

Faces of Hunger

Nearly 1 in 5 Wisconsin children live in poverty.

Each year, 110,000 people in 16 southwestern Wisconsin counties served by Second Harvest Foodbank of Southern Wisconsin are at risk of hunger.

39,000 of those at risk are children. 10,000 live in Dane County.

A fulltime minimum-wage worker cannot afford the fair market rent for a two-bedroom apartment anywhere in America.

A low-income family spends \$1 of every \$5 on home energy costs; a median-income family spends \$1 of every \$20.

56 percent of households served live below the federal poverty level of \$18,850 for a family of four. It is estimated that in Wisconsin, a family of four needs \$33,511 to meet basic needs adequately. Food insufficiency is the most common hardship.

More than 400 programs partner with Second Harvest to reach out to those in need, providing close to 6.2 million pounds of food to more than 85,000 people.



A tradition of sharing

NBC15 Share Your Holidays to eliminate hunger began one snowy day in 1996. NBC15 teamed up with the Second Harvest Foodbank of Southern Wisconsin and the Wisconsin National Guard in a local parking lot to collect food and funds from the community. 46,000 meals were collected for those in need. Thirteen years and more than 17 million meals later, the **NBC15 Share Your Holidays to eliminate hunger** campaign is the largest food and fund drive in southwestern Wisconsin.

In 1997, the School Campaign, an extension of the original campaign was developed to foster student volunteerism and community service. In 2000, the Dane County Food Pantry Network and the Community Action Coalition for South Central Wisconsin, Inc. became beneficiaries of the school food drive.

A tradition of caring

It is hard for many of us to believe that there are people in our community who are hungry. Unfortunately, it is true.

By providing meals and raising awareness of hunger, **NBC15 Share Your Holidays to eliminate hunger** makes a difference in our hungry neighbors' lives everyday. By making a difference in their lives today, we give our community a chance for a brighter tomorrow.

A tradition of success

NBC15 Share Your Holidays to eliminate hunger succeeds because of southwestern Wisconsin's generosity and concern for those less fortunate.

In 2008, the event raised 2.4 million meals and was supported by 29 corporate sponsors, 260 businesses, 16 schools and hundreds of families and individuals. Financial contributions made by corporate sponsors provided almost 675,500 meals – 28 percent of all meals raised during the campaign. Corporate sponsors also support events that give the community opportunities to participate in the campaign.

