



**HUNGER ★ FREE**  
O K L A H O M A

2022 ANNUAL  
IMPACT  
REPORT

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# Who We Are

## Hunger Free Oklahoma Exists To End Hunger In Oklahoma

Hunger Free Oklahoma brings a unified, statewide voice to the issue and solutions surrounding hunger, to ensure all Oklahomans have access to affordable, nutritious food.

Hunger Free Oklahoma holds the core belief that hunger is solvable, unnecessary, and unjust, and it impacts everyone living in Oklahoma.

### Our Vision

All Oklahomans have enough food every day.

### Our Mission

Leveraging the power of collaboration to solve hunger in Oklahoma by improving systems, policies, and practices.



# Steering Committee

Hunger Free Oklahoma's 2022 Steering Committee furthered our mission by providing leadership, coaching, and consultation on HFO's work. Please visit our website for a list of the current Hunger Free Oklahoma Board of Directors: [HungerFreeOK.org/About/Board-of-Directors](https://HungerFreeOK.org/About/Board-of-Directors).

**Maurianna Adams**, Metafund

**Chris Bernard**, Hunger Free Oklahoma, *Ex Officio*

**Miki Farris**, Infant Crisis Services, Inc

**Bill Major**, The Zarrow Family Foundations

**Bryan Riddle**, Tenstreet

**Ahniwake Rose**, American Indian Higher Education Consortium

**Brooke Townsend**, Blue Cross and Blue Shield of Oklahoma



# CEO's Letter

Dear Friends, Partners, and Allies,

Hunger Free Oklahoma is grateful for you and so many others who continued to press on with us in the effort to end hunger across our state and our nation in 2022. Last year brought historical movements in the anti-hunger space nationally, continued progress towards building a stronger food safety net locally, and amazing collaborations and projects for Hunger Free Oklahoma and our partners. I cannot pretend to cover everything that happened over the year, acknowledge every worthwhile project, or list every partner. Even so, please know that Hunger Free Oklahoma is honored to work with so many of you to make sure every Oklahoman has access to enough nutritious food every day.

We have much to be proud of at Hunger Free Oklahoma. Our team has continued to build on our strengths of fostering collaboration, providing technical assistance, and scaling programs that work.

In 2022, Hunger Free Oklahoma was invited to attend the White House Conference on Hunger, Nutrition, and Health, the first of its kind in more than 50 years. Hunger Free Oklahoma was the only state-level anti-hunger organization highlighted in the White House Conference Commitment document. The day was historic, it was energizing, it was overdue, and it is a launching point. We are continuing to work on transformative change and to translate our own commitments into action.

Ending hunger requires resources, and the most effective solution is to put those resources directly into the hands of people experiencing food insecurity. Every person deserves to make their own choices of what food they purchase and when they need it, while also being able to cover other basic needs. Big impacts require bold decisions and the resources to make them happen. We invite all of you to join us by making your own commitments, holding us accountable to ours, and most importantly, holding decision makers accountable to prioritizing the issue and dedicating appropriate resources to the solutions.

Chris Bernard, J.D.  
President/CEO



“Our team has continued to build on our strengths of fostering collaboration, providing technical assistance, and scaling programs that work.”

# Supporters

Hunger Free Oklahoma is grateful for our supporters. Thanks to their generosity, we are able to apply our innovative approach to work toward an Oklahoma where everyone has access to enough nutritious food every day. For a complete list of 2022 supporters, please email your request to [Info@HungerFreeOK.org](mailto:Info@HungerFreeOK.org).

## \$450,000+

Oklahoma Human Services (contractor)  
Tobacco Settlement Endowment Trust  
United States Department of Agriculture  
The Anne and Henry Zarrow Foundation

## \$100,000 - \$449,999

American Heart Association, Voices for Healthy Kids  
Anonymous  
Ascension St. John  
Birth through Eight Strategy Tulsa  
Inasmuch Foundation  
George Kaiser Family Foundation  
Morningcrest Healthcare Foundation  
Charles and Lynn Schusterman Family Philanthropies  
Tulsa Area United Way

## \$50,000 - \$99,999

Sanford and Irene Burnstein Foundation  
Congressional Hunger Center  
MAZON: A Jewish Response to Hunger  
Share Our Strength, No Kid Hungry

## \$10,000 - \$49,999

Blue Cross and Blue Shield of Oklahoma  
E.L. and Thelma Gaylord Foundation

## \$1,000 - \$9,999

The Curry Family Foundation  
HAC, Inc.  
Rhonda Mahyan and Family  
Bill Major  
Oklahoma Complete Health  
Petroleum Asset Management  
QuikTrip  
Donna and Chris Schafer  
Gretchen Swanson Center for Nutrition  
Williams

The Jim and Martha Yeats Charitable Fund/Tulsa Community Foundation

## Special Thanks to Our Founding Supporter



# Organizational Success

Hunger Free Oklahoma and its team members celebrated many organizational successes in 2022.

## Nonprofit Status

Hunger Free Oklahoma registered for 501(c)(3) status in August 2022. In December, **thirty-two employees were transferred to the new entity, HFO, Inc.**

The organization was previously a fund of the Tulsa Community Foundation.

**32**  
employees

## Awards

HFO celebrated several awards and honors in 2022, including recognition for its organization-wide achievements and those by individual team members.

- The Journal Record **Beacon Award**
- Blue Cross and Blue Shield of Oklahoma **Champions of Health Community Health Award**
- Oklahoma Institute for Child Advocacy **2022 Organizational Advocate of the Year**
- OSU Extension **Friend of CNEP** (Community Nutrition Education Programs)
- Mosaic **Inclusive Workplace**
- **Michelle Brobston**, Senior Director of Operations, Woman of the Year Honoree by The Journal Record
- **Chris Bernard**, President/CEO, Class 35 of Leadership Oklahoma

## Events

Hunger Free Oklahoma and the Oklahoma Childhood Food Security Coalition launched a virtual **Summer Meals Kickoff** series, hosting monthly webinars from January through April. **More than 115 individuals from 46 different organizations participated** in the sessions which covered a variety of topics ranging from building community partnerships and recruiting volunteers to offering engaging programming and creative approaches to outreach.

We continued to bring new perspectives to the table and make them accessible to stakeholders across the state through our **Hungry for Action Speaker Series**. **The nearly 140 people attending each session** left with new ideas to try, new perspectives to consider, and new information to use to advocate for best practices and policies to end hunger in Oklahoma.

**46**  
organizations represented

**209**  
organizations represented

## Collaborations and Coalitions

Our team continued to support and participate in collaborations across the state, region, and nation, including the **Oklahoma Childhood Food Security Coalition**, **Tulsa Food Security Council (now known as Tulsa Food Equity Council)**, **The Statewide Obesity Plan Committee**, the **Hunger Free Community Coalition in Perry**, the **Oklahoma Department of Commerce's Nonprofit Advisory Council**, the **USDA Southwest Regional Office Advocates' Coalition**, and the **GusNIP State Expansion Coalition**. We are honored to play various roles in each of these important bodies and in each of them can see the core of our mission, collaboration, at work.

## Media Coverage

Hunger Free Oklahoma's media coverage increased dramatically in 2022 over 2021. **We were quoted, featured, or mentioned in 71 stories**

covering dynamic topics such as the **White House Conference on Hunger, Nutrition, and Health**, our **\$14.2 million DUO GusNIP grant**, and the passage of the **omnibus bill**. Details regarding these topics can be found in this report.

**↑ 274%**  
more coverage



# Policy and Advocacy

Oklahoma is hungry. Hunger is solvable through a unified, statewide voice at the State Capitol, in the halls of Congress, and within our communities.

Federal nutrition programs are critical for food security in Oklahoma. A child who starts the day with a nutritious meal at school can be ready and able to learn because of the School Breakfast Program. A working family struggling to make ends meet knows they can get help through the Supplemental Nutrition Assistance Program (SNAP).

**But these programs are only as strong as the support they receive in the state legislature and Congress.**

Hunger Free Oklahoma advocates to remove barriers, protect, and expand these vital programs to ensure a future in which no Oklahoman goes hungry.

Our government relations team researches policies to stay ahead of the issues, engaging lawmakers at the state and national level to put an end to food insecurity in Oklahoma.



## Highlighted at White House Conference

On September 28, 2022, **HFO's CEO Chris Bernard had the honor of representing Hunger Free Oklahoma at the White House Conference on Hunger, Nutrition, and Health, the second such conference in history.**

It was a day of significance that set an ambitious goal, garnered unprecedented commitments, and sought to mobilize a diverse group of partners into a shared mission.

**Hunger Free Oklahoma was the only state-level anti-hunger organization highlighted in the White House Conference commitment document.**

## Recognized as Experts

HFO continues to build our reputation as an important voice in solving hunger and we often get invited to "big tables" at the federal level.

HFO President/CEO Chris Bernard was invited to provide testimony at two federal events: the **Congressional House Committee on Rules Roundtable on Rural Hunger** and the **Congressional Social Determinants of Health Caucus.**

## OK Legislature Invests in Food Security

Hunger Free Oklahoma worked with the state legislature to secure a **\$1.1 million appropriation for nutrition incentives** in 2022.

We worked with **Oklahoma Human Services** to distribute those funds through **Double Up Oklahoma** starting in July 2022 through June 2023, increasing the impact of this crucial program.

## Secured Federal Policy Wins

At the end of 2022, Congress agreed on a **spending package that included several policies that HFO has long advocated for:**

- 1) Long-term authorization of a nationwide Summer EBT program**
- 2) New option for states to offer non-congregate summer meals in rural areas**
- 3) Replacement benefits for victims of EBT card skimming and a directive for USDA to prevent benefit theft**

# SNAP Outreach

The Supplemental Nutrition Assistance Program (SNAP) serves as the first line of defense against hunger.

SNAP provides grocery assistance on an electronic benefits transfer (EBT) card that can be used at participating retailers. Due to the economic multiplier effect, every \$1 of SNAP benefits puts \$1.70 back into Oklahoma's economy.

## Community Partner Network

The Oklahoma **Community Partner Network (CPN)** is comprised of trusted organizations across Oklahoma that use SNAP-friendly strategies to make it easier for people of all ages and backgrounds to ask for and receive nutrition support. **Fifty-one organizations joined in 2022.** Please join us in this effort to make SNAP more accessible for all Oklahomans: [bit.ly/SignUpCPN](https://bit.ly/SignUpCPN).

51  
partners

## Learning Management System

HFO was thrilled to establish a new **Learning Management System (LMS)** for our partners' SNAP application assistance training. The LMS provides training to partners anywhere in the state, any time of day through its virtual, on-demand format. **Eighty-five learners were enrolled in 2022.**

85  
enrolled

# SNAP Hotline

HFO's SNAP Application Assistance Hotline was established in 2020 and provides a quick and easy access point for applicants.

The SNAP Hotline offers flexible and accessible assistance with applying for SNAP. The friendly agents walk applicants through the process step by step and are knowledgeable about other resources. They often go above and beyond to educate applicants about their options for grocery assistance. **The SNAP Hotline turned two years old in May 2022.** More SNAP Hotline information can be found here: [HungerFreeOK.org/Groceries](https://HungerFreeOK.org/Groceries).

## Benefits Distributed

The SNAP Hotline started accepting callback requests from applicants and referrals from partners in 2022, in addition to the already established call-in method. These innovative services helped increase access to the SNAP application and were a pivotal point for increases in participation.

The **SNAP Hotline processed 3,181 SNAP applications** in 2022, resulting in \$2.5 million in benefits distributed. **HFO's partners helped process an additional 6,824 applications**, distributing an additional \$5.1 million in benefits, bringing the grand total to **\$7.6 million for 2022.**

10K  
applications

\$7.6M  
benefits distributed

# Double Up Oklahoma

Double Up Oklahoma matches the value of SNAP dollars spent at participating farmers markets and grocery stores, up to \$20 per day.



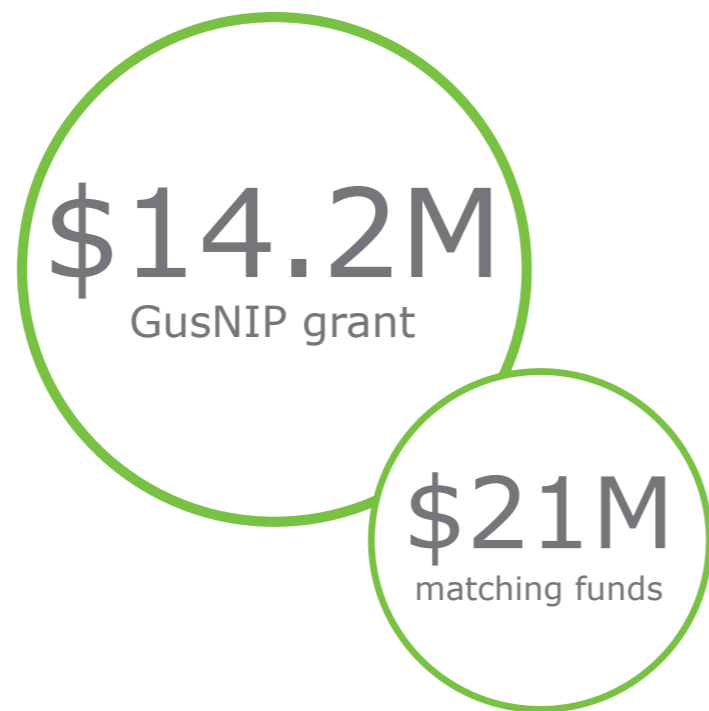
## GusNIP Grant

In November 2022, Hunger Free Oklahoma was the recipient of the **largest recorded Gus Schumacher Nutrition Incentive Program (GusNIP) grant**. The four-year grant of \$14.2 million, from the United States Department of Agriculture's (USDA) National Institute of Food and Agriculture, is critical to expanding the DUO program to farmers markets and grocery stores in high-need areas across the state. And with our generous funders exceeding the match for this grant, the grand total increases to \$35 million over four years.

We expect this expansion to grow annual benefit redemptions from **\$1.6 million to \$8.7 million annually** by 2026, and increase the number of SNAP participants using DUO each month from **20,000 to 60,000**.

We expect to reach as many as **46 counties, over 30 rural communities,** and **more than 30 urban communities.**

Lastly, the **number of DUO grocery stores and farmers markets should double** in low-income, low-access communities.



## DUO Benefits Redeemed

Over the course of our initial GusNIP grant (October 2020 - September 2022), the **estimated total of DUO benefits redeemed was \$3,331,929**.

Of that total, farmers markets comprised \$307,068 and grocery stores \$3,024,861.

**\$3,331,929**  
redeemed

## Local Produce Purchases

Since the implementation of DUO in grocery stores, we've seen promising increases in the purchase of local produce. One store reported a **239% increase in local produce purchased in 2021-2022 versus 2020**.

**239%**  
↑  
more local  
produce purchased

## SNAP Produce Sales

Participating grocery stores have seen a **357% increase in produce purchases** with SNAP and DUO since the beginning of the program. Individual store increases ranged from 161% to 680%.

**357%**  
↑  
more produce  
purchased



## DUO for Health

DUO for Health provides eligible medical professionals with free patient materials about the effective use of fruits and vegetables for glycemic and blood pressure control. The materials were designed by a registered dietitian and reviewed by faculty experts at the OU Hudson College of Public Health and the OU-TU School of Community Medicine Culinary Medicine program.

From June to December 2022, 13 health care providers in seven clinics located in Seminole, Okemah, Enid, Altus, and Jay participated in this program. **More than 5,000 DUO for Health materials and promotional items were provided to patients.**

**5,000**  
materials distributed



# Child Nutrition

One in five children in Oklahoma experience food insecurity.\*

HFO's child nutrition team works in the forefront to improve access to programs like Summer Meals, Afterschool Meals, and School Breakfast.

\*Source: [bit.ly/FeedingAmericaOK](https://bit.ly/FeedingAmericaOK)



“We partnered with Hunger Free Oklahoma in an effort to educate our families and gather more accurate data regarding district free and reduced numbers. HFO staff assisted in creating an informational form to educate families. We are planning to work with Hunger Free Oklahoma again to continue the same efforts.”

*Tony Sappington  
Assistant Superintendent  
Oologah-Talala Public Schools*

## School Meal Applications

Families complete school meal applications to see if their children are eligible to receive free or reduced-price meals at school, including breakfast and lunch.

Hunger Free Oklahoma partnered with Oologah-Talala Public Schools in a pilot project that engaged district staff and parents in order to encourage more families to complete school meal applications. The partnership identified ways to make school meal forms more approachable and outreach more effective for a high rate of return.

## School Meals Served

Of the many lessons learned throughout the pandemic, one stands above the rest: the critical importance of providing healthy school meals to all students. The education and health benefits of participating in school meals are numerous, and more children participate when breakfasts and lunches are available to them at no cost.

Participation in school breakfast and lunch increased dramatically in the 2021-2022 school year, the second year in which nationwide waivers allowed all meals to be served at no cost.

During the 2021-2022 school year, **Oklahoma's average daily participation (ADP) for breakfast increased by 13.8% from the previous school year, while lunch increased by 10.5%.\***

Also, **afterschool meals increased 30% during the 2021-2022 school year** over the previous school year in Oklahoma.

\*Source: *The Reach of School Breakfast and Lunch During the 2021-2022 School Year*, Food Research & Action Center: [bit.ly/FRACSchoolMealsReport](https://bit.ly/FRACSchoolMealsReport)

↑ **13.8%**  
breakfast ADP


↑ **10.5%**  
lunch ADP

↑ **30%**  
afterschool meals



Working together to end hunger.



The background of the entire page is a light gray surface with several triangular slices of watermelon. Each slice is cut with a green rind and a red, juicy center, and is skewered with a light-colored wooden stick. The slices are scattered across the page, some pointing towards the center and others towards the corners.

HungerFreeOK.org

918-591-2491

**SNAP Hotline**

877-760-0114

**Tulsa**

907 S. Detroit Ave., Suite 600  
Tulsa, OK 74120

**Oklahoma City**

2601 NW Expressway, Suite 807E  
Oklahoma City, OK 73112