



FEED THE CHILDREN[®]

A TV PUBLIC SERVICE CAMPAIGN



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ABOUT FEED THE CHILDREN

Feed the Children, a 501(c)(3) nonprofit organization, has pursued its vision of a world without childhood hunger since 1979. Active in the United States and in 10 countries across the world, we are dedicated to helping families and communities achieve stable lives and to reducing the need for help tomorrow while providing food and assistance to help them today. For more information, please visit www.feedthechildren.org.



Learn more about Feed the Children

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Dear Public Service Director,

In a survey conducted in April of this year, one in nine adults with children in the U.S. reported that their children were not getting enough to eat. Several times higher than it was before the COVID-19 pandemic, this figure reveals an intolerable increase in the number of hungry and food-insecure children nationally. Although recent government interventions like the American Rescue Act have been meaningful in their support for the most vulnerable families, this summer will be a critical time for many of them as they confront new challenges in trying to recover economically from more than a year of hardship.

Feed the Children, a 501(c)(3) nonprofit organization, has pursued its vision of a world without childhood hunger since 1979. We are dedicated to helping families and communities achieve stable lives and to reducing the need for help tomorrow while providing food and assistance to help them today. To do this, we distribute product donations of food and other resources from corporate donors through our network of local community partners across the United States. We also manage child-focused community development programs in nine countries around the world.

If current encouraging trends continue, in this country we may well put the worst of this health crisis behind us soon. As life begins to return to normal, however, it would be unconscionable to allow our "new normal" to include widespread childhood hunger.

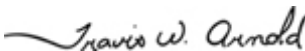
Please help inform your audience about how they can help hungry children and struggling families this summer by airing the new PSAs "**Hunger Shouldn't Be Normal | Feed the Children | Donate At**" (:30) and "**Hunger Shouldn't Be Normal | Feed the Children | Learn How You Can Help**" (:30). These PSAs draw an important contrast between the relief we feel as we look forward to a possible end to the health crisis and the fact that many people are still suffering. They also encourage viewers to seek more information about how they can help.

While they are extremely timely now, we would like to set a specific end date of August 31, 2021 for using these PSAs. However, for airing beyond this date, we have also included evergreen PSAs in both 30-second and 60-second formats. Regardless of how many of our PSAs you choose to broadcast, we hope that you will support both our summer campaign and our general mission by airing them as soon and as often as possible.

If you have any questions regarding these PSAs, please contact our distribution representative, Shaliza Thomas at Connect360 Multimedia (stthomas@c360m.com; 212-624-9187).

Thank you in advance for your support of this public service message.

Sincerely,



Travis Arnold
President and CEO
Feed the Children

Learn How You Can Help

Hunger shouldn't be normal. Yet for many, back to normal still means not having enough to eat. Feed the Children brings them food, resources and hope.

To learn more, please watch Feed the Children's latest public service announcement (PSA) titled "**Hunger Shouldn't Be Normal | Feed the Children | Learn How You Can Help**" (:30). **While they are extremely timely now, we would like to set a specific end date of August 31, 2021 for using these PSAs.** We ask that you please air our PSA as soon and as often as possible.

Evergreen PSAs are also available for review and download at: <http://www.c360m.com/PSACConnect/ftc/>



TV PSA SCRIPTS

"Hunger Shouldn't Be Normal Feed the Children Learn How You Can Help" (:30)	
1. Aerial shot of neighborhood, switch to shot of guy in pool, switch to shot of people at restaurant, switch to shot of server at restaurant, switch to shot of guy jumping into pool.	MUSIC UP AND UNDER NARRATOR V/O: <i>This summer, we might start getting back to normal again!</i>
2. Shot of father and daughter loading luggage into car, switch to shot of them driving to destination.	NARRATOR V/O: <i>Back to traveling.</i>
3. Shots of family grilling in backyard, switch to shot of friends showing up backyard.	NARRATOR V/O: <i>Back to reuniting with family and friends.</i>
4. Shot of coach cheering a kids soccer team.	NARRATOR V/O: <i>Back to celebrating life.</i>
5. Shot of empty fridge.	NARRATOR V/O: <i>But hunger shouldn't be normal.</i>
6. Shot of a boy and two girls on a porch, shot of woman carrying her child wrapped around her, shot of family outside their home.	NARRATOR V/O: <i>Yet for many, back to normal still means not having enough to eat.</i>
7. GRAPHIC: HUNGER SHOULDN'T BE NORMAL LEARN HOW YOU CAN HELP Feedthechildren.org/summerhunger Feed the Children logo A Public Service Message from Feed the Children	FADE SOUND AND PICTURE OUT

TV PSA SCRIPTS

"Evergreen PSA Feed the Children Learn How To Help" (:30)	
1. Various shots of children.	MUSIC UP AND UNDER NARRATOR 1 V/O: <i>Imagine a world where no child goes to bed hungry.</i>
2. Various shots of children.	NARRATOR 2 V/O: <i>We do. Every day.</i>
3. Shot of woman and children, switch to shot of bare refrigerator.	NARRATOR 1 V/O: <i>But right now, too many children don't have enough to eat.</i>
4. Shot of food being packed in boxes, switch to shot of child.	NARRATOR 2 V/O: <i>We're called to help them, to bring them food, resources and hope.</i>
5. Shot of family eating, switch to shot of family walking, switch to wide shots of communities.	NARRATOR 1 V/O: <i>To support families today so they can build a better tomorrow for their children,</i> NARRATOR 2 V/O: <i>across this country and around the world.</i>
6. Shot of man carrying boxes, switch to shot of people, switch to shot of woman teaching children.	NARRATOR 1 V/O: <i>To do this, we connect people, people like you.</i>
7. Various shots of people around the world.	NARRATOR 2 V/O: <i>If we work together, we may not have to just imagine a world where no child goes to bed hungry.</i>
8. GRAPHIC: LEARN HOW YOU CAN HELP feedthechildren.org Feed the Children logo A Public Service Message from Feed the Children	FADE SOUND AND PICTURE OUT

AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

<http://www.c360m.com/PSAConnect/ftc/>

These PSAs Can Be Used Until August 31, 2021:

"Hunger Shouldn't Be Normal | Feed the Children | Learn How You Can Help" (:30)

"Hunger Shouldn't Be Normal | Feed the Children | Donate At" (:30)

These PSAs Have No End Date For Use:

"Evergreen PSA | Feed the Children | Learn How To Help" (:60, :30)

"Evergreen PSA | Feed the Children | Donate" (:60, :30)

Please let us know your preferences on
receiving PSAs by contacting:

Shaliza Thomas via email at stthomas@c360m.com
or by phone at (212) 624-9187.

501 (c)(3) certificate



Department of the Treasury
Internal Revenue Service
P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0248344558
Feb. 23, 2009 LTR 4168C E0
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BODC: TE

FEED THE CHILDREN INC
533 N MERIDIAN AVE
OKLAHOMA CITY OK 73107-6507



055218

Employer Identification Number: 73-6108657
Person to Contact: Mr. Burns
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your request of Feb. 11, 2009, regarding your tax-exempt status.

Our records indicate that a determination letter was issued in May 1967, that recognized you as exempt from Federal income tax, and discloses that you are currently exempt under section 501(c)(3) of the Internal Revenue Code.

Our records also indicate you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

Michele M. Sullivan, Oper. Mgr.
Accounts Management Operations I



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CHILDREN®**

feedthechildren.org