



## 2021 PRESS KIT

USHUNGER.ORG

### EXECUTIVE SUMMARY

U.S. Hunger (USH), formerly Feeding Children Everywhere is an innovative 501(C)3 impact organization whose mission is feeding families today and uniting them to a healthier tomorrow. We address hunger by engaging volunteers, providing data analytics on the root causes of food insecurity, and creating access to nutritious meals for low-income families and individuals located primarily in food deserts. In 2010, USH began as an international and domestic relief company that organizes volunteer meal packing events known as Hunger Projects. In September 2018, the nonprofit expanded its mission toward ending hunger by creating Full Cart®, a nationwide grocery delivery program that, at the advent of the Covid-19 pandemic, would become America's first fully virtual food bank. With more than 124,000 food deliveries shipped to homes nationwide, and unique data analytics linking health and hunger, USH has evolved into a strong SDOH platform that improves quality, engagement and health through in-home fresh produce delivery.

### COMPANY PROFILE

USH's work began as a disaster relief response to the 2010 Haiti earthquake. Over a decade later, it has distributed 140+ million meals (15+ million pounds of food) by activating more than 830,000 volunteers at meal packing events and delivering groceries directly to the home of low-income families and individuals through its Full Cart® program.



**140M+**  
*Meals Distributed*

**830K+**  
*Volunteers Mobilized*

**124K+**  
*Full Cart®  
Packages Delivered*

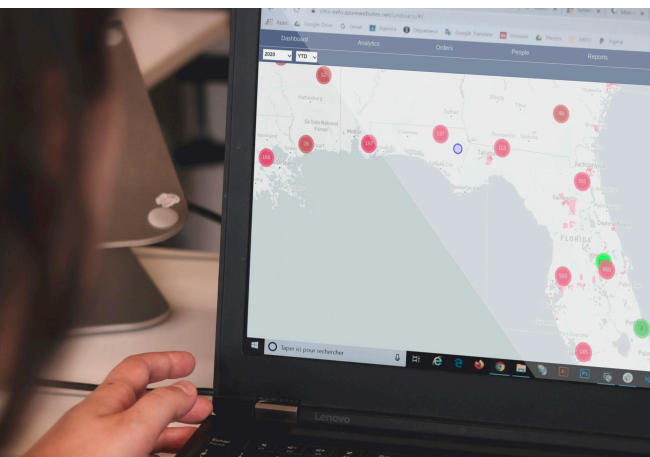


## PROGRAM SUMMARY

Our Full Cart® program is designed to help address poverty-driven root causes of hunger while acting as a platform for engagement and collaboration across our network of partners.

Full Cart's virtual food bank directly addresses food insecurity and health inequities in the U.S., by integrating leading-edge technology and a national distribution chain that ships nutritionally focused food boxes and cool insulated fresh produce directly to the front door. Through a combination of machine learning and predictive algorithms we provide actionable insights into the most extreme cases of health and hunger; guided by a "Food is Medicine" approach, using our Full Cart® Fresh produce box to create better health outcomes. Full Cart® Fresh produce is currently available across 27 states in the Southeast and Northeast regions of the U.S.—with capabilities to expand nationwide.

**Learn more about Full Cart's Virtual Food Bank:**  
[Full Cart Case Study](#)



## SELF-REPORTED DATA

USH effectively uses its in-transit and post-food delivery processes to engage and build relationship directly with its clients. As a result, USH has gained a considerable understanding in the health of households and entire communities of hunger. Our data provides compelling evidence that reveals people are often unhealthy because they are hungry and nutritionally insecure. We believe this level of insight allows us the ability to significantly strengthen and expand SDOH programs to address low-income individuals and families with children, as well as families on Medicaid and seniors on Medicare, who are at the intersection of food insecurity and chronic health issues.

**Gain insight into our data impact reports here:**  
[Boys & Girls Clubs of America/Children's Aid Impact Report](#)

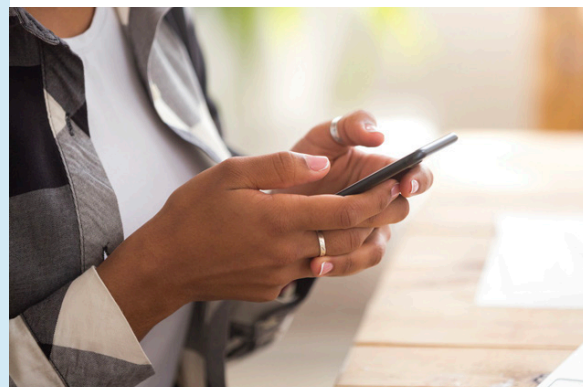


## CLIENT EXPERIENCE

Not knowing where the next meal will come from is an extremely vulnerable moment in a person's life. Thus, "how" you engage and build relationship is critical. Dignity and discretion are the foundational principles behind USH's Full Cart® program. We help discretely and provide a high-quality product that says, "you're worth it." We apologize when things go wrong, follow up at every phase, and engage through surveys along the way.

We have operationalized dignity by establishing a Client Experience team that directly engages those we serve. Thus, allowing for deeper conversations and understanding of the true health crisis that hunger creates in households across the country. For accountability, we instituted a Net Promoter Score (NPS) program with a minimum goal of 90% satisfaction or better. We communicate with anyone with a <9 score to gain an understanding of how we can improve. Our leadership team reads every story for program improvement. Our NPS is consistently in the mid-90's.

**Take a look into how we operationalize dignity:**  
[Client Experience Case Study](#)



## FOOD IS MEDICINE

In 2021, USH is embarking on a new initiative that will re-shape the Government Markets (Medicare/Medicaid) health plan panorama. Having engaged in more than 60,000 applicant surveys and shipped food to over 124,000 homes in the U.S.; USH has ascertained critical data points proving the efficacy of the Full Cart® food program as a Quality engagement strategy. This branding enhancement runs concomitant with Risk Adjustment and STAR Rating initiatives. The need for proper nutrition sits near the apex within the Maslow's Hierarchy of needs. We have identified significant overlap between cohorts that struggle to remain compliant on HEDIS measures for Diabetes, Blood Pressure, Cancer Screenings and Part D Medication Adherence and food insufficiency. Aligning with USH's Full Cart® program provides a revolutionary engagement strategy that can be used to connect with both at-risk and transient health plan constituents living in both urban and rural food deserts. USH's commitment to treating individuals needing assistance with class and dignity is consistent with the CMS increased weighting towards customer service metrics such as the CAHPS survey.



## PRESS RELEASES

**FCE Announces  
Rebrand to  
U.S. Hunger**

**FCE Announces  
Home Delivery of  
Fresh Produce**

**FCE Announces  
PACA  
Certification**

## VIDEO CONTENT



Hillsborough Education Foundation



CEO Series: Food - A Health Issue



10 Years of Impact



WFTV News Feature



FEEDING CHILDREN EVERYWHERE DOING BUSINESS AS



**Download Brand Assets at:**  
[ushunger.org/media-center](https://ushunger.org/media-center)

### Contact Information

888-891-6447

[hello@ushunger.org](mailto:hello@ushunger.org)

[ushunger.org](https://ushunger.org)