

2021 Distribution Overview

Two things make our distribution unique:

- **The sheer number of print impressions we get to federal employees and members of the military – more than 776,000 last fall, an increase of 79,000.** It's very hard to target CFC donors, especially federal employees. This is especially true now, when good ways to target them have disappeared, such as the Post's *Express* daily newspaper, which used to be distributed outside DC-area Metro stations. Besides our guides and other options, there is no other way to reach anywhere near this many potential CFC donors.
- **The number we distribute by hand—more than 407,000 last fall.** We use either our own distributors or a network of distributors at military bases in the U.S.

Last fall our hand distribution went much better than in 2020. Our distributors handed out 16,400 guides, compared to just 4,500 in 2020. People were much more receptive. Many federal and military employees were back in their offices last fall, though often for just a day or two per week. We distributed at every key Metro station (such as Medical Center, Federal Triangle, L'Enfant Plaza) several times on different days to reach as many employees as possible.

To reach federal employees we can't reach by hand, we inserted 61,200 guides into *Recreation News*, a monthly that is delivered *inside* nearly 200 federal and military agencies, mostly in the DC area. We also inserted nearly 74,000 guides in *The Washington Post*, focusing on areas with high percentages of federal and military employees.

To reach more employees working at home, we continued to put out a monthly CFC-focused email, which went to about 60,000 people, mostly federal or military employees. Each email included information about the CFC (such as the deadline for giving) and profiles of some of our charities.

Our additional CFC promotional options

In addition to our guides, we reach CFC donors in two other ways.

- **483,200 Military Inserts** were distributed at commissaries at 179 bases in the U.S. and around the world, more than 336,000 by hand.

- Nearly 180,000 printed copies of our **Special CFC Section** in *Recreation News* were distributed (*in the Oct and Nov issues*), 81% to federal offices and military bases. **In addition, these two Rec News issues were downloaded nearly 264,000 times from the Rec News website.** Each of our charities was also featured in Rec News' **Weekend Update** email (*see below*), which goes *on internal government servers* to nearly 60,000 federal and military employees.



Ending Poverty for the World's Most Vulnerable

Since 1971, [Food for the Hungry](#) (CFC #11732), a Christian nonprofit, has been going to the world's hardest places with an exit strategy: to respond to human suffering and graduate communities from extreme poverty into self-sustainability. [Here](#) is one of countless stories of how Food for the Hungry has helped struggling communities become sustainable.
