

Reimagine
Realizing
Reaching
Richer
Rewarding
Romance
Responsible
Rock 'n' Roll
Relaxing
Reforming
Richer
Rewarding
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Responsible
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AARP and AARP Foundation



in Iowa

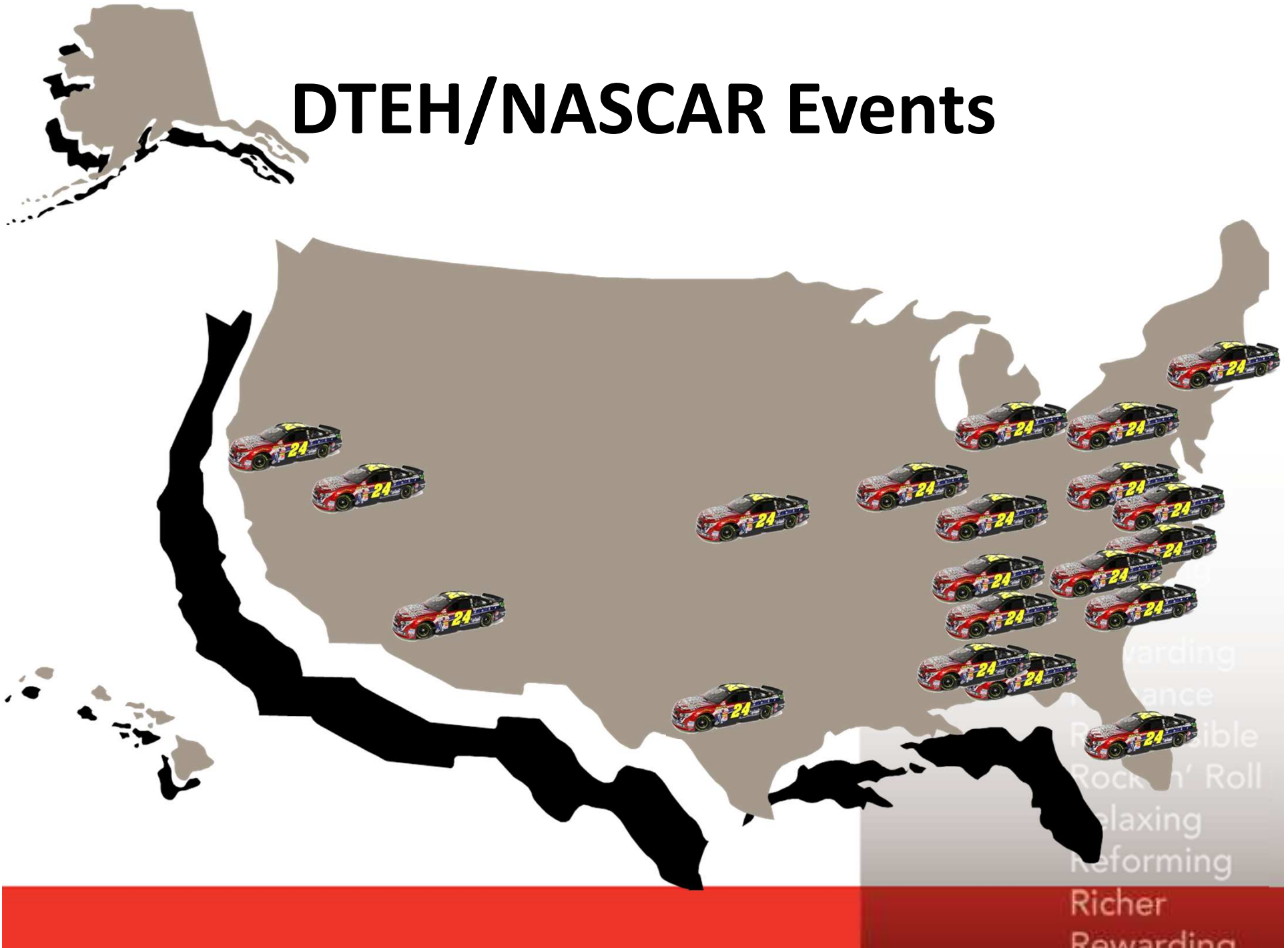
A Commitment to Action



Jeff Gordon: In An Instant

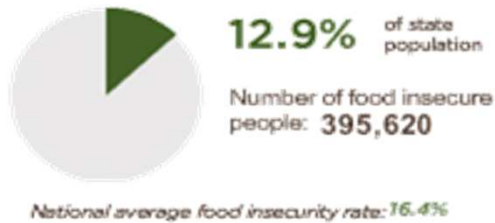
Responsible
Relaxing
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DTEH/NASCAR Events



2011 Meal Gap in Iowa (Overall)

FOOD INSECURITY RATE



INCOME BANDS WITHIN FOOD INSECURE POPULATION



AVERAGE COST OF A MEAL

\$2.36

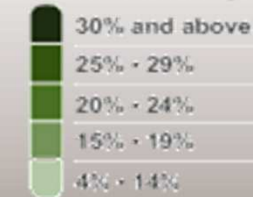
* National average cost of a meal is: \$2.67



TOP counties with the highest food insecurity rates

Lee
Story
Webster
Black Hawk
Henry

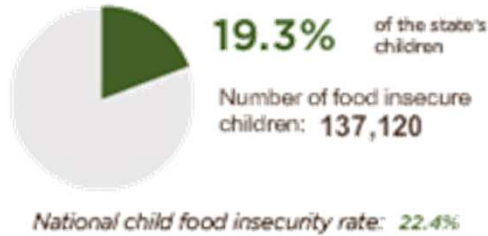
Food Insecurity Rates



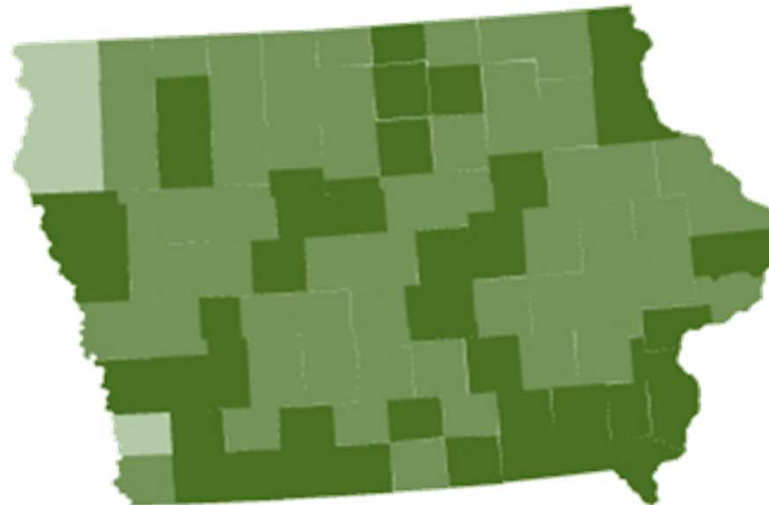
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2011 Meal Gap in Iowa (Children)

CHILD FOOD INSECURITY RATE



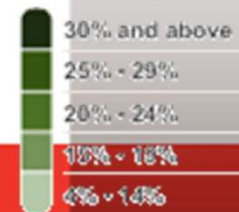
ESTIMATED PROGRAM ELIGIBILITY AMONG FOOD INSECURE CHILDREN



TOP counties with the highest child food insecurity rates

- Henry
- Wapello
- Lee
- Van Buren
- Muscatine

Child Food Insecurity Rates



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AARP Iowa Food Insecurity 2012

- Partnership Outreach
 - IA Food Bank Assoc.
 - IA Dept. on Aging
 - IA Food/Access Work Group
- AARP Member SNAP Outreach Volunteer Recruitment
- 2012 Iowa Hunger Summit - Hunger Among 50+ Awareness Building
- www.iowaFoodDrive.com



Putting Healthy Food
Within Reach

Eaching
Wider
Rewarding
Romance
Responsible
Rock 'n' Roll
Relaxing
Reforming
Richer
Rewarding

Reimagine
Realizing
Reaching
Richer
Rewarding
Romance
Responsible
Small
Strong
Sustaining

AARP[®]
FOUNDATION

AARP[®]
Real Possibilities

spindustry[™]

Iowa Food Bank Association





SHOP FOR FOOD

FOOD BUNDLES

IOWA FOOD BANK ASSOCIATION

VIRTUAL FOOD DRIVE

It's fast, fun and easy to use!

Simply "shop" the [food items](#) you would like to donate or choose one of our convenient [food bundles](#) and then check out to complete your contribution to the Iowa Food Drive.

For every \$1 donated, 4 meals can be purchased for Iowa families in need.



Featured Items



Provide a Backpack of Food to a Child for 1 Year

Iowa Food Bank Association

~~\$416.67~~ **\$150.00**

[Donate](#)



Help Feed a Family of 4 for 1 Week

Iowa Food Bank Association

~~\$69.44~~ **\$25.00**

[Donate](#)



Fresh Produce (180 lbs.)

Iowa Food Bank Association

~~\$275.00~~ **\$30.00**

[Donate](#)

THANK YOU.

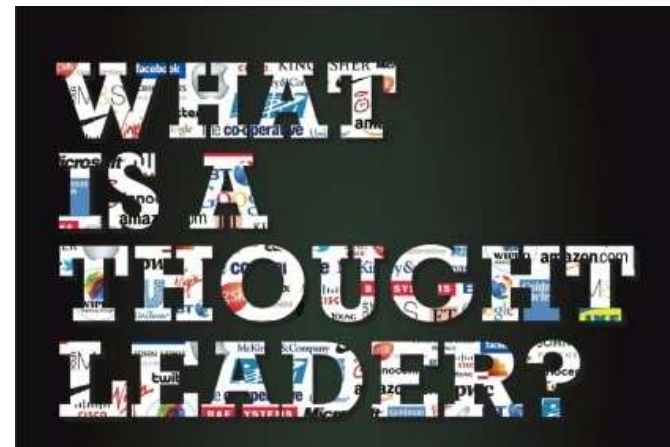
Richer
Rewarding

AARP Iowa Food Insecurity 2013

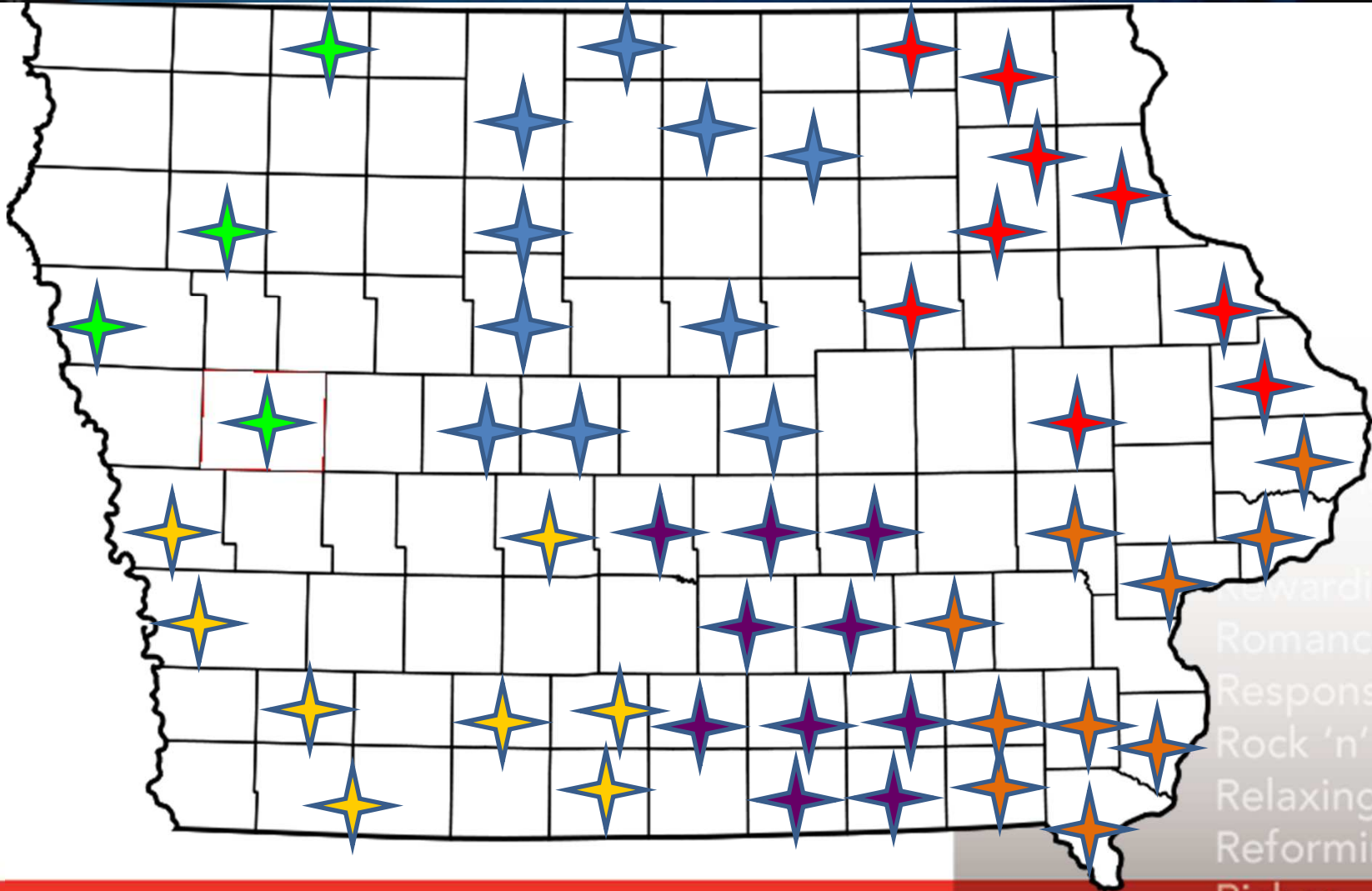
- SNAP Outreach Vista Coordinator at AARP Iowa
- World Food Prize Hunger Directory
- AARP - 2013 Statewide Hunger Survey
- Thought-Leader Meetings
- Building Partnerships



THE WORLD FOOD PRIZE



Richer
Rewarding

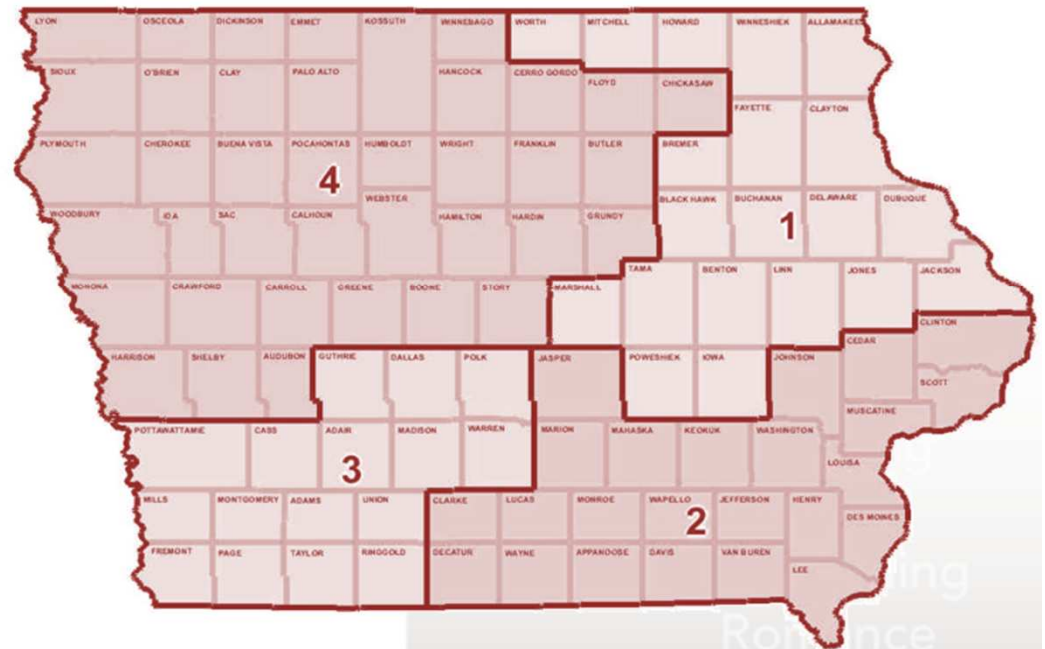


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AARP Iowa 2013 Hunger Survey

AARP Iowa survey

- Gauge Iowans' experience with hunger in the state and
- Iowans' opinion about state support for food banks.



Prepared by the Legislative Services Agency

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**Hunger Statistics Tested
(n=800 Iowans Age 18+)**

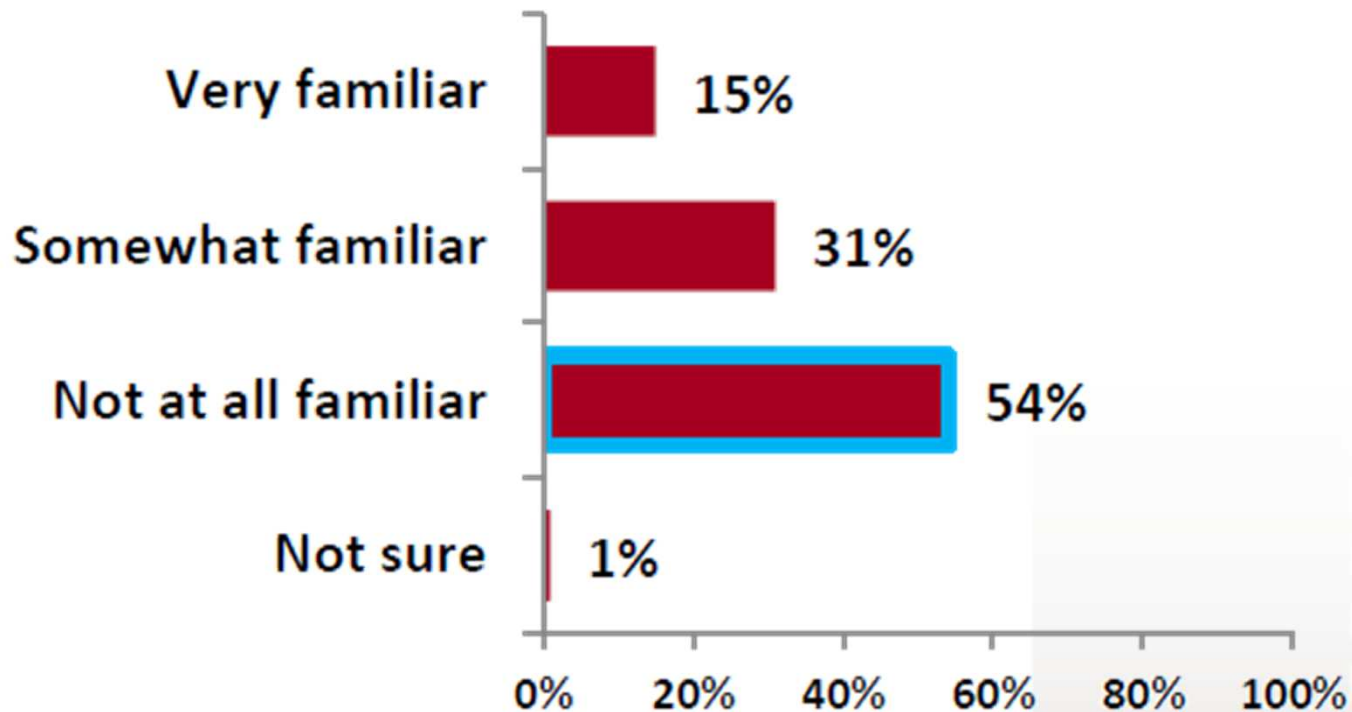
| Hunger Statistic | Higher than thought % | Lower than thought % | About what thought % | Not sure % |
|--|------------------------------|-----------------------------|-----------------------------|-------------------|
| 50 million people in the U.S. face risk of hunger each day | 47 | 7 | 40 | 5 |
| About 9 million people in U.S. age 60+ face risk of hunger each day | 47 | 11 | 39 | 3 |
| About 1 in 8 Iowans faces risk of hunger each day | 51 | 9 | 37 | 3 |
| About 1 in 8 Iowans age 60+ faces risk of hunger each day | 51 | 9 | 37 | 3 |

Iowans Respond -

Hunger is important, but Iowans underestimate the breadth of the problem

- Romance
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Level of Familiarity: SNAP Program (n=800 Iowans Age 18+)



Iowans Respond -

SNAP? What's that?

Real
Real
Real
Richer
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48%

Of all lowans think
number of families at
risk has increased

40%

Of all lowans think the
need for places where
those at risk for hunger
can get free groceries
or meals has
increased

lowans Respond -

Hunger in their community has increased

Family
Glow
Rewarding
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Iowans Have Given Their Time, Food and Money To Those At Risk of Hunger

More Than Half Of All Iowans
Have Given Food And
Money To Help The Hungry In
The State



More Than Six In Ten Would
Give More Food And
Money To Help The Hungry In
The State If Asked

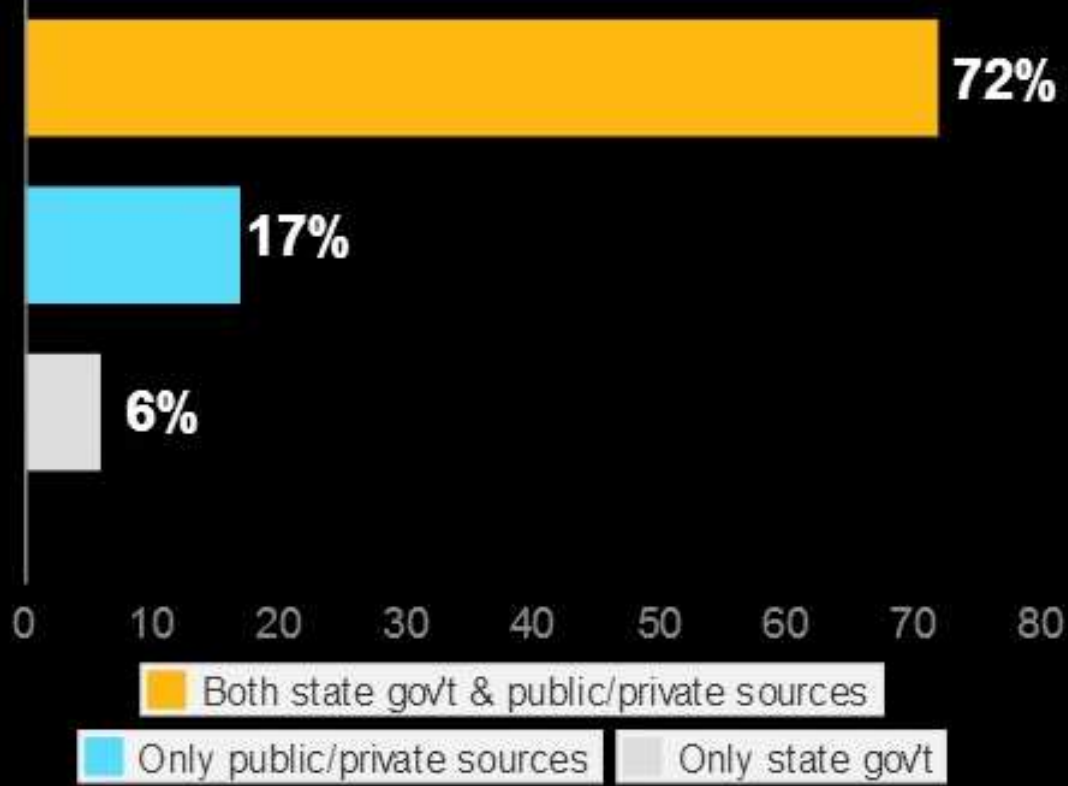
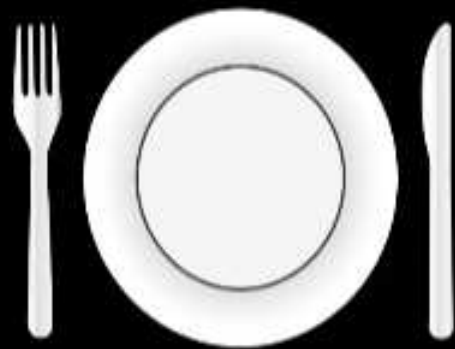


Iowans say:

They give now, will give more, if asked

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Who Do Iowans Think Should Help Reduce Hunger In the State?



Iowans say:

Everyone needs to help!

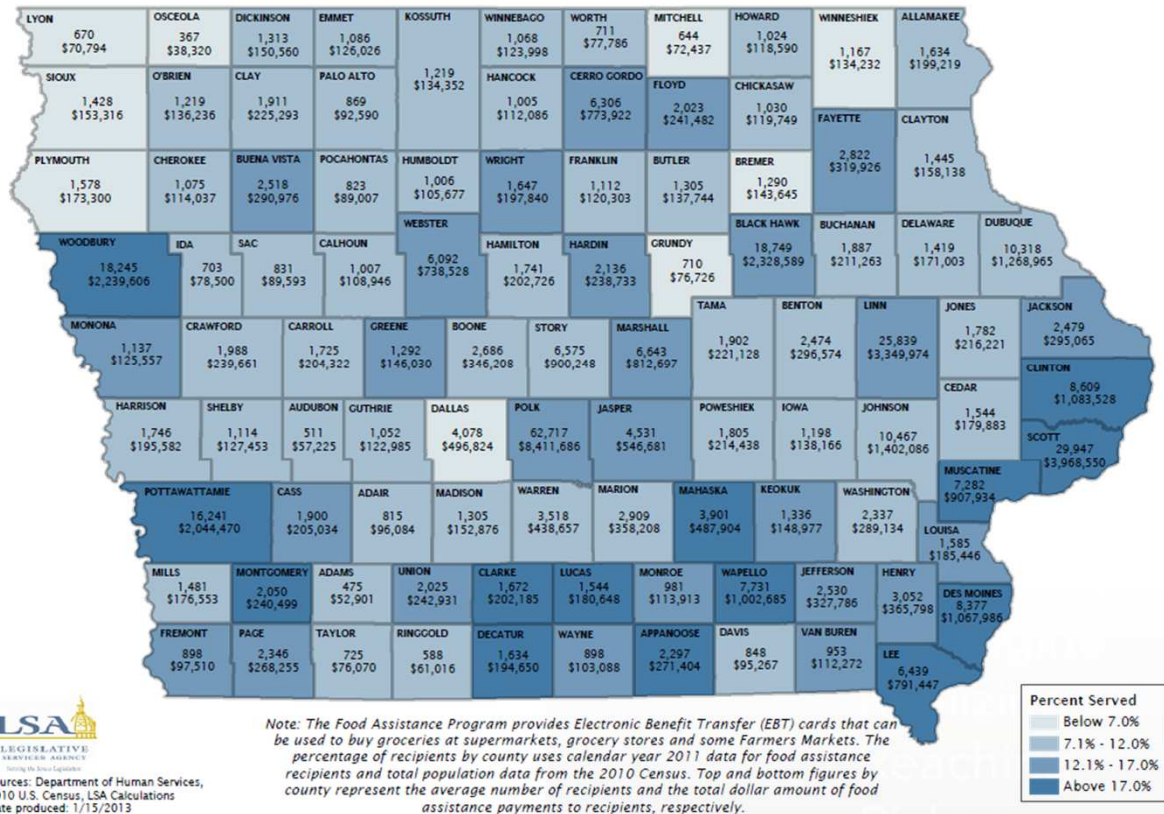
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How To Help!

Help get the word out to older lowans to tell them about SNAP so they can get signed up.

Contact AARP Foundation and NYCCAH Iowa VISTA volunteer, Sue Klaessy at sklaessy@aarpp.org, 515-697-1005

Average Number of Recipients Served in the Food Assistance Program as Percent of Total Population by County - 2011



Sources: Department of Human Services, 2010 U.S. Census, LSA Calculations
Date produced: 1/15/2013

www.yesfood.iowa.gov

FOOD ASSISTANCE FOR BETTER NUTRITION

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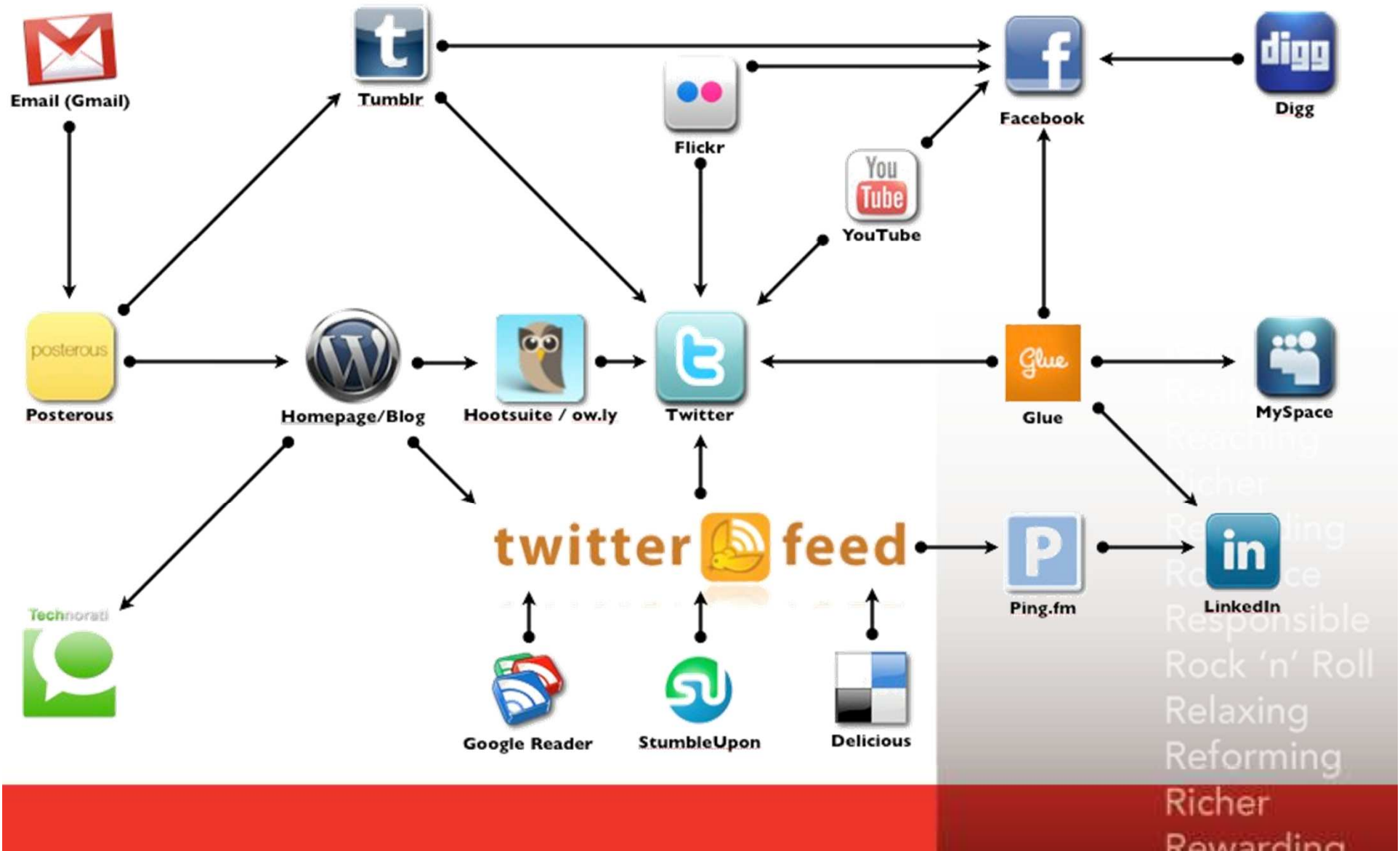
Iowa Food Drive



www.IowaFoodDrive.com

Yellow
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Social Media



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AARP and AARP Foundation



in Iowa

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