

THE HUNGER PROJECT

**The End of the
Persistence of
Hunger and
Starvation on
Our Planet by the
End of the Century.**

ANNUAL REPORT 1985

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The Hunger Project is a not-for-profit charitable organization with activities in 23 countries. Established in 1977 in deep recognition of the thousands of individuals and organizations working toward alleviating hunger, The Hunger Project has as its intention to generate a global context of sufficiency, opportunity and responsibility, so that what is possible actually becomes a reality.

The purpose of The Hunger Project is to create the end of the persistence of hunger and starvation as an idea whose time has come.

The Hunger Project works to generate a worldwide, grass-roots commitment to the end of hunger in order to bring forth the work that must be done to end the persistence of hunger and starvation on our planet by the turn of the century.

Through programs including communication and education, The Hunger Project is establishing the real possibility in which individuals can discover and act on their innate concern, their natural responsibility, for the persistence of hunger and starvation and its elimination. The Hunger Project provides people everywhere the opportunity to take a stand and participate in this historic achievement—the end of hunger and starvation by the turn of the century.

As of December 31, 1985, more than 4 million individuals had declared themselves and made public their stand for the end of the persistence of hunger and starvation by enrolling in The Hunger Project.

For those of us committed to the end of the persistence of hunger by the end of the century, 1985 was a landmark year. The year in which Africa entered the global consciousness. The year the world responded with unprecedented generosity and effectiveness.

In the face of one of the most brutal human crises imaginable, with 35 million African lives in danger as drought and famine swept across 27 nations, the international community and millions upon millions of individuals were galvanized into action. Although there remains much to do, all of us working for the end of hunger can take pride in the fact that, according to an estimate of the United Nations, at least 3 million lives were saved.

Nineteen eighty-five also marked a historic moment in which the global environment that fostered and shaped that response was, itself, fundamentally transformed. The "clarion call," the message heard by 1.6 billion people throughout the world during the Live Aid global broadcast — "Ending hunger: Now that we can, we must" — was precisely the communication that Hunger Project participants have worked to make known since 1977: that the tragedy of hunger need not simply be dealt with, it can be ended, once and for all, forever.

In 1985, the conversation in which Hunger Project participants have been engaged became *the* conversation about hunger. Reflecting back nearly a decade to the time when The Hunger Project was founded, it is evident how great has been the progress in shifting the worldwide thinking from "it can't be done" to "it can be done" — that is, from hunger is inevitable to the end of hunger being seen as something desirable and achievable.

This fundamental "sea change" for the end of hunger didn't just happen. People made it happen.

From the decades of increasingly successful work by relief and development organizations, from the advances in mass communication, from the determination and courage of hungry people and the

commitment of millions of individuals who work in partnership with them came the possibility of this new global environment. And, for those of us around the world who have worked to forge a global climate in which the end of hunger and starvation can live as an idea whose time has come, 1985 was a key milestone on the road to the year 2000.



Joan Holmes

For The Hunger Project itself, 1985 was a year of increasing growth and effectiveness.

Enrollment: The Stand of the Individual

As of December 31, 1985, more than 4.1 million people in 152 countries around the world had declared their commitment to the end of hunger on the planet by enrolling in The Hunger Project.

Last year, more than 830,000 individuals enrolled themselves in The Hunger Project — the highest number in The Hunger Project's history — representing a 43 percent increase over 1984. On September 30, 1985, the 4 millionth individual, a woman in Mexico, enrolled herself in The Hunger Project.

Worldwide, India led The Hunger Project in providing individuals the opportunity to express their natural and innate commitment and responsibility for the end of hunger. More than 250,000 individuals in India enrolled themselves in The Hunger Project in this past year. The continuing and accelerating growth of The Hunger Project in India is remarkable by any standard. In January 1984, when The Hunger Project was formally launched in India, enrollment stood at 1,609 people. As of

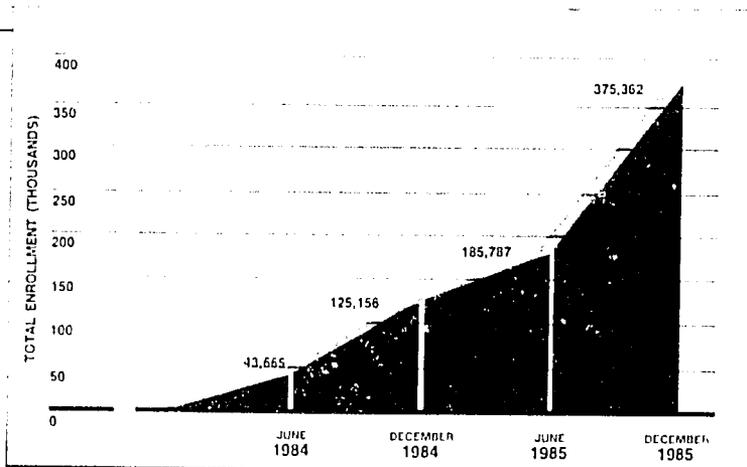
December 31, 1985, total enrollment in The Hunger Project in India had surpassed 375,362 people. On a single day in August 1985, a world record for enrollment was achieved when 35,951 individuals in India enrolled themselves in The Hunger Project.

Other nations, too, achieved impressive results in enrollment. Both the United States and the British Isles had more than 90,000 enrollments last year. Sweden and Australia joined the United States, Canada and Belize in crossing the line of more than 1 percent of their populations enrolled.

Education and Information

In recent years, study after study has pointed out the urgent necessity to build a well-informed constituency for global hunger and poverty issues. In support of this objective, The Hunger Project has designed and is now delivering an international development education program that includes workshops, publications and audio-visual materials.

The Ending Hunger Briefing. Our development education workshop, the Ending Hunger Briefing, provides participants with the essential information about world hunger and the progress being achieved in



Enrollment in The Hunger Project in India. Shown here is cumulative enrollment, illustrating an eight-fold increase over one and one-half years.

Enrollment last year — more than 830,000 individuals — was the highest in the history of The Hunger Project, representing a 43 percent increase over 1984.

eradicating it. It is now offered in nine countries and in six different languages. In 1985, over 140,000 people were briefed, bringing the cumulative total participation in this unique program to 345,147.

Publications. Throughout 1985, The Hunger Project continued to make available a range of publications to a variety of audiences. Two issues of our newspaper, *A Shift in the Wind*, were received by more than 1.65 million households worldwide. The themes of these two issues were "Building the Africa of the Future" (received in January) and "Women Ending Hunger" (received in May).

Another of our publications, *The Hunger Project Papers*, is an occasional paper that presents technical/professional analyses of subjects related to ending hunger. In 1985, this publication featured a major statement by A.W. Clausen, president of the World Bank, on the global effort to eradicate poverty.

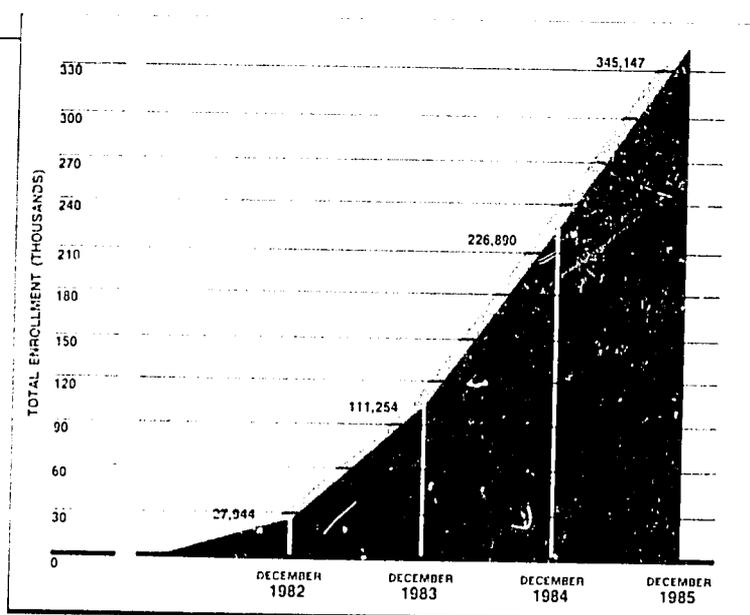
Both *The Hunger Project Papers* and *A Shift in the Wind* are circulated internation-

tionally to more than 25,000 key opinion and policy makers, including educators and development experts, business and political leaders and members of the news media.

Our twice-monthly publication, *World Development Forum*, a newsletter of facts, trends and opinion in international development, is distributed to more than 15,000 key policy makers and opinion leaders in several dozen countries.

Various Hunger Project publications are now printed in more than 15 languages, including Finnish, Hindi, Spanish, Japanese, Dutch and Urdu.

ENDING HUNGER: An idea whose time has come. In September 1985, following five years of intensive research and writing, The Hunger Project published the book, *ENDING HUNGER: An idea whose time has come*. Written in response to the growing grass-roots demand for potent, accessible, available information, *ENDING HUNGER* is a definitive source/reference book that gives the full range of



Participation in the Ending Hunger Briefing. Cumulative participation figures show a sustained, high level of delivery of this program.

expert thinking on hunger and the approaches to its eradication.

Worldwide response to this book has been extremely favorable, and during the last five months of the year more than 60,000 copies were sold or distributed around the world. Intended as a tribute to the work of all individuals, institutions and agencies working to end hunger, the book has received expressions of support and endorsement from many quarters, ranging from the vice president of the United States to the executive director of the UN World Food Council; from a Nobel Peace Prize laureate to the general secretaries of the Lutheran World Federation and the League of Red Cross Societies.

The Global Hunger Project

To better support and empower the activities of Hunger Projects around the world, and to bring into existence and make available the new initiatives being undertaken by the Global Board of Directors, a global office has been established in New York City. From this office, a secretariat provides a communications network to 23 countries and seven Hunger Project offices, in Sweden, India, the Brit-

ish Isles, Canada, the United States, Australia and West Germany.

In addition, our location in the international center of New York City provides The Hunger Project with continuous access to the flow of prominent thinkers and leaders who regularly visit this world capital, as well as to the UN and the hundreds of international organizations that make New York their headquarters.

In 1985, The Hunger Project was honored to announce the election to the Global Board of Directors of two of the world's foremost experts on hunger and poverty — Dr. M.S. Swaminathan and Dr. Adebayo Adedeji.

One of the most prominent agricultural scientists in the world, Dr. Swaminathan is currently the director-general of the International Rice Research Institute, a UN-affiliated agency based in the Philippines. He was one of the originators of the "Green Revolution," which has brought about dramatic increases in food production in his home country, India, and throughout Asia.

Professor Adedeji has served as executive secretary of the United Nations Economic Commission for Africa (ECA) since 1975. As under-secretary-general of the United Nations, he is one of the most senior Africans in the UN system.



The Board of Directors' two newest members: Dr. M.S. Swaminathan, director-general of the International Rice Research Institute, and Dr. Adebayo Adedeji, executive secretary of the UN Economic Commission for Africa.

In 1985, The Hunger Project announced the election to the Global Board of Directors of two of the world's foremost experts on hunger — Dr. M.S. Swaminathan and Dr. Adebayo Adedeji.

New Initiatives

Along with substantial worldwide growth in our grass-roots programs of enrollment, communication and education, The Hunger Project in 1985 launched numerous new initiatives and thrusts. Among them:

Strategic Planning for the End of Hunger. The Board of Directors of The Hunger Project has established a Strategic Planning Committee, which has as its mandate the responsibility for "planning backwards" from the end of hunger as a fact in the year 2000 to the present time. Chief among its observations is that, while the world possesses the necessary resources, technology and proven solutions to end the persistence of hunger, what is missing is the leadership and effective management for responding to the possibility of ending hunger by the year 2000. Calling upon leaders within the international development community, business, the media and academia, the committee continues to engage in an inquiry and cre-

ate an environment in which powerful thinking about the establishment of a discrete project for the end of hunger, and the management and leadership to guide it, can be brought to bear.

Empowerment of Other Agencies. From its inception, The Hunger Project has worked to empower and support the work of other agencies, organizations and institutions concerned with world hunger. In 1985, that support took a number of forms: ongoing work in major development coalitions such as InterAction (the American consortium of private voluntary and nongovernmental organizations) and national World Food Day Committees; participation in major international conferences such as the Nairobi Conference concluding the UN Decade for Women, where The Hunger Project provided materials and information on ending hunger, as well as funding for a workshop; and financial grants (now totalling a cumulative \$1 million) to a variety of development projects, ranging from an integrated rural de-



In Nairobi, during a break in the meetings concluding the UN Decade for Women, Joan Holnes and other participants discuss the role of the individual in ending world hunger.

velopment project in Central America to a revolving loan fund for Haitian women creating their own "micro-enterprises."

In 1985, The Hunger Project was honored to be awarded roster status with the UN Economic and Social Council. This status exists for organizations that have a direct, consultative role with UN agencies and affords us the opportunity to participate in official UN sessions such as the Nairobi Conference.

Africa. Since 1980, when The Hunger Project sponsored a delegation to observe firsthand conditions in the refugee camps of Somalia, the problems and opportunities represented by hunger in Africa have been among The Hunger Project's highest priorities.

In 1985, we carried out numerous activities designed to generate a greater international partnership with the people of Africa. Our publications were largely devoted to available solutions to the continent's problems and the progress being achieved in building a self-sufficient Africa: we created a prize-winning film about the work of the people of one village in Zimbabwe to bring water to their community; our volunteers raised money for African relief and development projects; we worked to support the media in providing accurate and current information on Africa to the public.

We also initiated a project to make known the commitments of African leadership to the resolution of the food problems of their continent. Our own experience has shown us that many of Africa's

leaders are making courageous and difficult choices to enable their nations to become food self-sufficient. Our intention is to have this heroic work known and appreciated throughout the world, so that those of us who live outside of Africa can participate with the African people as partners rather than as saviors. This ongoing project on African leadership will be at the forefront of our activities in 1986.

Nineteen eighty-five was a year of great progress for The Hunger Project and for the end of hunger.

At the same time, it is clear that in a world where 13 to 18 million of us continue to die needlessly from hunger and starvation each year, there is no room for complacency or self-congratulation.

The end of hunger is a possibility, but it is not a promise. The end of hunger is now seen as desirable, as achievable. But that is a far cry from it being an imperative, something that lives for us not as a hope or a dream, but as an opportunity that must be fulfilled.

This, then, is the continuing work and the ongoing mission of The Hunger Project — to ensure that what can be done, shall be done.



Joan Holmes
Global Executive Director

Nineteen eighty-five was a year that saw an extraordinary humanitarian response by Americans to hunger and starvation in Africa. It was a year not only of great concern and responsiveness, but also of growing commitment to actually ending hunger everywhere, for everyone, by the end of this century.

For The Hunger Project in the United States, 1985 was a year of reaching out more broadly and deeply than ever before with programs of communication, education and volunteer participation. The intention: To generate and mobilize the public commitment needed to make the end of the persistence of hunger and starvation an idea whose time has come.

Nineteen eighty-five was the year that:

- The Hunger Project's book, *ENDING HUNGER: An idea whose time has come*, after five years of careful research and writing, was released to widespread acclaim.

- The Ending Hunger Briefing, The Hunger Project's leading educational program, was delivered to more than 100,000 Americans and began to find its place in the curricula of scores of schools.

- The essential message of The Hunger Project — that hunger can be ended and that individuals are the key to its end — entered the public conversation at a level and to a degree scarcely imaginable at the beginning of the year.

- Individuals, groups and organizations in communities across the country found in themselves the courage, vision and commitment to take a stand for the end of world hunger by the end of this century.



The Ending Hunger Briefing is designed to educate people in a way that they take a stand for the end of hunger and express that stand in effective action.

The pages that follow report on these and other activities, results and accomplishments that made 1985 a landmark year in the work of The Hunger Project in the United States.

Communication, Information and Education Services

The Ending Hunger Briefing. Fundamental to taking effective action to end

world hunger is possession of clear, powerful, accurate information about the problem and the possibilities for its solution.

The Hunger Project's Ending Hunger Briefing presents that information in a two- to three-hour workshop. In the four years since its inception, more than 340,000 Americans have participated in the Briefing. Nineteen eighty-five was a milestone year for the program -- both in passing

and in school classrooms, in office buildings and in private homes, in service clubs and in government meeting rooms -- anywhere that people can gather for a few hours to empower themselves to take on ending world hunger.

Ending Hunger In-Service for Educators. In the latter part of 1984, The Hunger Project initiated a program to enable educators to deliver the Ending Hunger Briefing to their classes.

In 1985, this program, the Ending Hunger In-Service for Educators, was conducted in 40 cities across the United States. More than 1,000 educators took part in this instructional workshop designed to empower them to incorporate the end of hunger in their coursework. Those 1,000 educators represent a constituency of an estimated 150,000 students able to be reached by the Ending Hunger Briefing as part of their basic education, and the possibility of generating school- and community-wide activity in creating the end of the persistence of hunger as an idea whose time has come. Among the actions arising from the In-Service were school assemblies and week-long programs to generate action to end hunger, fund-raising activities for USA for Africa and for Save the Children, local fund-raising events and food drives, newspaper articles on ending hunger and clubs devoted to ending hunger issues.



One hundred Youth Ending Hunger Clubs were formed in 1985. Shown here: participants in the first Youth Ending Hunger Conference, organized by Chicago students in August.

the quarter million mark (in April) and in briefing a record 105,454 people during the year.

Designed to educate people in a way that they take a stand for the end of the persistence of hunger and express that stand in effective action, the Ending Hunger Briefing was delivered by 300 trained volunteers working at the community level. It has been presented in churches

Youth Ending Hunger. To empower young people to take a more active role, in 1985 The Hunger Project took on supporting Youth Ending Hunger Clubs, groups of students who have committed themselves to taking action that moves forward the end of hunger.

By the end of 1985, there were 100 Youth Ending Hunger Clubs, and their activities ranged from sponsoring villages in Africa to hosting Ending Hunger Briefings. In August, more than 120 students from across the nation attended the first Youth Ending Hunger Conference, organized by

In the four years since its inception, more than 340,000 Americans have participated in the Ending Hunger Briefing, a workshop delivered by volunteers working at the community level.

Chicago students. The group issued a manifesto at the completion of the conference stating that "ours is the first generation to live in a time when the world has the resources to end hunger once and for all." Participants created a network committed to organizing and conducting ending hunger activities in schools across the country and continue to work in partnership with The Hunger Project and other private voluntary organizations.

Creating a Climate of Awareness. In 1985, The Hunger Project began to air public service announcements that contrasted assumptions, once held as facts, with today's reality. In one, the television screen goes black. Then, a voice speaks slowly, with emphasis, as the following words appear in white:

*The world is absolutely flat.
A four-minute mile cannot be run.
Women will never vote.
No one will ever walk on the moon.
And Africa will always be hungry.*

As the image of two smiling African children fills the screen, the announcer concludes:

The end of hunger in Africa is an idea whose time has come.

Placing public service announcements such as this one on television and radio was the work of a 30-city network of volunteers in 1985. Reaching every major media market, they brought to millions of Americans simple messages about the achievability of the end of hunger.

Working in Partnership with Other Organizations. In fostering public awareness activities, The Hunger Project worked in partnership with other groups and organizations. A notable example of this occurred in January, when The Hunger Project cosponsored — with The Martin

Luther King, Jr. Center for Nonviolent Social Change, Inc. — the National Action Symposium on Poverty and World Hunger. Distinguished speakers at the two-day event included A.W. Clausen, resident



Mr. William "Sonny" Walker introduces speakers at the National Action Symposium on Poverty and World Hunger. From left to right: Joan Holmes, A.W. Clausen, Coretta Scott King and Andrew Young.

of the World Bank; C. Payne Lucas, executive director of Africare; Andrew Young, mayor of Atlanta; and Philip Johnston, international executive director of CARE. Hunger Project executive director Joan Holmes served as facilitator for the afternoon discussion on international poverty and world hunger.

Later in the year, the End Hunger Network, a private voluntary organization

based in Los Angeles, requested and was provided with Hunger Project publications, based on which they wrote many of the educational segments of the global Live Aid concert.

In October, The Hunger Project joined with hundreds of other groups and organizations in observing World Food Day, the annual celebration of the earth's abundance and of the growing commitment to

in use by more than 40 private voluntary organizations. Excerpts of the film also were used in segments of the summer's Live Aid broadcast.

Publications

Communicating the End of Hunger.

Through its publications, The Hunger Project provides a wide and varied audience with accurate, up-to-date, accessible information on hunger and related development issues — information that is making an impact on public perceptions of and policies about the issue of hunger.

Nineteen eighty-five saw the publication of issue 21 of The Hunger Project's newspaper, *A Shift in the Wind*, the world's largest circulation publication on hunger. This issue, said the opening editorial, "is devoted to one of the greatest assets available to the end of hunger — women. Investments that empower women are among the highest — leverage, highest — impact investments in ending hunger that can be made." The issue, which reached over 1.65 million households, combined case studies of women ending hunger with a special focus on the Nairobi Conference concluding the UN Decade for Women.

During the year, The Hunger Project published 22 issues of *World Development Forum*, a newsletter of facts, trends and opinion in international development. Distributed to 15,000 experts, educators, journalists and policy makers — most of them in the United States — *World Development Forum* reported on topics ranging

"Ending Hunger . . . contribution in helping the understand the complex political issues which tion of food on our p Maurice Williams, ex Food Council

"Ending Hunger shou by every high school . . . It should be on ev And it should be av across our nation. Peter J. Davies, pres tion

"Ending Hunger prov constructive approach to ger The Hung real contribution to e public on one of the of our time. George Bush, vice p States



the end of hunger.

In direct support of other U.S. agencies working to end hunger, The Hunger Project in 1985 produced and distributed two special presentations. The first was a multimedia presentation on the work of InterAction, an unprecedented coalition of more than 100 private voluntary organizations working at the forefront of international development. The second was a film, "Africa. The Possibility." Set in an African village, this film communicates the difference that private voluntary organizations are making around the world. It has been shown on Cable News Network and is

from new technologies to grass-roots initiatives to trends in international aid.

Typical of the letters The Hunger Project receives about this publication was one from a university professor who, citing his frequent use of the material he found there, wrote, "*World Development Forum* is the one newsletter-type publication that I faithfully read in its entirety when each issue arrives. I simply want to let you know how useful and worthwhile I find your publication."

The third of *The Hunger Project Papers*, a series of occasional papers, was published in the spring. Entitled "Poverty in the Developing Countries - 1985," it was the address delivered by World Bank president A.W. Clausen at the National Action Symposium on Poverty and World Hunger. Calling for a multifaceted approach to development, Clausen concluded his remarks by saying: "The elimination of absolute poverty in this world of ours is a feasible project. Now, 1985, is the time to dream together - to work together - for a world

without poverty and without hunger."

And throughout the year, The Hunger Project continued to provide its monthly donors with regular, printed communications about world hunger issues and The Hunger Project.

ENDING HUNGER: The Book. In a conference room, 180 State Department and Agency for International Development (AID) staff and officials assembled for a briefing on *ENDING HUNGER: An idea whose time has come*.

Introducing the event was Jay Morris, deputy administrator of AID. Morris began:

"There have been several important milestones recently in the growing crusade against hunger that is taking place around the world. Last October, for example, NBC footage on Ethiopia brought the issue to the consciousness of the American people. USA for Africa, with the smash hit 'We Are the World,' added to



that awareness. And, of course, most recently, the Live Aid broadcast brought the issue to the world.

"Today, we're privileged to hear about another such milestone event in the growing awareness and commitment of the American people to end hunger. That event is the publication of this book, entitled *ENDING HUNGER: An idea whose time has come*."

September 19 was the official publication date of The Hunger Project's book. Over the weeks leading up to that date, advance sales and distribution (including,

is an important contribution to the economic, social and political development of the planet.

Executive director, World

and be required reading for high school and college students. . . . Available in every library.

President and CEO, InterAc-

provides a positive, constructive approach to the issue of world hunger. The Hunger Project has made a significant contribution to educating the American public about the most important issues.

President of the United

at the request of the concert's organizer, to all performers at July's Live Aid concert) were so brisk that fewer than 20,000 of the 50,000 copies in the first printing remained. A second printing was ordered immediately, and by year's end, more than 60,000 books had been sold or distributed. The book found its place in living rooms, libraries and offices across the country; by year's end, at least 20 college



Deputy Administrator of AID Jay Morris and Joan Holmes review a copy of *ENDING HUNGER: An Idea whose time has come* at the State Department as actors Raul Julia and Valerie Harper look on.

and university professors had begun to develop courses using the book as a basic text.

The product of five years of research and writing, *ENDING HUNGER* contains the essential facts about the persistence of hunger and the world's proven ability to end it — the kind of who, what, where and when information that provides a founda-

tion for understanding and potently interacting with this global issue. John Sewell, president of the Overseas Development Council, called the book "a comprehensive and well-balanced treatment of the issues of global hunger."

"Clearly written and superbly illustrated," said Rev. Arthur Simon, executive director of Bread for the World; "a valuable, wide-ranging source of information."

Above all, the book brings together in one place the most comprehensive coverage ever assembled of the little-known, but substantial — even dramatic — progress the world is making in eradicating hunger.

Reviewing the book, James P. Grant, executive director of UNICEF, said: "An extraordinary contribution to a simple objective: helping people to understand that there is no longer an excuse for widespread hunger."

ENDING HUNGER brings together for the first time in one volume the full range of expert thinking, perspectives and approaches to ending hunger. A forum in which a wide diversity of ideas can be heard, illuminated, clarified and understood, *ENDING HUNGER* consciously creates a context in which all points of view can contribute to the resolution of the problem of world hunger, rather than be barriers to progress. Nobel laureate Dr. Norman Borlaug calls *ENDING HUNGER* "unique in that it brings together in one volume . . . the different, sometimes conflicting, views of many individuals who have spent decades confronting, debating and struggling to alleviate the misery of hunger."

ENDING HUNGER focuses on five of the vital issues that have dominated the international debate about the end of hunger: population, food, foreign aid, national security and the international economic system. It distinguishes between the generally agreed-on facts at the heart of an issue and the points of view — in the words of their leading proponents — that

By year's end, a total of 2,498,424 Americans had taken the stand: "I commit myself to making the end of the persistence of hunger and starvation an idea whose time has come."

surround those facts.

Said Senator Edward M. Kennedy, "You cannot read this book — or see its photos — without asking yourself what you, as one human being, can do to help."

Enrollment and Committee Activities

Enrollment. The Hunger Project began 1985 with more than 1 percent of the U.S. population enrolled, and by year's end a total of 2,498,424 Americans had taken the stand: "The Hunger Project is mine completely. I commit myself to making the end of the persistence of hunger and starvation an idea whose time has come."

The act of enrolling oneself — and then enrolling others — is at the heart of all The Hunger Project's programs. Ultimately, it will be individuals, expressing their commitment in action, who will bring the persistence of hunger to an end.

Participation. The work of The Hunger Project is carried out by a network of volunteers, working in partnership with a small staff. Every program, every event, every result relies on the talent, time and energy of the thousands of volunteers active across the country. Their vision and leadership generated widespread participation at the community level in addressing hunger issues.

In 1985, Hunger Project volunteers organized and led educational events, worked with local media to increase coverage of hunger and development issues, created and placed public service announcements, made The Hunger Project's book available to the people in their communities, developed school curricula — in short, took any action that could lead to

increased public participation in ending hunger.

Contribution. The growth and activities of The Hunger Project in 1985 were



Boston businessman Gordon Starr trains for his annual marathon to raise money for The Hunger Project. In 1985, his run generated \$125,000 in contributions.

made possible by the people who generated and made financial contributions to this work. Since nearly all The Hunger Project's funding comes from individuals, it literally is those individuals who are to thank for the year's results.

At rates of \$15, \$25, \$50 and more a month, Financial Family donors provided a foundation of funding for the work of The Hunger Project to continue and grow. Their ongoing support, their committed

giving month after month, was the single most important source of Hunger Project income in 1985.

Most striking were the imaginative and wide-ranging individual initiatives in fund raising:

■ Gordon Starr, a businessman living in Boston, ran in the Moscow Marathon to benefit The Hunger Project. Friends and associates pledged dollars per mile run. The total raised by Starr's marathon: \$125,000.

■ Naomi Benghiat, a homemaker and mother living in Los Angeles, organized a "bowlathon" for The Hunger Project. The bowling alley contributed 50 percent of its proceeds, and each bowler raised pledges for points scored. Contributions generated: \$2,400.

■ Cheryl and Leb Tannenbaum, volunteers living in Portland, enrolled restaurant owners and workers to donate a portion of one day's profits and tips to The Hunger Project. Their combined contributions: \$2,000.

■ Joseph Vigneux, a resident advisor at Northern Illinois University, enlisted 3,000 dormitory residents to contribute one meal per month to The Hunger Project. On that day each month, the university's food service makes fewer meals and contributes some of the money saved to The Hunger Project.

However they choose to fund — or raise funds for — The Hunger Project, it is individuals like these who are bringing forth the possibility of the end of the persistence of world hunger. It is to them especially that we dedicate this report on the work of The Hunger Project in the United States, 1985.

Catherine Parrish
Lynne Twist

Catherine Parrish
Lynne Twist
U.S. Managing Directors

**Report of Certified
Public Accountants**

To the Board of Directors
The Hunger Project,
A Charitable Corporation

We have examined the balance sheet of The Hunger Project, A Charitable Corporation (a California public benefit corporation) at December 31, 1985, and the related statements of support, revenue and expenses and changes in fund balance, functional expenses and changes in financial position for the year then ended. Our examination was made in accordance with generally accepted auditing standards and, accordingly, included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

In our opinion, the financial statements referred to above present fairly the financial position of The Hunger Project, A Charitable Corporation at December 31, 1985, and the results of operations and changes in fund balance and changes in financial position for the year then ended, in conformity with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

San Francisco, California
March 14, 1986

Arthur Young & Company

Balance Sheet

Year Ended December 31, 1985

ASSETS

Current assets:

Cash	\$ 332,653
Short-term Investments	1,025,065
Receivables	194,793
Inventory - book	233,565
Other current assets	90,163

Total current assets 1,876,239

Equipment and improvements,
at cost less \$294,592

accumulated depreciation 365,454

U.S. Treasury note 1,000,000

Pre-publication costs (net of
accumulated amortization
of \$62,070)

138,551

Other assets

80,970

\$3,461,214

LIABILITIES AND FUND BALANCE

Current liabilities:

Accounts payable and other current liabilities	\$ 737,403
Grants payable	100,000
Accrued pension plan liability	130,089

Total current liabilities 967,492

Fund balance:

Designated	1,000,000
Undesignated	1,493,722

Total fund balance 2,493,722

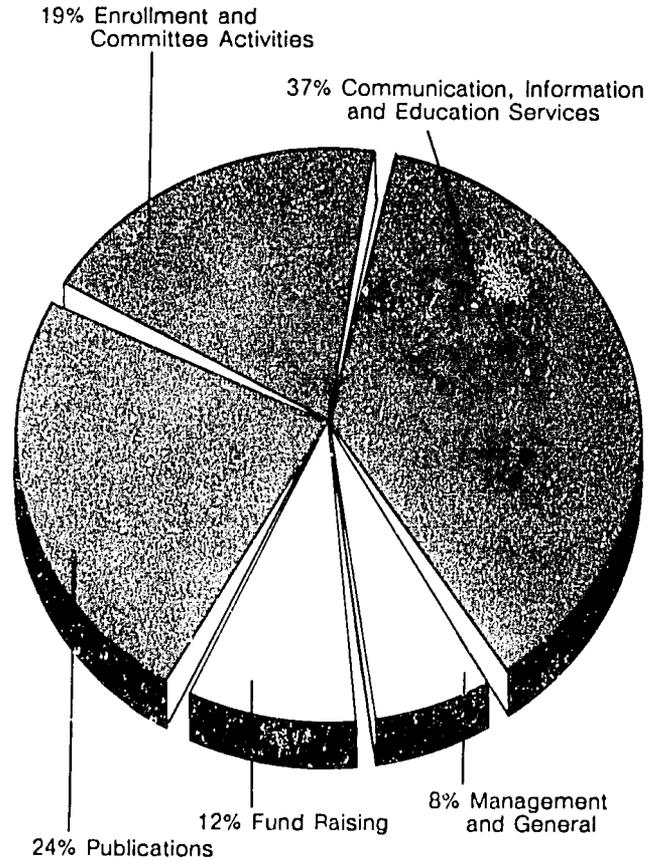
\$3,461,214

See accompanying notes.

Statement of Support, Revenue and Expenses and Changes in Fund Balance

Year Ended December 31, 1985

Support and revenue:	
Contributions	\$5,985,599
Sale of books	783,382
Other income	212,024
Total support and revenue	6,981,005
Expenses:	
Program services:	
Communication, Information and education services	2,553,657
Publications:	
Book	909,160
Other	780,126
Enrollment and committee activities	1,291,668
Total program services	5,534,611
Supporting services:	
Management and general	527,989
Fund raising	870,701
Total supporting services	1,398,690
Total expenses	6,933,301
Excess of support and revenue over expenses	47,704
Fund balance, beginning of year	2,446,018
Fund balance, end of year	\$2,493,722



See accompanying notes.

Statement of Functional Expenses

Year Ended December 31, 1985

	Program services				Supporting services				Total expenses
	Communication, information and education services	Publications		Enrollment and committee activities	Total	Management and general	Fund raising	Total	
		Book	Other						
Personnel	\$ 911,002	\$ 76,424	\$201,004	\$ 413,770	\$1,502,200	\$218,694	\$281,958	\$ 500,652	\$2,002,852
Rent and occupancy	148,310	28,410	30,583	44,630	251,933	17,357	25,784	43,141	295,074
Depreciation	41,211	14,669	12,543	20,629	89,252	8,510	14,110	22,620	111,872
Telephone	219,159	31,280	11,021	394,967	656,427	23,350	118,081	141,431	797,858
Professional services	128,665	64,144	25,919	55,743	274,471	68,827	26,587	95,414	369,885
Travel	245,504	29,017	5,756	137,958	418,235	97,410	29,160	126,570	544,805
Printing	411,538	545,304	218,526	61,952	1,237,320	13,146	42,158	55,304	1,292,624
Postage and shipping	77,909	55,428	216,063	71,300	420,700	8,046	91,703	99,749	520,449
Office expenses	98,024	44,101	12,544	42,019	196,688	16,682	48,011	64,693	261,381
Data processing	50,408	18,583	44,862	104,762	218,615	38,898	192,196	231,094	449,709
Grants	210,775	217	91	357	211,440	102	255	357	211,797
Conferences	5,180	500	0	36,630	42,310	9,869	0	9,869	52,179
Advertising	3,092	0	0	0	3,092	0	0	0	3,092
Miscellaneous	2,880	1,083	1,214	6,751	11,928	7,098	698	7,796	19,724
Total	\$2,553,657	\$909,160	\$780,126	\$1,291,668	\$5,534,611	\$527,989	\$870,701	\$1,398,690	\$6,933,301

See accompanying notes.

Statement of Changes in Financial Position

Year ended December 31, 1985

Sources of working capital:

Excess of support and revenue over expenses	\$ 47,704
Add items not requiring working capital:	
Depreciation expense	111,876
Amortization of pre-publication costs	62,070
Working capital available	221,650

Uses of working capital:

Net additions to equipment and improvements	333,371
Addition of pre-publication costs	200,621
Increase in other assets	44,077
	578,069

Decrease in working capital \$ (356,419)

Changes in components of working capital:

Increase (decrease) in current assets:	
Cash	\$(142,245)
Short-term investments	(501,201)
Receivables	32,691
Inventory - book	233,565
Other current assets	45,805
	(331,385)

(Increase) decrease in current liabilities:

Accounts payable and other current liabilities	(37,342)
Grants payable	77,000
Accrued pension plan liability	(64,692)
	(25,034)

Decrease in working capital: \$ (356,419)

See accompanying notes.

Notes to Financial Statements

Year Ended December 31, 1985

1. Summary of significant accounting policies

Nature of operations

The Hunger Project, A Charitable Corporation, is a California nonprofit, nonmember, public benefit corporation whose work is to educate and inform people about the problem of world hunger and to support them in participating effectively in its solution.

The Hunger Project is exempt from income taxes under Section 501(c)(3) of the Internal Revenue Code. Contributions to The Hunger Project are deductible for purposes of federal and state income taxes and are not subject to gift and estate taxes.

Accounting policies

Inventory - book

Inventory consists of *ENDING HUNGER: An idea whose time has come*, a comprehensive source-book of important issues around hunger. Inventories are valued at cost determined on a FIFO basis (first-in, first-out method).

Pre-publication costs

Pre-publication costs (which include copy editing, design and art production necessary for the publication of the book, *ENDING HUNGER: An idea whose time has come*) have been capitalized and are amortized at approximately \$1 per book over the first 200,000 books as they are sold and distributed. Amortization of pre-publication costs of \$62,070 for the year ended December 31, 1985 is included in book printing expense in the statement of functional expenses.

Equipment and improvements

All purchases of equipment over \$500 are capitalized and depreciated on a straight-line basis over useful lives ranging from three to ten years. Leasehold improvements are amortized on a straight-line basis over the terms of the leases (ten years).

Notes to Financial Statements

Year Ended December 31, 1985

Donated services and pledges

No amounts have been reflected in the statements for donated services; however, volunteers have donated significant time, principally in the organization's program services.

Pledges that are not legally enforceable are not reflected in the financial statements until collected.

2. Investments

Short-term investments, carried at cost which approximates market, consist of the following:

Marketable securities	\$ 25,065
Certificates of deposit	1,000,000
	<u>\$1,025,065</u>

Certificates of deposit bear annual interest rates of 8.625% to 9.25%.

The U.S. Treasury note (bearing 11% interest rate), carried at amortized cost and principal amount of \$1,000,000 (market \$1,008,125), is due in November 1986 and will be reinvested at maturity.

3. Employee retirement plan

The Hunger Project has a defined contribution employee retirement plan. Amounts contributed to the plan are determined by the Board of Directors. Retirement plan expense for the year ended December 31, 1985 was \$132,726 and is included in personnel costs in the statement of functional expenses.

4. Fund balance

A portion of the fund balance, \$1,000,000, is designated as an operating reserve to be expended only by action of the Board of Directors.

5. Commitments and contingent liabilities

The Hunger Project leases various office facilities with total monthly payments of approximately \$52,000. Rent expense for 1985 was \$193,345. Future rental commitments are approximately:

1986	589,000
1987	623,800
1988	618,500
1989	607,900
1990	614,200
1991-95	<u>3,156,900</u>
	<u>\$6,210,300</u>

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The Hunger Project
Chairman of the Board,
Tellson Holdings, Ltd.

Adebayo Adedeji, Ph.D.

Executive Secretary,
UN Economic Commission for Africa

Ramkrishna Bajaj

Head of the Bajaj Group of Industries

Peter G. Bourne, M.D.

President, Global Water, Inc.
Former Assistant Secretary-General,
United Nations

John Denver

Composer, musician, entertainer

Paul Dietrich

Publisher and Editor-in-Chief,
Saturday Review

Werner Erhard

Werner Erhard and Associates

John J. Gilligan (Honorary)

Director, Notre Dame Institute
of International Peace Studies
Former Administrator, U.S. AID
Former Governor, Ohio

Joan Holmes

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