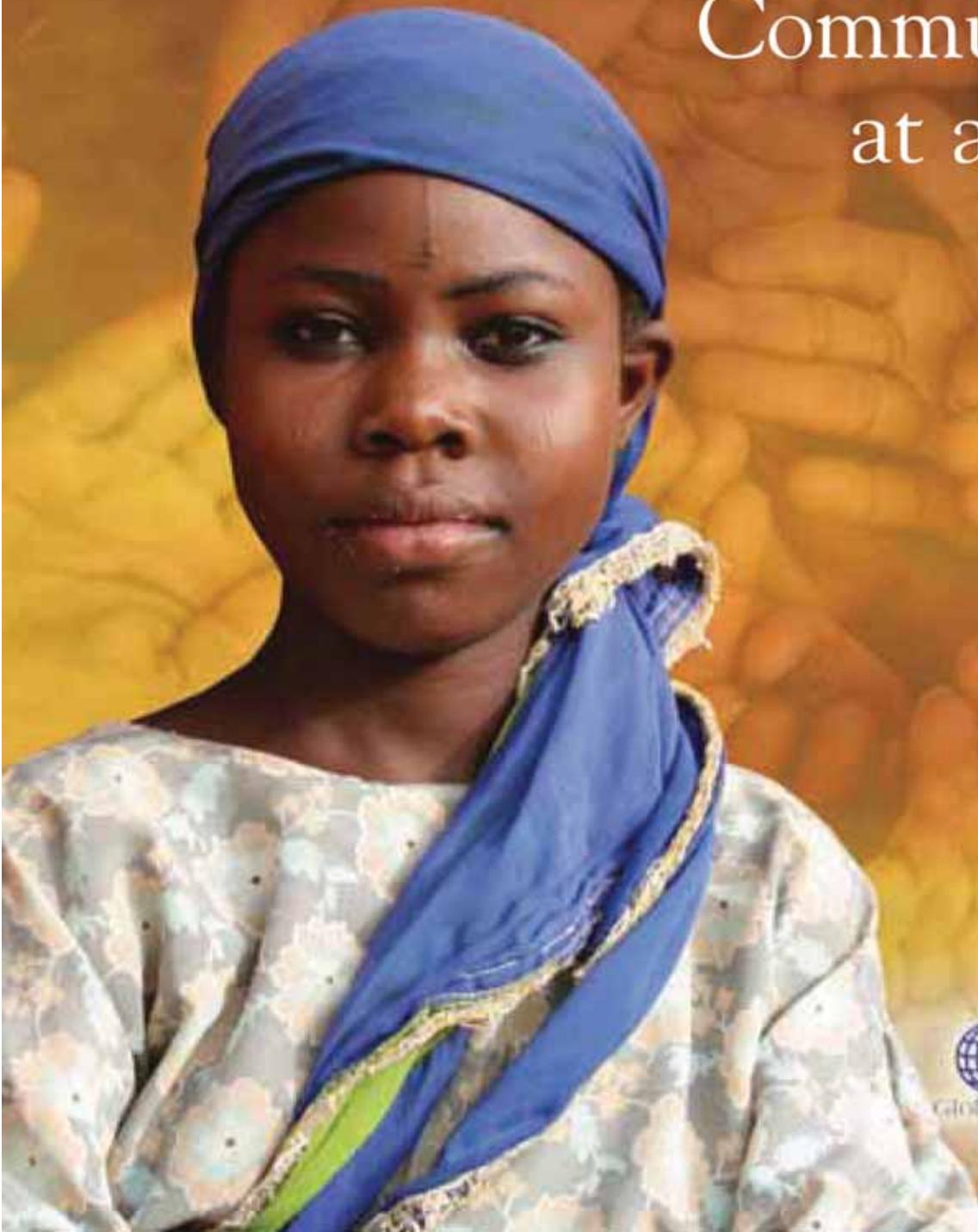


THE CAMPAIGN FOR  
THE GLOBAL CHILD NUTRITION FOUNDATION

A World of Benefit:

One  
Community  
at a Time



 **GCNF**  
Global Child Nutrition Foundation



# THE CAMPAIGN FOR THE GLOBAL CHILD NUTRITION FOUNDATION

*Nurturing Young Bodies,  
Advancing Young Minds.*

A World of Benefit:

# One Community at a Time

**MISSION:**

*Expand opportunities for the world's children to receive adequate nutrition for learning and achieving their potential.*

**VISION:**

*A world in which hunger is not a barrier to children learning.*



*By combining our will and resources, hunger will no longer set boundaries for learning and achievement.*



The world's children belong to us all. We live in a world where hunger denies millions of boys and girls the opportunity to go to school, learn while there, and achieve their life potential. Some of us are endowed with resources that make it possible to lift children from the bonds of hunger and give them hope, health and education. Reaching out to the world's children is a staggering task, one that cannot be accomplished alone. The Global Child Nutrition Foundation is dedicated to helping you help others.

Your contributions will be used to advance school feeding programs for some of the world's poorest children. By combining our will and resources, hunger will no longer set boundaries for learning and achievement. Freeing children from hunger so they may become self-supporting, contributing citizens is a worthy endeavor. It is also a step toward building a more stable and peaceful world.

*Gene White*

Gene White, MS, RD, SNS  
Chair, GCNF Board of Directors  
Past President, School Nutrition Association

A World of Benefit:

# One Community at a Time



PAULA PHOTOGRAPHIC/ISTOCKPHOTOS

*All of us have felt like we could do more. I saw the Global Child Nutrition Foundation as an opportunity to do just that.*



Many of us are fortunate. We receive proper shelter, three meals a day and the opportunity to become productive members of society. However, millions of children throughout the world have been dealt a different hand. Each day, they are challenged by hunger rather than math and science, by disease rather than history and literature. The Global Child Nutrition Foundation has committed itself to helping us solve these problems. Contributions to the foundation will be used to fund programs designed to give every child the chance to succeed. Perhaps one day, all of them will.

Cal Brink  
President  
Schwan's Global Food Service  
Chair, GCNF Campaign Committee

## When Challenge Becomes Necessity

**A**t any given moment, as many as 300 million of our world's children are trapped in the grinding cycle of poverty. As a consequence, the most precious commodity on earth—human potential—is squandered. Contrary to our assumptions, **loss of this magnitude is not an inevitable fact of life.** It is at once a failure of human imagination and perhaps the greatest opportunity of our time.

Saving millions of children for productive lives is an **enormous opportunity.** We may not be able to solve or resolve all sorts of natural and political forces, **but we do know that educating a child is**

**the single most effective means of breaking the cycle of poverty.** An educated child can think and create, can plan and act; he or she can imagine and convert hope to reality.

We also know that a hungry child cannot learn. Active, creative minds need healthy bodies, and healthy bodies need nutrition. A child who cannot learn cannot thrive, and a society whose children cannot learn will never prosper. **This is a lesson even the wealthiest nation on earth has learned through its school nutrition programs.**



WILLIAM WALSH/ISTOCKPHOTOS



MAYRON UNRAU/ISTOCKPHOTOS





Senator George McGovern and Global Child Nutrition Forum 2006 Delegates

## An Ingenious Solution

One of the greatest social policy successes of our lifetime began in 1946 when President Harry S. Truman signed the bill to create the National School Lunch Program. Developed in response to the high level of under- and malnourished recruits among U.S. soldiers in World War II, the program was advanced on the direct link between education and nutrition. Well-fed children have the best chance of becoming educated children—and of becoming healthy, productive adults.

From the signing of the National School Lunch Act in 1946, the School Nutrition Association (SNA) has been the preeminent authority on school nutrition, advancing the availability, quality and acceptance of school nutrition programs in U.S. school settings. SNA is a **leading force in the prevention of childhood hunger**, representing programs that provide healthy feeding for almost a quarter of the nation's school-age children. **Unfortunately few such safety nets exist in developing countries, where they are most needed.**

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## Call to Action

According to the United Nations World Food Programme, of the world's 300 million chronically hungry children, 130 million of them do not attend school... 170 million of them, however, do go to school, but do not receive meals during school hours. Increasingly, representatives of many countries around the world have looked to the American example and are seeking to apply the effective wisdom of school nutrition models in their own communities. And SNA has responded admirably. **The new GCNF will expand SNA's capacity to advance school feeding worldwide.**

**The School Nutrition Association, seeks to build an international response through a new enterprise: the Global Child Nutrition Foundation (GCNF).** The GCNF will consolidate all existing SNA international activities, helping apply proven models of school nutrition to the challenge of feeding and educating young children around the world. Inspired by the United Nations Millennium Goals to



Global Child Nutrition Forum 2004 Delegates  
Indianapolis, Indiana

reduce world hunger by 50 percent by the year 2015 and to ensure that every child receives at least a primary school education, the GCNF occupies a unique and necessary niche among global human services. **It has the expertise and proven track record in creating and sustaining school feeding programs.**

*The GCNF will consolidate all existing SNA international activities, helping apply the proven model of school nutrition to the challenge of feeding and educating young children around the world.*



KAROLINA PASZKIEWICZ



ELENA KORENBAUM/ISTOCKPHOTOS



BARNA SOOKI/ISTOCKPHOTOS



PEETER VISIMAA/ISTOCKPHOTOS



DAMIR CUDIC/ISTOCKPHOTOS

## Sharing Knowledge and Know-How Across Borders

The new GCNF will be **driven by the twin operating values of collaboration and empowerment**. GCNF will work together with fellow international agencies, governments and local organizations across the globe to help build sustainable community-based feeding programs, empowering groups on the national and local levels to protect children and, in so doing, build the foundation for social and economic advancement.

**GCNF will focus on three primary and mutually supporting activities:**

- **The Global Child Nutrition Forum.** Begun in 1997 through the leadership of SNA and with the support of industry partners, the **Global Child Nutrition Forum** is a one-of-kind program focused exclusively on advancing child nutrition through effective and sustainable school and community-based feeding programs. A year-round effort that culminates in an intensive four-day event each year, the Forum convenes a core group of delegates from nations around the world to learn from one another and witness examples of successful

feeding programs. Serving as a bridge between affluent and developing nations, the Forum builds and nurtures a growing alliance of child nutrition advocates. To date, 153 delegates, have participated in the Forum representing more than 50 nations. Participants share technical knowledge, best practices, problem solving, funding strategies, and every other aspect of creating and maintaining successful programs. The goal of the Forum is to maximize the replication of effective, sustainable feeding programs, tailored to a wide array of settings and situations throughout the world. **The results are measurable and dramatic: more children fed in more schools and community-based programs in more countries—and more children receiving the basic education that is absolutely essential to personal and community well being.**

- **Global Team Outreach.** As a necessary complement to the Forum, GCNF will develop a faculty of Global Advisors to respond to requests from governments and agencies around the world for

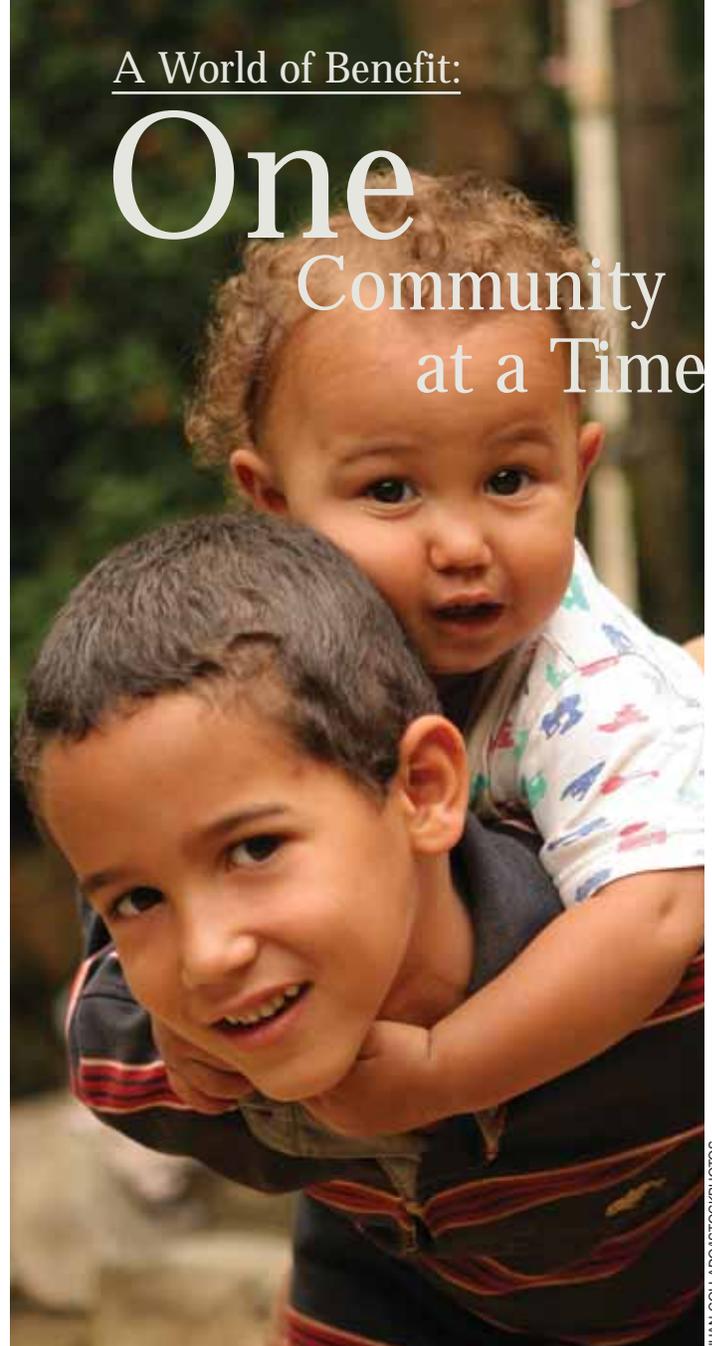
A World of Benefit:

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onsite technical assistance in creating or improving school and community feeding programs. GCNF will recruit an international faculty representing every aspect of successful program development, as well as the full complement of cultural knowledge and insight required to ensure success across the diversity of settings and populations. The goal is to have available 20-30 Global Team faculty members, from which GCNF can organize the most appropriate group to best respond to individual country requests. GCNF has developed clear criteria to guide its response to requests and ensure the maximum return on investment, as well as the most beneficial outcomes.

- **A Global Web-based Network.** To undergird and advance the work of the Forum and the Global Team Outreach program, GCNF aspires to build a globally accessible, highly interactive compendium of up-to-date school nutrition information and expertise on a single website, displaying country-specific guidelines, best practices, personal testimonies and contact information, along with a broad array of other resources. As a key part of developing an online global community, GCNF may seek to provide selected potential participants with access to the computer hardware, software and training required for full participation.

*GCNF will work together with fellow international agencies, governments and local organizations across the globe to help build sustainable community-based feeding programs.*



JUAN COLLADO/ISTOCKPHOTOS



Global Child Nutrition Forum 2006 Delegates  
Los Angeles, California

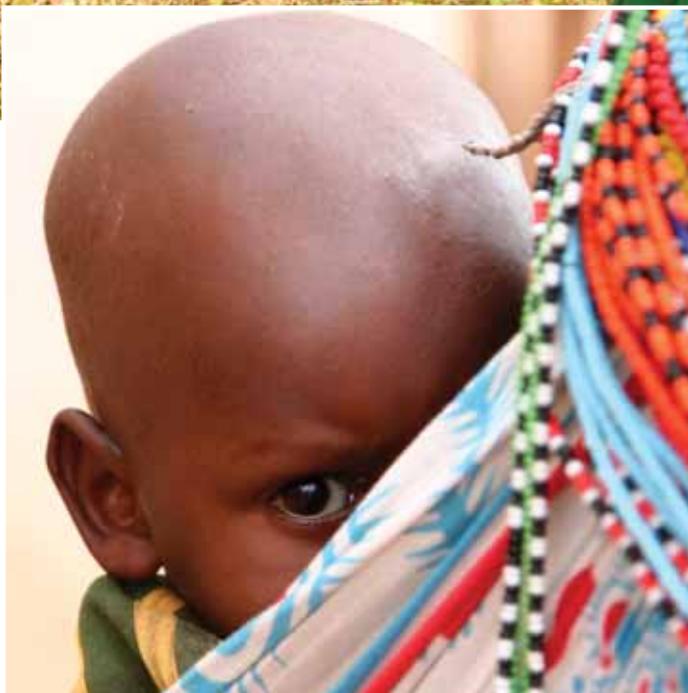
## Global Child Nutrition Foundation Campaign

In order to realize these objectives, GCNF is seeking \$6 million in philanthropic gifts: \$4 million will permanently endow the Forum, allowing GCNF to provide scholarships for the attendance of at least 20 international delegates at the annual gathering; \$2 million to enable GCNF to develop and implement the Global Team Outreach program and create the Global Web-based Network. GCNF looks to phase in the Global Team Outreach program with a small number of organized responses in the first three years, selecting those opportunities most aligned with established criteria.





MARK LINNARD/ISTOCKPHOTOS



MICHEL DE NIJUS/ISTOCKPHOTOS

## One Community at a Time

The GCNF is driven by the indisputable fact that **school feeding is perhaps the single most effective resource** for advancing the health and education of children—anywhere and everywhere in the world. Despite the cultural, political and economic differences that distinguish us, there will always be at least one common denominator uniting all human beings: **Our children need the same essential resources to flourish.** Built on the powerful foundation of the School Nutrition Association's documented U.S. success and international leadership over the last 60 years, the Global Child Nutrition Foundation is presented with a tremendous opportunity. **It has the mission and vision and expertise to do one thing exceptionally well:** help the nations of the world nurture young bodies and advance young minds through the time-tested practice of school-based nutrition, one community at a time. There can be no greater benefit for the world.

*GCNF has the mission and vision and expertise to do one thing exceptionally well: help the nations of the world nurture young bodies and advance young minds through the time-tested practice of school-based nutrition, one community at a time.*

For more information contact:

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