A Proposal To
Caesars Foundation
From
Feeding America

April 12, 2013

INTRODUCTION AND REQUEST

The Caesars Foundation has an ongoing commitment to helping older individuals live longer, healthier, and more fulfilling lives, and Feeding America shares this commitment of support to this country’s seniors. To advance this common priority of serving the needs of older Americans, Feeding America respectfully requests a grant of $250,000 from the Caesars Foundation in support of its Senior Hunger Strategy. This requested grant funding will significantly strengthen a national strategy to assist even more seniors in ways that produce meaningful and measurable results for individuals and communities alike. The interrelated initiatives being offered for funding consideration will have a national, strategic, and sustainable impact on senior hunger, which reflect the points of difference the Caesars Foundation seeks to achieve through its grant-making. A grant of this significance from the Caesars Foundation also will create a number of opportunities for highly visible cross-promotion of the Caesars brand and the Feeding America brand, and this public recognition can be targeted both nationally and in select markets of company operations. In addition, this emerging partnership can be further enhanced through volunteer service opportunities that can be offered to Caesars’ employees by Feeding America’s member food banks serving every local community where the company has an established or emerging business presence. Most importantly, this proposed grant funding from the Caesars Foundation will help ensure that the significant number of older adults in this country who are food insecure—meaning their access to food on a daily basis is limited by a lack of money and other resources—will be given the assistance and support they need to address the basic challenge of hunger in meaningful, respectful, and hope-filled ways.

FEEDING AMERICA’S ORIGINS, MISSION, AND ACCOMPLISHMENTS

Feeding America can trace its roots to 1967 when John van Hengel, a retired businessman in Phoenix, Arizona, initiated the concept of food banking after discovering a woman rummaging through a dumpster to find food for her family. In partnership with the Roman Catholic Archdiocese of Phoenix, John opened a warehouse called St. Mary’s Food Bank to store rescued food for distribution to local charitable agencies. In the years that followed, his concept spread to states across the country.

With a mission to feed America’s hungry through a nationwide network of member food banks and engage the country in the fight to end hunger, Feeding America has grown to become the nation’s leading non-profit hunger relief organization. It has a strong presence both nationally and locally via its network of 202 member food banks that serve 61,000 local agencies like food pantries, emergency shelters, after-school programs, and soup kitchens across all 50 states, the District of Columbia, and
Puerto Rico. Of importance to note, Feeding America has a member food bank in or near every community where Caesars Entertainment has a business presence in the United States, including the exemplary Three Square Food Bank in Las Vegas, Nevada. All Feeding America services are provided to clients without regard to race, ethnicity, gender, religion, sexual orientation, gender identity or disability. Feeding America also has a sound administrative and financial condition, earning the organization a four-star rating from Charity Navigator and a 98 percent fundraising efficiency from Forbes.

The work of Feeding America and its member food bank network is becoming increasingly vital and urgent. Current data indicate that 50.1 million Americans (16.4 percent of the population) are food insecure. In the fight to end hunger in this country, Feeding America’s services span the gamut of:

- Leading and expanding effective nationwide systems for getting food to people in need
- Running specialized programs targeted to serve vulnerable children and seniors
- Securing and delivering emergency food assistance
- Strengthening outreach and enrollment for government-sponsored food benefits programs
- Coordinating logistics to buy and move food across the food bank network
- Raising public awareness of hunger
- Conducting research to help define the problems and shape the solutions
- Spearheading advocacy efforts to strengthen state and federal government policies
- Building capacity for advocacy and community engagement across the network of food banks

Feeding America has a unique ability to tell the national story about hunger, while directly engaging in communities to address hunger across the country. With the recent recession, more families and individuals are struggling with food insecurity. High and sustained unemployment and underemployment have caused member food banks to move from helping people during a crisis to becoming a regular source of supplemental food for many struggling people. The Feeding America network currently serves 37 million people, including 14 million children and nearly 3 million seniors, and distributes more than 3 billion pounds of food and grocery products annually.

A HISTORY OF PARTNERSHIP AND SUPPORT

This important new funding request to the Caesars Foundation builds upon and further extends a history of support to Feeding America. This giving partnership includes the following key activities:

- **2007**: Harrah’s Entertainment was one of the first gaming donors to Three Square Food Bank, a Feeding America network member, providing a grant of $65,000 to purchase the food bank’s first refrigerated truck. This contribution was also a tremendous expression of endorsement and confidence in Three Square, since the funding was provided even before the food bank had a building of its own.

- **2009**: Harrah’s Foundation (the predecessor giving body of the Caesars Foundation) provided $25,000 to fund the Hunger Symposium in Las Vegas, Nevada. Thom Reilly, Executive Director of the Foundation, was one of the Symposium’s panelists. Thom was joined on the panel by national hunger experts that included George Braley, then Senior Vice President of Government Relations and Public Policy at Feeding America. A national hunger study was completed prior to
the Symposium, and the results of this study served as the focus of the panel discussion. It was through this study that Three Square Food Bank learned about the 30,000 food-insecure seniors in Las Vegas who needed assistance and support.

- **2011**: Caesars Foundation provided $50,000 to pilot test "Senior Share," a program to address the hunger experienced by the 30,000 food-insecure seniors in Las Vegas. The pilot test was so successful that it motivated the UCLA Dream Fund to provide $2 million following the conclusion of the pilot test so the program could expand beyond the initial pilot phase. The UCLA Dream Fund also provided $2 million to Los Angeles Regional Foodbank, another Feeding America network member, to emulate “Senior Share” in the Los Angeles community.

In light of its important giving history with Caesars and because of the rich resources available in its extensive national network of food banks and agencies, Feeding America provides the ideal setting from which to strengthen an effective, far-reaching, and renewed Senior Hunger Strategy in partnership with the Caesars Foundation.

**ADDRESSING THE URGENT CHALLENGE OF SENIOR HUNGER**

According to the most currently available data collected by the AARP Foundation, nearly 4 million people in this country aged 60 years and older are food insecure. A major recent study completed by the AARP Foundation reports that this alarming rate of food insecurity among seniors has increased by 25 percent since 2007. Multiple research sources indicate that the population of older adults is projected to increase by as much as 36 percent over the next decade. Looking ahead even further, these same research sources project that there will be 72.1 million older adults living in the U.S. by 2030, almost twice as many as in 2008. These changing demographics will have a profound impact on the demand for social services for older adults, especially related to their need for adequate nutrition services. Feeding America is proactively addressing the needs of seniors across the country, and a national strategy has been developed to expand the infrastructure necessary to meet the needs of a growing number of food insecure seniors who often are more vulnerable to the current economic challenges in the country today.

While it is critical for Feeding America to address the future demands for these food and nutrition services, it is also imperative that the current gaps in food and nutrition services for seniors also are given attention. While there are many strong programs working to prevent senior hunger across this country, there are still unmet needs that must be addressed immediately. In 2008, the most recent U.S. Government research available indicates that 90 percent of low-income seniors who were food insecure did not receive meals through federally funded congregate or home delivered programs. According to the United States Department of Agriculture, a little over one-third of eligible seniors participate in SNAP, the federal government’s Supplemental Nutrition Assistance Program (formerly known as the Food Stamps Program), compared to about two-thirds of the eligible general population. Given that senior hunger is a serious and growing problem in this country, interventions must be employed to reduce gaps in service to food-insecure seniors. Both the current needs and anticipated increases in demand for food and nutrition services among older Americans has led Feeding America to develop a Senior Hunger Strategy to support its network of 202 food banks and 61,000 agencies in reducing the present and future gaps in nutrition services to older adults.
FEEDING AMERICA’S SENIOR HUNGER STRATEGY

ADDRESSING A CONTINUUM OF NEED FOR OLDER AMERICANS

Feeding America’s Senior Hunger Strategy defines a senior as an individual 60 years or older, which is in line with federal definitions for the U.S. Government’s nutrition assistance programs. In order to best match the identified and projected needs to the most effective services, it is important to recognize that older adults may face challenges related to food insecurity based on their mobility and/or their ability to prepare meals. Three categories for seniors facing food insecurity may be grouped along a continuum of need that for some will span the aging cycle. These categories are:

- Seniors who are not homebound and who can cook or access meals
- Seniors who are homebound and who can cook
- Seniors who are homebound and who cannot cook

An analysis of data from the National Health and Nutrition Examination Survey between 1999 and 2008 shows that the percentage of food insecure seniors in each category is as follows:

<table>
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<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
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<tr>
<td>Not Homebound, Can Cook</td>
<td>78.79%</td>
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<tr>
<td>Homebound, Can Cook</td>
<td>12.84%</td>
</tr>
<tr>
<td>Homebound, Cannot Cook</td>
<td>8.37%</td>
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</table>

Different nutrition interventions are required to reach seniors in each category throughout this continuum of need. Given that nearly 80 percent of food-insecure seniors are not homebound, Feeding America is taking a leadership role in addressing the needs of this segment of the food-insecure population. In addition, it is supporting initiatives which reach seniors across the two other categories of the continuum. The Feeding America network is uniquely positioned to address the needs of seniors who are not homebound, as this work will build upon other hunger relief services already being provided today.

While focusing on enhanced food assistance services for seniors who are not homebound will remain a major priority, Feeding America also understands that serving the distinctive needs of food-insecure
seniors who are homebound requires ongoing attention since many older adults may reach this level of needed service as they move through the aging cycle. The Caesars Foundation is a long-time funder and partner with Meals on Wheels, which provides important food assistance services to homebound older adults across the country. Several Feeding America food banks have strong working relationships with local chapters of Meals on Wheels in their shared service communities. In fact, a number of food banks and Meals on Wheels chapters have developed formal organizational connections to serve their local senior populations more cooperatively and effectively. Yet these working relationships have most often been formed independently through collaborations initiated between local leaders and volunteers of both organizations, and no national plan or strategy has been developed to foster such collaborations on a wider scale. This new proposal to the Caesars Foundation also offers an opportunity to begin developing a more strategic, targeted, and deliberate national collaboration between two major service organizations that share a commitment to assisting vulnerable, low-income older adults in this country.

OVERALL GOAL AND ACTION STRATEGIES

The overall goal of the Senior Hunger Strategy is to increase the number of meals served through targeted senior hunger programs of the Feeding America network by 25 percent over 5 years. With the current level of services through these targeted senior hunger programs providing nearly 450,000 older Americans with 35,000,000 meals annually, this ambitious goal is daunting yet achievable. To reach this goal Feeding America will utilize three main action strategies:

1. **Build Awareness of Senior Hunger:** The issue of senior hunger has not received as much attention as other age demographics, such as children, and therefore it is essential to raise awareness about senior hunger in order to be successful in reaching the objectives and overall goal for the Senior Hunger Strategy.

2. **Increase Access to Food Support for Seniors:** There are opportunities within the realm of nutrition services to reach underserved segments of the senior population. As previously cited in this proposal, 90 percent of low-income seniors who are food insecure do not receive meals through federally funded congregate or home delivered meal programs, and only a little more than one-third of eligible seniors participated in the federal government’s Supplemental Nutrition Assistance Program (SNAP).

3. **Appropriate Interventions Targeting Senior Hunger:** Seniors require very specific nutritional interventions due to the distinctive life challenges and health problems that many face. Additionally, the availability of senior nutrition services varies considerably at the local level. To ensure that appropriate interventions are implemented for seniors, it is critical that both of these factors are taken into consideration and addressed.

A PARTNERSHIP OPPORTUNITY TO ADDRESS SENIOR HUNGER

Through its extensive network of food banks and agencies across the country, Feeding America can leverage its direct service reach into local communities while building a national movement that has the ability to create a systemic and tangible impact on the problem of senior hunger. With the requested grant funding of $250,000 from the Caesars Foundation, Feeding America will be able to make
significant progress towards reaching its goal of a 25 percent increase in meals served through its targeted senior hunger programs within the next five years. This proposed partnership with the Caesars Foundation will enable Feeding America to develop and implement a number of key priority initiatives that can directly or indirectly impact each of the three action strategies over the next year to help achieve this overall goal. These various initiatives also will provide public recognition and promotional opportunities for the Caesars brand that additionally will associate the company with the mission and brand of Feeding America.

1. BUILD AWARENESS OF SENIOR HUNGER

Sharing and Promoting Client Stories:
One of the major challenges in expanding programs that serve seniors is the lack of awareness and understanding about the issue of senior hunger on local, regional, and national levels. To increase the capacity of Feeding America’s national office and food bank network to communicate about senior hunger and present solutions to the problem, Feeding America plans to create a video series of senior client stories. The series will involve filming four-to-six vignettes, each one 30-to-60 seconds in length, profiling senior clients. The goal of this project is to tell the story of senior hunger and the importance of nutrition programs from the clients’ perspectives. The series will be shown on the Feeding America website, used with donors, made available to network members, and utilized by the public policy team to engage legislators and administration officials in protecting and expanding federal nutrition programs for seniors.

Senior Hunger Awareness Initiative:
The launch of the senior client videos will occur in May, which has been designated as Older Americans Month, and will be one of the central components of a month-long initiative to raise awareness about senior hunger. Feeding America will create and implement a digital media strategy via its website and on social media platforms (such as Facebook and Twitter) to draw attention to the client videos, provide additional information on the issue of senior hunger, and offer solutions to the problem. The client videos will also be made available for network members to post on their websites and use in communications with different stakeholders. In addition, media tool kits that include sample op-eds, talking points, and press releases will be created for food banks to use in raising awareness about senior hunger in their local communities during the month of May and then throughout the year. The videos and media tool kit can be utilized in local markets served by member food banks and in Washington, D.C., with national policymakers and stakeholders.

Senior Client Study:
Feeding America is currently conducting its sixth quadrennial study of hunger: Hunger in America 2014. The Hunger in America series—which began in 1993—is widely viewed as the seminal standard of hunger research and is the largest research study directly engaged with and related to low-income and food-insecure people across the country. It provides the most statistically valid, comprehensive demographic profiles of people seeking food assistance through the non-profit sector. In order to have a more complete picture of food insecurity in this country, the Feeding America network will interview 85,000 clients and survey all 61,000 Feeding America member agencies—more than any previous Hunger in America study. As part of the current Hunger in America research activities, Feeding America plans to conduct a deeper analysis of these data to better understand the characteristics of senior clients served by the Feeding America network. This analysis will provide critical insights into the needs of older Americans receiving food assistance from network members, and will help the Feeding America
network prepare for the anticipated increased demand for food and nutrition services among seniors caused by current economic instability and the projected increase in this country’s aging population. This analysis also will be used to inform service delivery, and will help raise awareness about the issue of senior hunger. Furthermore, it will provide a baseline of information about Feeding America’s senior clients that can be compared to other data collected by this quadrennial national hunger study. Feeding America is currently working with a funding partner to ensure that this senior-focused analysis is incorporated into the Hunger in America 2014 study already underway.

Meta-Analysis of Senior Hunger Research:
The Meals on Wheels Association of America conducted research on the causes, consequences, and characteristics of senior hunger that has been published over the past few years. In addition, the AARP Foundation recently released a brief on food insecurity among older adults. These research findings have been extremely helpful in understanding senior hunger and in providing insights on how to target services to reach this population. To support the general public, policy makers, and funders in understanding the findings of this research, Feeding America is creating a high-level brief that pulls out the most essential published statistics to tell the story of senior hunger and its impact on society. Feeding America will work with a research consultant and graphic designers to ensure that the information is presented in a way that individuals not familiar with the issue can easily comprehend. This brief will be posted on Feeding America’s website, used with donors, made available to network members, and utilized by the public policy team to engage legislators and administration officials in protecting and expanding federal nutrition programs for seniors. This important project has already been funded by another contributor.

2. INCREASE ACCESS TO FOOD SUPPORT FOR SENIORS

Senior Grocery Program Pilot:
Feeding America currently supports food banks by offering several national programs to combat child hunger, but until recently it did not have a national program model that specifically targets the needs of seniors. To address this issue and in keeping with the priority to serve older adults who are not homebound, Feeding America has developed the Senior Grocery Program to serve food insecure seniors 60 years of age or older. The goal of this program is to meet the needs of seniors at risk of hunger by providing them with groceries that they can prepare and consume at home. The choice of food items, distribution methods, and promotion for the Senior Grocery Program have been developed to address the distinctive needs and interests of older adults. To ensure maximum reach and easy accessibility, food banks will implement Senior Grocery Programs at locations where seniors frequent or tend to congregate to ensure maximum reach and easy access. This will entail fostering partnerships with other existing organizations and agencies that serve older adults in each participating food bank’s local community. The program can also be administered via a Mobile Pantry distribution, where trucks deliver food to seniors in rural or urban areas that have no or limited access to food pantries or other traditional forms of food assistance. In the current fiscal year, Feeding America secured funding to pilot the Senior Grocery Program at ten food banks that each received $40,000. The development, evaluation, and outcomes of these pilot programs will be documented to identify best practices and challenges associated with implementing this new program model. The pilot testing of this program will inform future work to expand the Senior Grocery Program throughout the Feeding America network. This requested grant will allocate a portion of funding to expand this Senior Grocery Program pilot initiative to three additional food banks of the Feeding America network, and the Caesars Foundation
will be cited as the sponsor of these additional Senior Grocery Program pilots in all local and national communications and media coverage related to this initiative.

**Advancing Partnerships with Meals on Wheels:**
To advance common goals and commitments to serve food-insecure seniors, Feeding America plans to develop and pilot-test collaborative programming between member food banks and local Meals on Wheels chapters in select communities, and then document and share best practices associated with implementing these collaborative programming models for eventual wider replication across the Feeding America network. Staff leaders at Feeding America have determined that providing seed-funding grants of $30,000 each will be attractive and sufficient for such collaborative initiatives, and a portion of this requested grant support will enable three food banks to receive pilot funding for this purpose. In order to allow for innovation and creativity that are best suited to meet the distinctive needs of their own communities, food banks will be able to propose any form of activity that will achieve this goal. For example, some food banks may propose the design and development of common communication materials and strategies to promote complementary services for older adults and build awareness of the urgent cause of senior hunger. Others may propose hiring a part-time staff coordinator to help plan, organize, and manage shared and enhanced services between the two local organizations. Some food banks may want to offer a shared and jointly sponsored senior nutrition education and outreach program for low-income older adults in their communities. Another possibility for a food bank and Meals on Wheels chapter already working together would be to coordinate and share the purchase of more food items that meet the specific nutritional needs of seniors. These pilot programs can give preference to communities where Caesars Entertainment has a business presence, which also will provide opportunities for employee volunteer engagement in these collaborative service activities for vulnerable older adults. The Caesars Foundation also will be cited as the sponsor of these Feeding America/Meals on Wheels partnership pilots in all local and national communications and media coverage related to this initiative.

**Senior SNAP Outreach Pilot:**
The Supplemental Nutrition Assistance Program (SNAP) is the leading and the largest food benefit program of the federal government’s nutrition safety net. The program provides low-income individuals and families with electronic benefits cards to buy food at thousands of retail stores across the country. Unfortunately and as previously cited in this proposal, most eligible seniors do not participate in the program. There are many reasons for low SNAP participation among seniors, including the stigma often felt by older adults when receiving a perceived “government hand-out,” as well as misconceptions about the program and application process. Ways to overcome some of these barriers include conducting targeted SNAP outreach programs through food bank members and their agencies, and by providing one-on-one application assistance to seniors that is respectful of and sensitive to their needs and attitudes. As Feeding America’s previous *Hunger in America* study revealed, only 41 percent of Feeding America’s clients receive SNAP benefits, even though an estimated 70 percent appear eligible based on their income. In the current fiscal year and with funding from another contributor, Feeding America is piloting senior SNAP outreach projects at several food banks to test innovative approaches to increase participation in SNAP among seniors. With 80 percent of the Feeding America network engaging in some form of SNAP outreach, the network food banks are in prime positions to pilot innovative ways and document effective practices in reaching older Americans underserved by SNAP. The learnings from these pilots will also be used to create a training module to support food banks in conducting SNAP outreach to seniors and expanding these targeted services throughout the network.
Training Resources:
Feeding America creates training resources to increase staff capacity and expertise in operating Feeding America’s national program models. In the current fiscal year and with support from other contributors, training resources are being developed to support food bank staff in operating the Senior Grocery Program, and a training module for reaching seniors has been added to the Feeding America’s online SNAP outreach toolkit. The goal of these training resources is to support food bank staff in starting and expanding nutrition programs that serve seniors. The learnings from the pilot programs will inform the ongoing development and updating of content for these resources, which will include:

- training and educational videos created by filming multiple Senior Grocery Program sites;
- an online learning course and program manual for operating the Senior Grocery Program;
- an online training module on conducting SNAP outreach and application assistance to seniors.

3. APPROPRIATE INTERVENTIONS TARGETING SENIOR HUNGER

Nutrition Guide for Serving Seniors:
To increase the capacity of network members in operating seniors programs and with support from another contributor, Feeding America is creating an online nutrition guide for serving seniors. This resource will include an overview of seniors’ unique nutritional needs, provide recommendations on appropriate food items for the senior population, and share ideas for sourcing these items. The guide will be used to support food banks in designing and implementing their own senior hunger programs. While nutritional guides on this topic exist, Feeding America is designing a resource that is specific to the food bank network and the unique food sourcing channels utilized to access products for programs serving older adults. To create this resource, Feeding America is contracting with a specialist in senior nutrition who is also familiar with the food bank network. This important project has already been funded by another contributor.

SYSTEMIC AND SUSTAINABLE IMPACT ON SENIOR HUNGER

Feeding America’s Senior Hunger Strategy can create systemic and sustainable solutions to the challenge of food insecurity for older adults in this country, and the $250,000 requested grant from the Caesars Foundation will be key to achieving success. This significant level of support will provide the resources and momentum needed to advance this strategy towards its primary goal of more meals for seniors. Some projected outcomes which this grant will make possible include:

- The resulting communications on this partnership will build awareness of senior hunger and can inform and motivate individuals, communities, government agencies, service organizations, and funding sources to support (both generally and financially) this increasingly urgent cause on local, state, and national levels.

- The pilot offerings for the Senior Grocery Program and the Feeding America/Meals on Wheels Partnerships will test both initiatives in real-world settings, and the results of these pilots will be evaluated to inform the work to be done in the future and to guide the expansion of these initiatives to other food banks in the Feeding America network.
The food banks that are chosen for both pilot initiatives—through an established competitive grant application process at Feeding America that will require outcomes recording and evaluation by grant recipients—will create both staff and volunteer leaders who can share their newly acquired abilities and understandings for expanding senior hunger programs with other nearby food banks and related agencies. In doing so, a “train-the-trainer” model can be developed as an efficient and cost effective means to help promote and replicate the pilot initiatives beyond the initial grant period and throughout the network.

Once the proposed pilot grants for both initiatives have been awarded to the chosen food banks, a requirement of grantees will be to document and evaluate the outcomes of these pilot programs at the conclusion of the grant activity period (usually a year after the grant is awarded). These grant reports will serve as case studies to be shared with other food banks that also may be interested in strengthening senior hunger programs and partnerships across the Feeding America network, thereby creating greater potential impact on senior hunger services being offered in local communities.

The findings and best practices developed through both pilot initiatives will be recorded and shared as web-based case studies that can be reviewed by leaders at other food banks considering these service enhancements, thereby fostering broader potential changes for senior hunger programs throughout Feeding America’s national network.

A grant at this level from the Caesars Foundation will provide Feeding America with the resources and endorsement needed to leverage additional funding from other philanthropic sources in support of senior hunger programs.

All of these efforts reflect a commitment to improve programmatic infrastructure in lasting and impactful ways throughout the Feeding America network, which in turn will enable food banks to address more effectively the needs of food-insecure seniors on a greater scale.

**PROPOSED GRANT BUDGET**

The $250,000 in requested grant support from the Caesars Foundation will advance Feeding America’s Senior Hunger Strategy by providing resources for the following key program expenses during the upcoming Fiscal Year 2014 (July 1, 2013 through June 30, 2014):

1. $40,000 of potential funding will be applied to a portion of compensation support for staff members from Feeding America’s National Programs team who will be leading the Senior Hunger Strategy.

2. $120,000 of the proposed grant will be targeted for support to three food banks seeking to launch or strengthen a Senior Grocery Program, with each participating food bank to receive $40,000 in funding through a competitive application program that will require formal evaluation reports of all participants at the close of the program year.
3. $90,000 in requested funding will provide three pilot grants of $30,000 each to advance working partnerships between food banks in the Feeding America network and Meals on Wheels chapters sharing the same local service communities.

The total projected Fiscal Year 2014 budget for Feeding America’s Senior Hunger Strategy and the specific programmatic expense allocations to be supported by the proposed grant of $250,000 from the Caesars Foundation have been outlined in the table below.

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<th>Expense Item</th>
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<td><strong>Personnel</strong></td>
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**RECOGNIZING AND PROMOTING SUPPORT FROM CAESARS FOUNDATION**

A major grant of $250,000 from the Caesars Foundation to Feeding America can be recognized and promoted through the Senior Hunger Strategy components targeted for funding, which include:
• The Caesars Foundation will be cited as the sponsor of the grant-funded Senior Grocery Program pilots and the Feeding America/Meals on Wheels Partnerships pilots in all local and national communications and media coverage related to this initiative.

• Because the Feeding America network has food banks in or near all communities where Caesars Entertainment has corporate locations in the United States, opportunities for company employees to engage in volunteer service opportunities related to these Senior Hunger Strategy pilots or other hunger relief programs can be facilitated and organized.

Feeding America also can offer other means of public visibility for funding support at this significant level. These potential means of partnership recognition include:

• The Caesars Foundation will be listed in Feeding America’s annual honor roll of donors produced in both printed and digital formats.

• Caesars will be recognized as a principal supporter of Feeding America in all publicity and media placements related to the Senior Hunger Strategy over the course of the next year.

• A press release on the grant and its purpose will be produced and distributed to the media.

Feeding America would welcome working with communications and marketing staff at either Caesars Entertainment or the Caesars Foundation to promote this proposed grant in ways that effectively advance Caesars’ business interests. In closing, Feeding America greatly appreciates the opportunity to submit this formal proposal to the Caesars Foundation for a grant of $250,000 in support of a comprehensive Senior Hunger Strategy. This philanthropic investment will launch an important national partnership built on shared commitments to help older and economically challenged individuals in this country live longer, healthier, and more fulfilling lives.