KIDS KNOW BREAKFAST IS THE MOST IMPORTANT MEAL OF THE DAY.

But 12 million children a year don’t get it.

Hunger, as defined by America’s Second Harvest, is the inability to purchase enough food to meet basic nutritional needs. Hunger does not discriminate - it affect the elderly, the unemployed, the disabled, the homeless, the working poor, victims of natural disasters and children in America. According to the United States Department of Agriculture, 12 million kids are affected by hunger each year. Children who miss a meal or don’t eat on a regular basis are hungry - they don’t have to be starving to be hungry. Hungry children, even those who experience only mild malnutrition during the critical stages of their development, may suffer negative life-altering consequences.

Feeding Children Better is fighting childhood hunger in America by bringing together a powerful partnership of ConAgra Foods, America’s Second Harvest, Brandeis University Center on Hunger and Poverty, and the Ad Council.

www.feedingchildrenbetter.com