



**FEED THE  
CHILDREN®**

**A TV PUBLIC SERVICE CAMPAIGN**



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## ABOUT FEED THE CHILDREN

Feed the Children envisions a world where no child goes to bed hungry. In the U.S. and internationally, we are dedicated to helping families and communities achieve stable lives and to reducing the need for help tomorrow, while providing food and resources to help them today. We distribute product donations from corporate donors to local community partners, we provide support for teachers and students, and we mobilize resources quickly to aid recovery efforts when natural disasters strike.



# Learn more about Feed the Children

ABOUT



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Dear Public Service Director,

2021 has been a difficult year for our most vulnerable children and families. As the holiday season approaches, it is now estimated that nearly 1 in 6 children is food insecure, meaning that they cannot be sure where their next meal will come from.

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 resources to help them today. To do this, we distribute donations of food and other supplies from corporate donors through our network of local community partners across the United States. We also manage child-focused community development programs in eight countries around the world.

Feed the Children's **No Hunger Holidays** campaign is designed to help struggling parents and caregivers make sure their children get enough to eat this holiday season. By delivering food, household essentials like cleaning products and hygiene items, and books and toys, we strive to make a crucial difference for families who may not make ends meet otherwise.

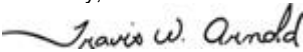
Please help inform your audience about this issue and our campaign by airing the new PSAs "**No Hunger Holidays – Giving Feels Good | Feed the Children | Donate At**" (:30) and "**No Hunger Holidays – Giving Feels Good | Feed the Children | Learn More**" (:30). These PSAs contrast how easy it is to get caught up in the little details of holiday planning with how important and rewarding it can be to assist the most vulnerable among us. They also encourage viewers to seek more information about how they can help.

**These PSAs have a start date of November 1, 2021.** While extremely timely now in light of the current level of need, **we would like to set a specific end date of December 31, 2021 for airing 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 No Hunger Holidays campaign and our 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 ([sthomas@c360m.com](mailto:sthomas@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

## No Hunger Holidays – Giving Feels Good

As you scramble through your holiday list, don't forget the families who are struggling and the kids who don't have 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 **"No Hunger Holidays – Giving Feels Good | Feed the Children | Learn More"** (:30). **These PSAs have a start date of November 1, 2021. While they are extremely timely now, we would like to set a specific end date of December 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: <https://psaconnect.c360m.com/ftc/>



## TV PSA SCRIPTS

"No Hunger Holidays – Giving Feels Good   Feed the Children   Learn More" (:30)	
1. Shot of house with holiday decorations, switch to shot of ornament being hung on tree, switch to shot of "Joy" sign being placed on mantel, switch to shot of table being set.	<p><b><u>MUSIC UP AND UNDER</u></b></p> <p><b><u>NARRATOR V/O:</u></b> <i>The holidays. For many of us, they can be the happiest time of the year.</i></p>
2. Quick shots of holiday cards, freshly baked cookies, presents in car trunk and holiday checklist.	<p><b><u>NARRATOR V/O:</u></b> <i>But, it's easy to get caught up in the craziness. As you scramble through your holiday list,</i></p>
3. Shots of family, switch to close up shot of child.	<p><b><u>NARRATOR V/O:</u></b> <i>don't forget the families who are struggling and the kids who don't have enough to eat</i></p>
4. Various shots of food being delivered to families in need.	<p><b><u>NARRATOR V/O:</u></b> <i>Your gift helps deliver food and resources to children and families who need them.</i></p>
5. Close-up shot of woman packing food in box, switch to shot of kids carrying box, switch to shot of two children smiling.	<p><b><u>NARRATOR V/O:</u></b> <i>So make a difference this year and put kids who need help on your holiday list.</i></p>
<p>6. Close-up shot of child smiling.</p> <p><b><u>GRAPHIC:</u></b></p> <p>LEARN MORE AT Feedthechildren.org/nohungerholidays</p> <p>Feed the Children logo</p> <p>A Public Service Message from Feed the Children</p>	<p><b><u>NARRATOR V/O:</u></b> <i>Giving feels good.</i></p> <p><b><u>FADE SOUND AND PICTURE OUT</u></b></p>

## TV PSA SCRIPTS

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

## AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

<https://psaconnect.c360m.com/ftc/>

### **These PSAs Can Be Used Until December 31, 2021:**

"No Hunger Holidays – Giving Feels Good | Feed the Children | Donate At" (:30)

"No Hunger Holidays – Giving Feels Good | Feed the Children | Learn More" (: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](mailto: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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00013380  
BODC: TE

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



015219

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,

A handwritten signature in cursive script, reading "Michele M. Sullivan".

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



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[feedthechildren.org](http://feedthechildren.org)