

# World Food Program USA Annual Report 2011



**World Food Program USA (WFP USA)** works to solve global hunger, building a world where everyone has the food and nutrition needed to lead healthy, productive lives.

**The United Nations World Food Programme (WFP)** works in over 75 countries, saving lives in emergencies, providing school meals to hungry children, improving nutrition of the most vulnerable people at critical times in their lives and helping build the self-reliance of people and communities.

**WFP USA works together with WFP** to solve hunger globally through fundraising, advocacy and education in the United States.

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A MESSAGE FROM WORLD FOOD PROGRAM USA

The United Nations World Food Programme (WFP) is the largest humanitarian agency fighting hunger in the world today. Here at WFP USA in Washington D.C., we are dedicated to marshaling American leadership to end global hunger. We do this by engaging U.S. individuals and organizations, shaping public policy, and generating resources for life-saving WFP programs.

When crises hit this year in the Horn of Africa and elsewhere, WFP was poised to respond with emergency food relief—and WFP USA was there to support those efforts by channeling the generosity of U.S. donors. American leadership in the fight against hunger meant one thing: more lives were saved, more children were fed, and communities were able to grow and thrive.

We were able to witness firsthand the human impact of WFP programs during our visit this year to the Dadaab refugee camp in Kenya, where WFP delivered emergency food aid to refugees fleeing drought, famine and conflict in Somalia and other parts of the region. In the Horn of Africa, a cup of nutritious food has meant the difference between life and death for many families. Around the world, WFP assistance has been changing lives and empowering millions.

In Washington, we activated critical American support for global hunger programs. This year, we were pleased to present the 2011 George McGovern Leadership Award to two crusaders against hunger: Bill Gates and Howard G. Buffett. They provided vital support through their foundations to pilot and scale up Purchase 4 Progress (P4P), an innovative program that uses the purchasing power of WFP to buy food locally from small scale farmers, helping them break the cycle of hunger and poverty and become participants in agricultural markets.

Working together, we are bringing WFP USA to the next level of leadership in the fight against global hunger. With your help, we are educating members of Congress, advocating for sufficient funding, and cultivating American support to address the immediate needs and underlying causes of hunger worldwide. We are grateful to all our supporters for helping us lead the way.

Richard Leach,  
President and CEO



Hunter Biden,  
Chairman, Board of Directors



**At WFP USA in  
Washington D.C.,  
we are dedicated  
to marshaling  
American leadership  
to end global hunger.**





2011 YEAR  
AT A GLANCE

In 2011, WFP delivered food assistance to nearly **100 million people** in **75 countries**.



more than  
**15 million internally displaced people**  
and 2.6 million refugees reached



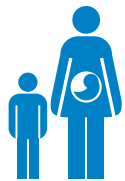
WFP USA granted  
**over \$26 million**  
to WFP

A GLOBAL PRESENCE

While WFP is well-known as a first responder in times of crisis, the agency is working on the ground every day to increase the long-term food security of populations vulnerable to hunger across the planet. This includes people in areas prone to drought, famine and natural disaster. It includes innocent families caught in the crossfire of political conflict and refugees forced to flee their homes under life-threatening conditions. It includes the millions of women and children who often bear the brunt of extreme poverty.

HUMANITARIAN ASSISTANCE

When drought struck the conflict-affected Horn of Africa in 2011, WFP was there to provide life-saving aid to millions. When another disastrous monsoon season flooded Pakistan, its impact was mitigated by the WFP presence already on the ground. When a deadly tsunami hit Japan, WFP stepped up to coordinate emergency logistics. This year, WFP reached millions of people around the world whose lives were severely affected by emergencies, including more than 15 million internally displaced people and 2.6 million refugees who crossed borders to flee conflict, famine and drought in their home countries.



nearly  
**83 million women and children** served.



more than  
**23 million children**  
that benefited from school feeding

LIVES CHANGED IN 2011

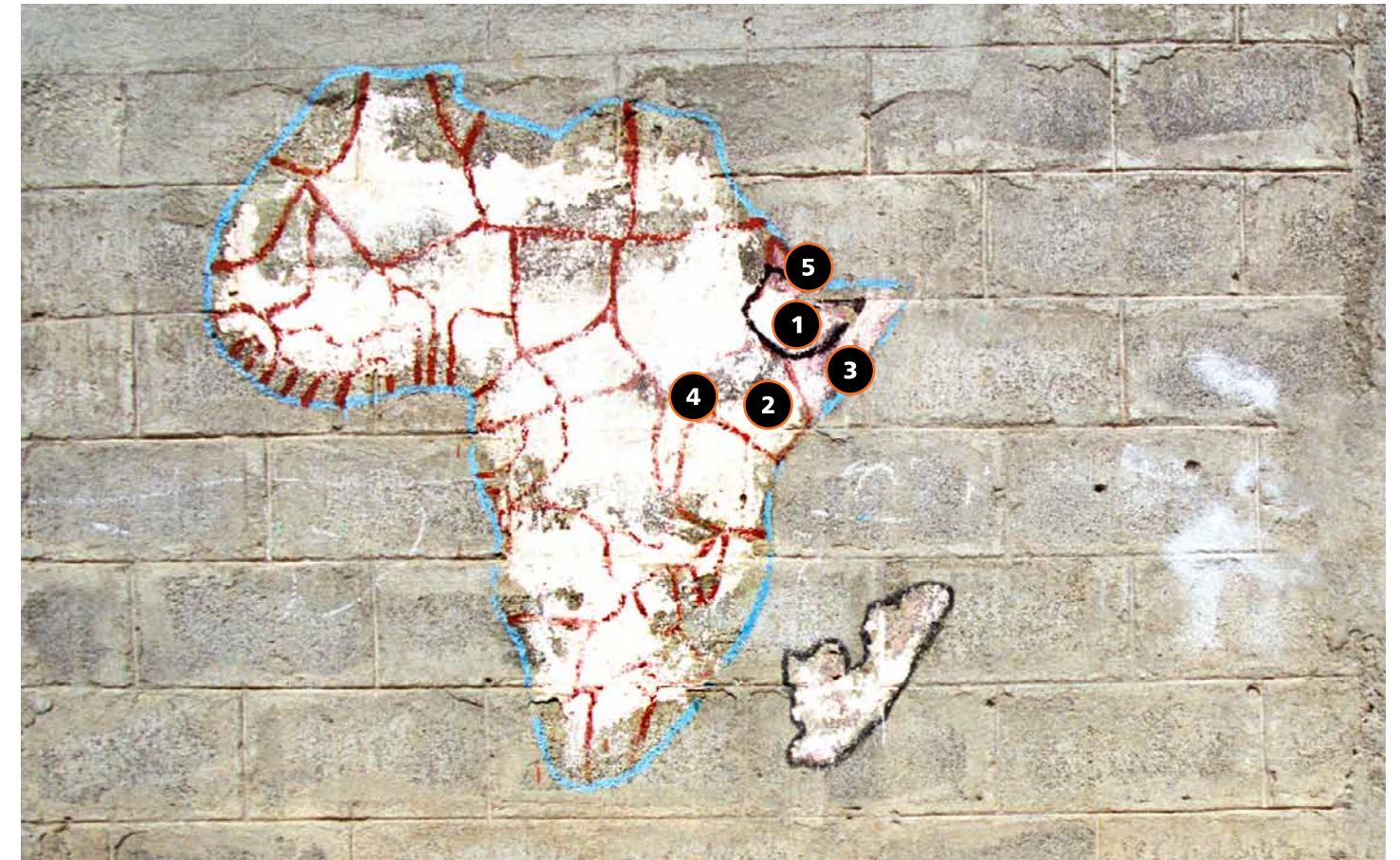
This year, WFP USA invested the donations of U.S. supporters in WFP programs that are helping to build a stronger future by nourishing families and communities worldwide. In 2011, WFP USA granted over \$26 million to WFP. These resources contributed to WFP feeding nearly 100 million people in 75 countries around the world. The vast majority of those served—nearly 83 million—were women and children. Hunger not only endangers the health and survival of a population, it also stunts the development of children, weakens communities and perpetuates the cycle of poverty. Safety net programs, including the more than 23 million children that benefited from school feeding this year, help to break that cycle.

Throughout the year, WFP USA worked to energize the American public to take action to end global hunger. On Capitol Hill, WFP USA advocacy efforts kept legislators informed of the humanitarian crisis in the Horn of Africa and mobilized support to maintain U.S. government funding for global hunger relief in a challenging fiscal climate. American businesses, organizations and individuals responded generously to WFP USA's appeal to help solve hunger and save lives.



## Making a Difference.

Cargill teamed up with WFP USA to bring more than **22 million pounds of rice**—enough to feed nearly one million people for one month—to people suffering from hunger and malnutrition in the Horn of Africa. Cargill sourced the grain and managed ocean transportation and logistics.



## HORN OF AFRICA

A major humanitarian crisis developed in the Horn of Africa throughout the latter half of 2011, affecting more than 13 million people. Consecutive seasons of drought in the region left millions requiring food assistance, while many more fled conflicts in Somalia and South Sudan. The influx of refugees into Ethiopia and Kenya increased the need for large-scale distributions of food aid. In July 2011, WFP declared an emergency in the Horn of Africa, elevating the crisis to the highest level of action, and indicating grave concern about the possibility of widespread loss of life. Since beginning emergency operations in the region, WFP has reached over 8.5 million people with desperately needed food relief.

WFP scaled up assistance through food distribution points across the Horn and airlifted rations into areas made inaccessible by poor security. WFP targeted vulnerable groups, including young children, pregnant and breastfeeding mothers, the elderly, people with disabilities, displaced persons and refugees, by targeting clinics, schools, refugee camps and informal refugee settlements in the region.

In addition to emergency relief, WFP programs in the Horn of Africa have also been working to increase the population's long-term food security and ability to weather crisis conditions. Prior to the onset of the current crisis, the agency began pre-positioning food stocks as hunger indicators in the area began to rise. WFP's presence on the ground has been working to build resiliency in these countries.

**1. Ethiopia:** WFP reached 3.5 million people with emergency food distributions and mother-child health and nutrition programs. WFP reached another 280,000 people in several large refugee camps, where alarming malnutrition rates have stabilized and begun to decline.

**2. Kenya:** WFP reached 2 million people in the country's arid regions with food and cash assistance. WFP provided emergency relief and nutritional support to an additional 556,000 refugees living in refugee camps, including Dadaab, where new arrivals poured in from Somalia.

**3. Somalia:** WFP reached 1.3 million people in famine and conflict-affected Somalia through emergency relief and special airlifted assistance. WFP is also working with Somali leaders on long-term planning and peace building.

**4. Uganda and 5. Djibouti:** WFP reached 703,000 people in Uganda and 130,000 people in Djibouti.





## PAKISTAN

In Pakistan, monsoon rains during the summer of 2010 caused historic flood levels throughout Pakistan, creating widespread damage and food insecurity. Over the last year, WFP moved millions of victims from emergency to recovery. This year, additional flooding in Pakistan made that support all the more vital. Since mid-September of 2011, another monsoon season once again created heavy flooding in Pakistan. WFP established logistics hubs in Pakistan's most affected districts and was able to rapidly deploy assistance thanks to early local planning and pre-positioning of food stocks. WFP distributed emergency food assistance to those severely affected, many of whom were children under age 12.

*Wawa Mum*, a locally made chickpea paste packed with super nutrients, has been so successful in helping Pakistani children recover from malnutrition that WFP rolled out local adaptations of the program to children facing malnutrition in Ethiopia and Bangladesh, with special support from WFP USA. Worldwide, over 11 million children received WFP nutritional support for malnourishment in 2011.



## JAPAN

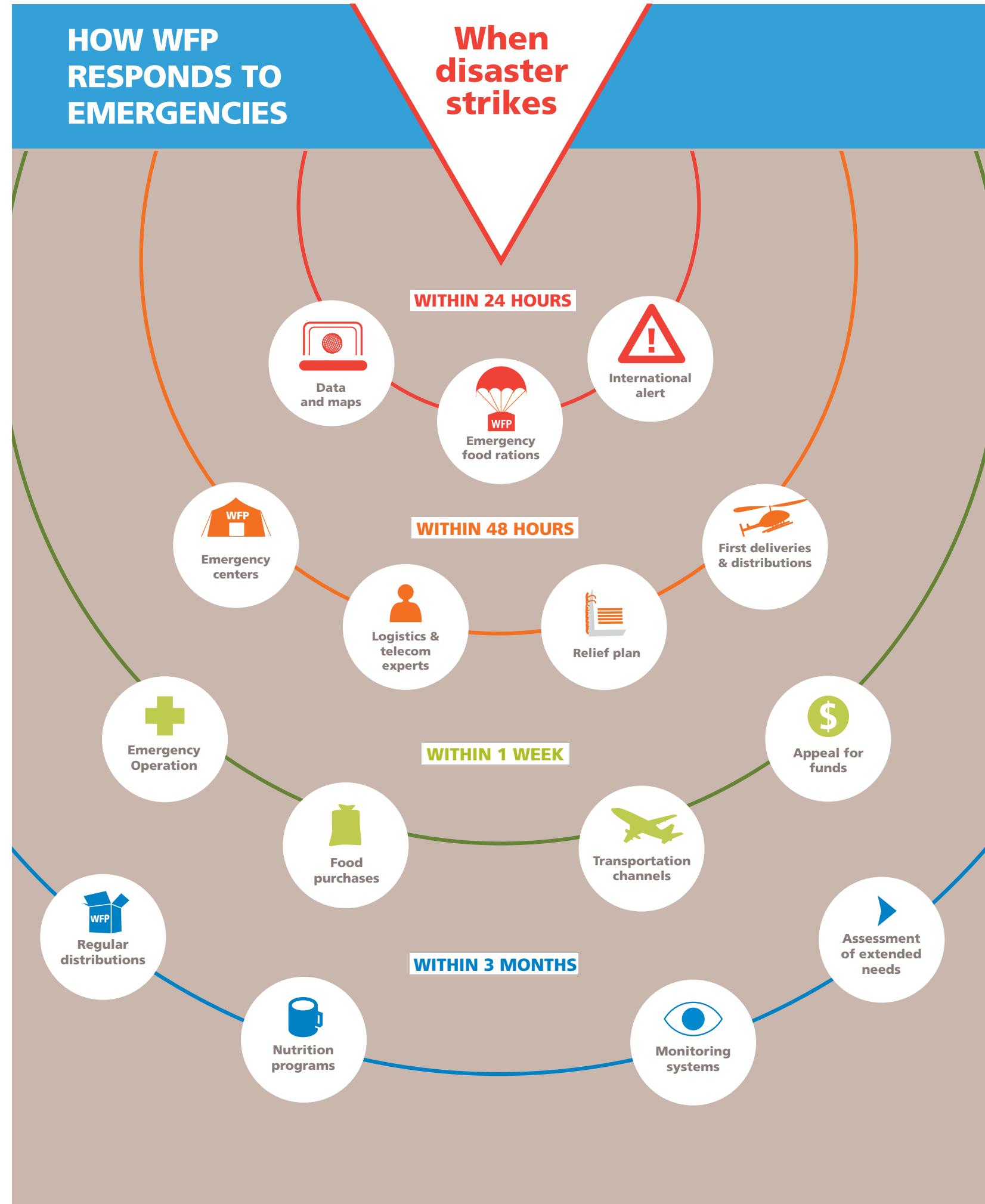
Japan was hit with a catastrophic disaster in March 2011, as a colossal earthquake triggered a tsunami and nuclear crisis along its northeast coast that left nearly half a million people homeless. Although Japan is a donor country well-equipped to deal with natural disasters, the scale of the emergency led the Japanese government to request WFP's assistance and expertise as the UN's lead agency for managing crisis logistics. In a historic first, the private sector in Japan and worldwide fully funded the cost of the relief operation—\$4.8 million—as companies, organizations and the public responded to WFP's appeal.



## HAITI

In Haiti, which has struggled to rebuild from the devastating earthquake of 2010, WFP has provided urgently-needed assistance in the form of school meals, nutritional programs, food and cash for work.

**Whenever emergency strikes, WFP USA works closely with the U.S. government as well as businesses, organizations and philanthropists to help ensure that American resources are strategically channeled to provide the greatest impact in times of need.**





HOW WFP WORKS  
TO SOLVE HUNGER

Hunger is the world’s greatest solvable problem. WFP works to break the cycle of hunger through a comprehensive strategy that addresses the immediate needs and underlying causes of food insecurity.



**EMERGENCY FOOD RELIEF**  
Emergency food relief is essential for meeting basic human needs in the wake of a natural disasters, conflict and humanitarian crises. With natural disasters increasing in number by 400 percent over the past two decades and the number of people displaced by conflict and violence rising to 27.5 million, these programs are more important than ever.



**NUTRITION FOR WOMEN AND CHILDREN**  
Nutrition for women and children protects the health of pregnant women and young children. Malnutrition during the first 1,000 days of a child’s life causes irreversible damage and is responsible for the death of 3.5 million children every year. Nutrition programs target children during the most critical window of development —the 1,000 days from pregnancy to age two.



**SAFETY NET PROGRAMS**  
Safety net programs, like school feeding and food-for-work programs, help limit the impact of crises on vulnerable populations and reduce reliance on more costly emergency interventions. Safety net programs help hungry, poor people maintain access to nutritious food and basic life necessities like income and schooling, to prevent them from falling more deeply into poverty.



**AGRICULTURAL DEVELOPMENT**  
Agricultural development programs help small-scale farmers—most of whom are women—improve the quantity and quality of their yields and build the infrastructure that allows them to get their crops to market. Half of the world’s hungry people are smallholder farmers, surviving off marginal lands prone to natural disasters like droughts or floods. Investing in the agricultural sector of developing countries is essential to increasing the availability of food and ensuring sustainable livelihoods among the world’s poor and hungry.



# INVESTING IN INNOVATIVE SOLUTIONS

WFP works to empower local communities to build capacity for **long-term solutions** to chronic hunger.

WFP USA is supporting these efforts through funding for **innovative programs that purchase food locally**.



## SCHOOL MEALS

Through school feeding, WFP is able to reach millions of hungry children worldwide and reap multiple dividends while doing so. School meals give cash-strapped families an incentive to send their children to school, a decision that can break the cycle of poverty. Nutritious meals during school improve students’ health, development and readiness to learn. Take-home rations also benefit younger children at home and encourage families to send girls to school.

In Ecuador, where malnutrition and anemia are widespread, WFP is working with the government to ensure the vital nutrition of pregnant women and young children in a way that helps grow the local economy. The innovative model feeds children school meals with food grown by local smallholder farmers. WFP is building long-term food security by helping farmers participate in community markets.

WFP has seen great success in transitioning school meal programs to country ownership. In Cape Verde, after 30 years of partnership with WFP, the school meals program is now a nationally owned program managed by the government. Thanks to strong partnerships, strategic planning and long-term commitment, primary school enrolment in Cape Verde has reached nearly 100% for both girls and boys.



## PURCHASE FOR PROGRESS

Another innovative partnership—Purchase for Progress (P4P)—helps to link smallholder farmers to agricultural training and reliable markets. The P4P initiative is a five-year pilot to spur smallholder agricultural growth in 21 of the world’s poorest countries. For example, in Honduras, P4P is an important part of WFP’s effort to address hunger and support the government’s poverty reduction strategy. WFP is working with the Honduran Ministry of Agriculture to purchase local crops like maize and beans from farmers and farmers’ organizations.



## LOCAL CROPS

WFP staff strives to buy locally-harvested crops whenever possible. This practice can give small-scale local farmers access to stable markets where they become active players. Locally sourcing food also helps to reduce food transportation costs, making programs more efficient. By building a robust local economy, WFP raises household incomes and empowers farmers to plan more effectively for the future.



## MOBILIZING PARTNERS AGAINST HUNGER

WFP USA is **marshaling American leadership** to end global hunger by working with a spectrum of partners across government, business, private foundations and the public.

WFP USA works closely with donors to identify innovative ways they can **make a lasting difference** through joint strategy and action.



### URGENT RESPONSE FUND

The recent rise of global food prices has pushed millions into poverty and chronic hunger. To protect against food price shocks, WFP USA established an Urgent Response Fund in 2011, made possible by a generous \$3.2 million donation from GE. The fund will help WFP provide safety nets in Asia, the Middle East and North Africa, and other areas affected by rising prices, to help prevent crises. Scaling up existing safety nets, such as school meals and nutrition programs for mothers and children, can be a cost-effective long-term solution to helping families cope with food price volatility.

In Pakistan, the Urgent Response Fund was critical to helping families survive flooding and rebuild their lives. With GE Foundation's support, WFP launched a relief operation within the first 24 hours of the flooding in Pakistan. Initially reaching more than 3 million people with emergency food assistance; the number of people receiving life-saving assistance grew to more than 8 million.





### CATERPILLAR FOUNDATION

With the generous support of the Caterpillar Foundation, this year WFP delivered school meals to more than 2.6 million at-risk children in eight African countries: Ghana, Kenya, Malawi, Mozambique, Rwanda, Tanzania, Uganda, and Zambia. These are some of the most vulnerable children in the world, many of whom are living in extreme poverty, in sprawling slums, or have been orphaned by disease.

In Ghana, for example, Caterpillar Foundation funding was used to buy take-home rations of locally grown food for 39,000 girls in upper primary school—powerful incentives for families to keep their daughters in school. Caterpillar’s generous investment through WFP USA included a \$3 million pledge, to be disbursed over three years. Caterpillar has a history of commitment to the partnership with WFP and WFP USA, including an equipment grant that is providing \$5 million in equipment over five years.

### YUM! BRANDS

WFP USA has a long-standing partnership with Yum! Brands—the world’s largest restaurant company—including KFC, Pizza Hut, Taco Bell and more. Yum!’s annual World Hunger Relief campaign, headlined by Christina Aguilera, raises awareness and funding for global hunger programs. It is the world’s largest



private-sector hunger relief initiative, operating through Yum!’s 38,000 restaurants in more than 120 countries worldwide. The effort has raised \$115 million for WFP and others, providing 460 million meals to hungry children around the globe—for school meals to emergencies, from Haiti to the Horn of Africa.

### ENTERTAINMENT INDUSTRY FOUNDATION

The Entertainment Industry Foundation (EIF) has been a leading partner in supporting WFP USA relief efforts in Haiti, which is still recovering from the 2010 earthquake that devastated the impoverished island nation. With the support of Hollywood’s biggest names in film, television and music, EIF established the “Hope for Haiti Now” fund, which raised donations through a star-studded international benefit concert. In 2011, EIF contributed \$2.5 million to the continued relief effort, following generous support provided in 2010. These vital contributions are helping WFP meet immediate hunger needs and increase long-term food security as the country rebuilds.

### COINS 4 KIDS

Coins 4 Kids™ is an initiative that empowers volunteers to end childhood hunger. A Coins 4 Kids cup filled with change feeds a hungry child for an entire school year. WFP USA and International Paper (IP)

launched the initiative in 2004 as an employee-based giving program to support WFP’s school meals program in Nairobi, Kenya. Given its overwhelming success, WFP USA and IP decided in 2011 to expand Coins 4 Kids to other companies, schools, religious institutions and community groups around the country.

### BETTER TOGETHER CAMPAIGN

WFP USA encourages all Americans to be global citizens and supports the grassroots efforts of individuals and organizations. This year, Syracuse University’s *Better Together* campaign held a successful benefit concert that mobilized students and raised tens of thousands of dollars in support of WFP’s famine-relief efforts in the Horn of Africa.

### FOUNDATION PARTNERS

In addition to engaging individuals and businesses, WFP USA works with foundations to carry out programming in line with their identified funding priorities and guidelines. Partnerships forged with pioneers such as the Bill & Melinda Gates Foundation, The Kresge Foundation, The Skoll Foundation and The Mango Tree Foundation have enabled WFP USA to pilot innovative programming and channel much-needed relief to those affected by the emergency in the Horn of Africa. WFP USA is continuing to build relationships with new and existing foundation partners as part of its comprehensive strategy.

## GEORGE MCGOVERN LEADERSHIP AWARD



**“Small farmers play a crucial role in fighting global hunger and poverty, both for their own families and for the regions in which they live.”**  
—Buffett

**“As we support the work of farming families in Africa and South Asia, we’re affirming a vital part of our national character as Americans: our belief that we can and should build a better world.”**  
—Gates

The George McGovern Leadership Award honors leaders in the fight against hunger. In 2011, WFP USA honored Howard G. Buffett and Bill Gates for their leadership in establishing the Purchase for Progress (P4P) program, which helps transition small-scale farmers from extreme poverty and chronic hunger into active participants in agricultural markets. The Howard G. Buffett Foundation and the Bill & Melinda Gates Foundations’ early commitment to the P4P program helped WFP turn the initiative into a reality.

In partnership with the U.S. Department of State, WFP USA hosted the 10th Annual George McGovern Leadership Award Ceremony and global hunger conference on October 24th. The event highlighted the game-changing contributions Howard G. Buffett and Bill Gates have made to global hunger efforts and convened a discussion on the importance of public-private partnerships to addressing global hunger.

Vice President Joe Biden gave keynote remarks for the event, which featured a distinguished line up of speakers, including Secretary of State Hillary Rodham Clinton, USAID Administrator Dr. Rajiv Shah, Former Secretary of Agriculture, Hon. Dan Glickman, Cargill CEO Greg Page, and WFP Executive Director Josette Sheeran. WFP USA has worked closely with the U.S. government to keep members of Congress, the administration and other government officials informed about international hunger issues.

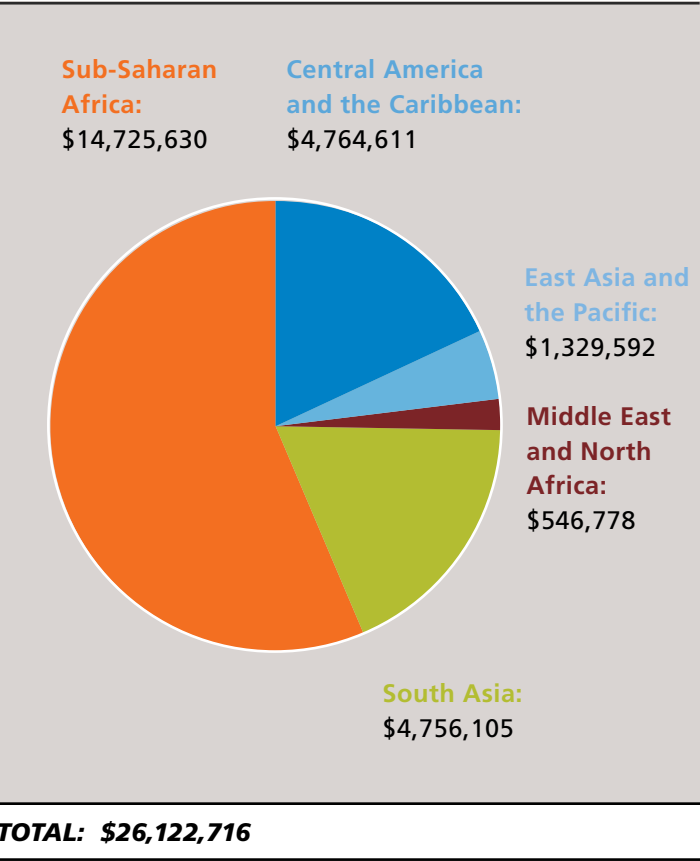


FINANCIALS

WFP USA  
Statement of Activities 2011

<b>Program Expenses</b>	
Grants to WFP	\$26,122,716
Other Grants and Program Expenses	\$8,700,750
<b>G&amp;A</b>	
	\$234,469
<b>Fundraising</b>	
	\$1,153,708
<b>Total Grants &amp; Expenses</b>	
<b>\$36,211,643</b>	
<b>Donations</b>	
	\$34,311,255
<b>Special Events</b>	
Donations	\$401,000
Special Events Expenses	\$(91,331)
<b>In-Kind Donations</b>	
	\$5,015,938
<b>Interest Income</b>	
	\$41,564
<b>Total Support &amp; Revenue</b>	
<b>\$39,678,426</b>	

Grants to WFP  
by Region



In 2011, WFP USA  
granted over \$26  
million to WFP global  
hunger programs.





WHERE WE WORK

In 2011, WFP delivered food assistance to nearly **100 million people in 75 countries around the world:**







# THANK YOU TO OUR DONORS

**Your generosity *saves lives and invests in the futures of people* around the world. During the past year, we have assisted millions of people—helping lives, communities, and economies thrive and grow.**

**\$1,000,000+**

Cargill, Inc.  
Caterpillar Foundation  
Caterpillar Inc.  
Entertainment Industry Foundation  
GE Foundation  
Kraft Foods  
PepsiCo, Inc.  
Yum! Brands, Inc.

**\$100,000 – \$999,999**

ACE Charitable Foundation  
Archer Daniels Midland Company  
Bank of America Charitable Foundation  
The Coca-Cola Company  
Lift a Life Foundation  
International Paper  
Kemin Industries, Inc.  
Mars Inc.  
Merck & Co., Inc.  
The MGIVE Foundation  
Mission Fish  
Monsanto Company  
Oprah's Angel Network  
Religious Conference Management Association, Incorporated  
Street King LLC  
Sudden Americas  
The UPS Foundation  
Wm. Wrigley Jr. Company Foundation  
Zynga Inc.

**\$25,000 – \$99,999**

Adobe Foundation  
Annie Chun's Gourmet Food  
Bloomberg  
Cisco Systems, Inc.  
Citi Foundation  
Citigroup Transaction Services  
Creative Alliance, Inc.  
Creative Direct Response Inc. Client Trust Account  
Do Unto Others (DUO)  
DSM Nutritional Products, Inc.  
Goldman Sachs  
Google  
Hilton Hotels Corporation  
HMC SLC Imprest Fund  
Macy Productions, Inc.  
The Palm Restaurant Group  
R&L Foods Inc  
Skoll Foundation  
Syracuse University  
TNT USA, Inc.  
Tumblr  
United HealthCare Services  
Viacom  
Youth Buddhism Communications Inc

**\$5,000 – \$24,999**

Abbott Laboratories  
Adobe Systems Incorporated Matching Gift Program  
AGB Fund, Inc.  
The American Buddhist Confederation  
Anonymous  
Applied Materials Foundation  
The Atlantic Philanthropies (USA) Inc.  
AT&T Foundation  
Bartlett Milling Company  
Brown-Forman Corporation  
B&G Food Enterprises of Texas, LLC  
Cisco Foundation  
Cisco Matching Gifts Program  
CME Group  
The Cocoa Merchants Association of America, Inc.  
ConAgra Foods  
Conde Nast  
Creative Artists Agency  
Dare to Care Food Bank  
Dupont  
Erom

The Estee Lauder Companies Inc.  
The Felton Company  
Fiorello H. LaGuardia Foundation  
Geodis Wilson USA, Inc.  
Gibson Guitar Corp.  
Groupon Inc.  
Hand to Hand  
The Humana Foundation, Inc.  
IBM Employees from the IBM Services Center  
Important Gifts, Inc.  
Intelliponse Inc.  
Interbrand Corporation  
Intercontinent Chartering Corporation  
Johnson & Johnson  
Kindred Healthcare Operating, Inc.  
Kirchdorfer Charitable Fund  
KPMG LLP  
The Kresge Foundation  
Land O' Lakes  
The Light Foundation  
Microsoft Matching Gifts Program  
National Confectioners Association  
New Port Investments, S.E.  
Norton Healthcare  
PayPal  
The Peter Jennings Foundation  
R.F. Technologies, Inc.  
Salam Islamic Center  
Sealift Holdings, Incorporated  
Stites & Harbison, PLLC  
Terra World Trade, Inc.  
Texas Roadhouse, Inc.  
Unilever, Inc.  
Unilever United States Foundation, Inc. Matching Gift Program  
United States Infrastructure Corporation  
University of Louisville  
UU Congregation of Fairfax Visa  
Walmart Foundation  
The Walter Family Foundation  
World Cocoa Foundation, Inc.  
World Economic Forum  
Xpedx



# TOGETHER WE CAN END HUNGER

870 million people on the planet are hungry. That's one in eight people on the planet. Hunger is the world's most solvable problem.

Join us in ending hunger forever.

Your gift to WFP USA helps us create change for hungry people all over the world. There are many ways to give. Our team is ready to help find the options best suited for you. To make a gift or learn more, please contact Alma Jane Shepard, LFRE, in the World Food Program USA development office by phone at (202) 530-1694, or email at [ajshepard@wfpusa.org](mailto:ajshepard@wfpusa.org).

You can also visit us at [www.wfpusa.org/donate](http://www.wfpusa.org/donate).

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