNGRY

Bake Sale - No Kid Hungry: Maine is a fantastic opportunity for chefs, bakers, bread bakers, chocolatiers, restaurateurs, inns, hotels, motels and others to have fun, make an impact in your community and promote your business.

During the month of November participating stores can choose from a great list of promotions. Share Our Strength will promote the Bake Sale statewide helping to raise awareness and business for your shops.

Check out these effective and easy fundraising promotions!

- **Host a bake sale** -Retailers of all kinds can set up special tables inside or outside featuring your own baked goods and/or items from other contributing businesses. Be sure to promote your sale to your regular customers and in your community. Use your bake sale to generate PR and foot traffic for your business.
- **Donate a percentage of sales** - Instead of hosting a bake sale, you can integrate the Bake Sale - No Kid Hungry: Maine into your business. Dedicate a percentage of sales for a fixed period of time to your bake sale.
- **Donate proceeds from a special item or package** - Designate a special dessert (or package) as your Bake Sale - No Kid Hungry: Maine dessert or item.
- **Check round up** - Ask your customers to round up their checks to the nearest dollar donating all those proceeds toward ending childhood hunger in Maine.
- **Bounce back cards** - As a thank you for donating \$5.00 or more toward ending childhood hunger guests will save 20% on their next visit.
- **Other creative ideas** like recipe cards sets and the Mason Jar Bake Sale.

Professional bakers and home bakers alike know that feeding our kids is a priority.

Contact us today at info@sosme.org to register your business and let us know you would like to get involved.

Sweet Programs with Big Impact

In the world's wealthiest nation, no child should grow up hungry. Over the course of a year, more than 16 million children in America cannot count on having enough nutritious food. That's one in five kids in America today who struggle with hunger. Share Our Strength®, a national nonprofit, is ending childhood hunger in America by connecting children with the nutritious food they need to lead healthy, active lives.

- Billy Shore, Founder & CEO Share Our Strength

Share Our Strength's focus is on long-term change - the difference between just feeding a child today and making sure that children in Maine or across the United States never go hungry.

- Michael & Sandy Jubinsky
Stone Turtle Baking & Cooking School

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"I feel very strongly that there is an obligation to give back. I am blessed in so many ways and fortunate in addition to not going hungry. What could be more important than making sure no child goes hungry? My choice of charity is Share Our Strength."

- Alysia Zoidis, Baker/Owner,
East End Cupcakes

IN GOOD COMPANY

Become a Sponsor/Collaborative Partner

Our partners are the cornerstone of Team No Kid Hungry. They are creative and inspiring - and we can't end hunger without them.

They are corporations, organizations and foundations. They are governors, mayors, and other public officials. They are public and nonprofit agencies. They are restaurants and chefs, celebrities and bloggers, social media stars, and everyday people. In the fight to end childhood hunger, they share their talents and resources. And they share our vision and help make that vision a reality. They are amazing.

Sponsorship Levels and Benefits

A wide range of partnership opportunities are available across several Share Our Strength - No Kid Hungry programs.

Our approach involves carefully selecting and matching each partner with the most appropriate program. By making sure we are connecting partner strengths to program needs, we increase overall program impact and ensure successful and satisfying collaborations in the fight to end childhood hunger.

To get the most from our partnerships, creativity is encouraged. In addition to the many tangible benefits our partners receive, such as brand exposure to new audiences and media, there are more ways to leverage the relationship. As an example, tickets to our one-of-a-kind events are a great way to thank employees and show customers your appreciation.

We currently have over 100 sponsors and collaborative partners, and the community continues to grow. We would welcome a conversation with you to assess opportunities to participate and join us in the fight to end childhood hunger.

To learn more about becoming a sponsor or partner, please call **(207) 838-9511** or email **info@sosme.org**.

A Few of Our Partners



GET INVOLVED

End childhood hunger in our community

Policymakers & State Agencies: You are critical partners in our fight to end childhood hunger. Please help us protect nutrition programs that serve at-risk children and families. Often, they are the difference between a meal and a child going hungry.

The No Kid Hungry campaign builds public-private partnerships between governors, mayors, businesses, chefs, teachers, and community leaders across the country to connect families at risk of hunger with the programs that can help them. Combining access with education, we also teach families how to shop for and prepare healthy, affordable meals through our Cooking Matters® program.

Find best practices for implementing successful childhood hunger policies in your state.

<http://www.nokidhungry.org/additions/policy-makers>

Corporations & Foundations: If you're interested in sponsoring our efforts to end childhood hunger, contact our state committee to get involved with our work in Maine at info@sosme.org.

Since 2006, Share Our Strength's work in Maine has led the fight against childhood hunger by inspiring and organizing businesses to share their strengths. Together, with many great companies, we have raised hundreds of thousands of dollars to fight hunger around the state. We have invested critical funds in hunger-related organizations to help the most effective organizations sustain their efforts and maximize their capacity to deliver results. Our priority is to end childhood hunger in Maine and across America ensuring that the more than 16 million American children facing hunger have access to the nutritious food they need to learn, grow, and thrive.

Restaurant Owners & Chefs: Chefs and restaurateurs are the backbone of our fundraising efforts. Share your talent and promote your business while helping to feed hungry kids.

From the beginning, chefs and restaurants have been among Share Our Strength's most critical supporters, donating countless hours by participating in fundraising events, volunteering with Share Our Strength's Cooking Matters®, lending their voices in support of ending childhood hunger in the media and on Capitol Hill, and joining the Dine Out For No Kid Hungry™. Join industry leaders like Chef Rob Evans, Sam Hayward, and many more by becoming a part of Team No Kid Hungry!

See what chefs and the culinary community can do to end child hunger and learn about our culinary events.
<http://www.nokidhungry.org/additions/chefs-and-culinary>.

Educators: Every day across America, educators see the heartbreaking effects of childhood hunger. You can engage your students to help solve the crisis of childhood hunger once and for all.

Hungry kids can't learn. According to a new survey of public school teachers released by Share Our Strength's No Kid Hungry campaign, childhood hunger remains a serious obstacle to learning.

With nearly one in five U.S. kids facing the threat of hunger this year, teachers across America are seeing its effects. Find out what you can do to connect kids with the food they need:

https://secure.strength.org/site/SPageNavigator/SHARE/SHARE_Teachers_Report_2012.html

Youth and Parents: Just for kids - we've created a website dedicated to involving young leaders in the fight to end childhood hunger. Check it out. <http://nokidhungry2.org>

This online resource center is a great tool for young people from across the United States who are passionate about solving hunger issues in their community, as well as for teachers and parents. It has age-appropriate ideas and resources to help young leaders, parents and teachers organize volunteer activities and advocacy efforts to raise awareness in their schools and neighborhoods. No Kid Hungry 2 will be integrated with other social media outlets that are commonly used by young people to help build a community of interests and activities supporting anti-hunger youth advocacy.

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Community Based Organizations: Federal child nutrition programs like school breakfast and summer meals play a critical role in helping children succeed. But families need help connecting to these programs – and that’s where Community Based Organizations can make a difference.

Healthcare Professionals: Doctors, nurses, and the health care community as a whole ensure the health and wellbeing of children, interacting with children at critical junctures in their lives. Join health care professionals across the country and take a stand against hunger. Visit our Center for Best Practices website to learn how you can screen families for benefits, stress the importance of school breakfast and urge elected officials to protect kids’ access to food.

Faith Based Organizations: Faith-based organizations are often at the center of our communities. If our nation aims to overcome childhood hunger, we need to join together with our faith- based leaders and organizations who have been advocating on behalf of their communities for decades. These organizations play a key role in connecting children to federal nutrition programs and making sure no child goes hungry. Visit our Center for Best Practices website to learn how you can promote good nutrition, share information about nutrition education, school breakfast and summer meals and learn how to bring Shopping Matters to your community.

To get involved or learn more about us



(207) 838-9511



NoKidHungry.org



info@sosme.org

We find childhood hunger where it hides and work hard to end it.

Will you join us?

Ending Childhood Hunger In Maine is ACHIEVABLE

Did you know:

- ONE in FOUR children in Maine struggles with food insecurity.
- There is enough food right here in Maine to feed every hungry child.
- The leading cause of childhood hunger is lack of awareness of available food programs and education on accessing them.

When you participate in our fundraising efforts, every dollar we raise together provides ten meals to hungry children in Maine.



*We find childhood hunger where it
hides and work hard to end it.*

Will you join us?

We'd like to thank the volunteer partners who made this brochure possible:
DMM, walter craven design studio, Ted Axelrod Photography, Tom Couture Photography.