Your 2017 Impact on Fighting Hunger
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BE A PART of changing lives and saving lives. It’s up to you, it’s in your hands.

David Beasley, Executive Director, World Food Programme
ShareTheMeal enables smartphone users around the world to join the fight against hunger. With just a tap on your smartphone, you can share your meal with a hungry child. It costs just $0.50 to feed one child for a day. The ShareTheMeal community has completed eleven fundraising targets, helping schoolchildren in Lesotho, Malawi and Cameroon, Syrian refugee children in Jordan, Lebanon and inside Syria, as well as children affected by conflict in Yemen, South Sudan and Northeast Nigeria.
ShareTheMeal in numbers

in 2017

340,450 new users
9,610,028 meals shared
9,655 teams created

OUR DONORS CAN BE FOUND HERE

We have donors around the world, but most come from the countries listed above.
WFP is the world’s largest humanitarian agency fighting hunger worldwide, delivering food assistance in emergencies and working with communities to improve nutrition and build resilience. Each year, WFP assists some 80 million people in around 80 countries.

On any given day, WFP has 5,000 trucks, 20 ships and 92 planes on the move, delivering food and other assistance to those in most need. Every year, we distribute approximately 12.6 billion rations. These numbers lie at the roots of WFP’s unparalleled reputation as an emergency responder, one that gets the job done quickly at scale in the most difficult environments.
Where we helped together

FUELING DREAMS
School meals for children around the world

HAITI
School meals for 8,000 children for 1 year

NORTHEAST NIGERIA
100 days worth of food assistance for children at risk of famine

LEBANON
Food for 1,000 children for 1 year

CAMEROON
School meals for 25,000 children for 1 year

JORDAN
Food for 1,000 Syrian refugee children for 1 year

ROHINGYA
Urgently needed food for Rohingya refugee children

YEMEN
Nearly 2 million shared meals to provide life-saving food assistance to children

SOUTH SUDAN
1 million shared meals to help avert famine
How did we fight hunger together?
Read how you impacted children around the world.
In early 2017, famine was declared in parts of South Sudan. As WFP goes to great lengths to deliver, sometimes airdrops are the only way that we can reach isolated families with life-saving food assistance. With the help of the ShareTheMeal community, WFP delivered one million meals in just four weeks.

Each airdrop dispatches 50 kilogram bags of food assistance, which are dropped safely into designated areas and located close to the people in need. Members of the local community, many of whom are women, collect the food.

Since famine was declared, half as many people are suffering from extreme hunger as compared to June-August 2017.
Maintaining rituals is important for refugees whose lives have been disrupted. Young Mohamad is no stranger to keeping the tradition of tea drinking alive. When asked what his dream is, he says, “to invite other children from around the world to play and drink tea with me.” This boy is one of more than 1 million Syrian refugees living in Lebanon, over 90% of whom are food-insecure.

“It’s part of our culture,” says Mohamad’s mother about her son’s tea habits. This past spring, you helped to provide food for 1,100 children for 1 full year to children just like Mohamad. Because of your generosity, these cultural customs can be kept alive and encourage hope for a better future for these refugees.
Your shared meals helped to provide school meals to 8,000 children in Haiti for the upcoming school year. What will the children receive? A home-grown school meal. These boys and girls are receiving nutritious and diversified seasonal menus including cereals, pulses, fresh vegetables produced locally in nearby areas by smallholder farmers. WFP’s home-grown school meals project in Nippes department is supplied by a network of 53 local small-holder farmers organizations. In 2017, 150 metric tonnes of local products, including dry and fresh food, were purchased, covering all distribution needs of the beneficiary schools.
“It was the first time I saw the ‘face of starvation’ on such a scale,” says Sunee Singh, WFP Programme Policy Officer in Cox’s Bazar. Singh was one of the first responders to the Rohingya refugee crisis. She recalls her experience in responding to one of the most critical humanitarian crises of 2017. “We prepared our emergency distribution plans late at night and dispatched stocks early in the morning,” she states as she braced for the more than 500,000 people arriving in a matter of time.

During the crisis, Singh says, “Each day I woke up with anxiety and pressure to make sure we fed as many people as we could, but every night I went to bed feeling proud of our achievements.” Overall, she feels that “The plight of the Rohingyas made me very humble and helped me stay focused on my purpose,” of being a part of WFP.
Highlights of 2017

From sharing meals for love to seeing your ShareTheMeal photo in Times Square
2017

Glomo Award
Outstanding Mobile Contribution to the UN SDGs, Global Mobile World Congress GLOMO Awards

Google Award
Google Best Social Impact App Award 2017

#MillionMealsForLove

Last year, couple Poonam and Nishkaam set an ambitious goal: to reach 1 million meals for children in need for their team #MillionMealsForLove. To jump start the team, they decided to donate their entire wedding budget to the cause instead of hosting a traditional wedding. Together, they have reached over 50% of their goal and are the biggest team in the app!

App Redesign

Biggest Re-Design of ShareTheMeal Launch
WFP Ambassador Against Hunger Sami Yusuf showed his support by releasing a never-before-seen video to donors who gave for team #Ramadan2017. With over 164,000 meals shared, fans and supporters alike joined forces to celebrate the spirit of giving back. Mr. Yusuf also held a contest for those who shared a meal and posted their thank you message to social media, to win a chance to video chat with himself!
Camera Giving Launch

Launched on World Humanitarian and World Photo Day, Camera Giving allows users to take a food photo, place a #ShareTheMeal filter, donate and post to social media. Foodie Influencer Matt in the Hat, shared his Camera Giving photo and was featured on the Times Square Thomson Reuters jumbotron! Matt says, “Seeing my photo displayed on a huge jumbotron, in one of the busiest places on the planet - the feeling was overwhelming. Then it all hit me. My food photo is helping children in the all over the world!”

World Food Day

World Food Day Apps and Games Against Hunger Google Collection

iMessage Stickers

Designed together with Syrian refugee children in Jordan, these iMessage stickers allow users to share their thanks directly in an iMessage conversation. Mohammad Batah, a WFP Communications Assistant in Jordan, details his heart-warming experience with the boys and girls as a time when they felt excited, happy and proud that their artistic skills would be aiding in the fight against hunger.
This is how we will change the world. Technology at its best!

- A member of the ShareTheMeal Community
Behind the scenes

Read about WFP staff in the field and the team in Berlin who help put ShareTheMeal in action.

Camaley Jennings
MARKETING

“Going to work knowing that children are being fed is the most rewarding feeling one can imagine.” says Camaley, an Arizona native. She believes that, “This millennial generation overwhelmingly wants to change the world. And because of that, I am proud to be a part of a team that’s making it easy for people to have a positive, global impact.”

Alex Corbi
DEVELOPMENT

“What motivates me the most is the purpose we serve. As fighting world hunger is one of the greatest challenges of our generation, being able to dedicate my skills to this is a privilege.” says Alex. Born in Madrid, Alex is excited for the new product features planned for 2018. “We have an ambitious list of new functionalities and improvements in the pipeline which will enable our users to have an even greater impact!”

Petra Fölk
DESIGN

Hailing from Hungary, Petra puts the creative touch on ShareTheMeal. She says, “With this role, my day is in a constant flux, as I swipe in between Branding, UI and UX.” She says, “I often work with striking images of the children we are helping, which compels me to be empathetic on a daily basis and serves as a reminder of how I contribute to a great cause.”
Reem Nada
REGIONAL COMMUNICATIONS OFFICER, CAIRO
On the ground in Yemen, Reem says, “We have dozens of apps on our phones, but one app keeps us grounded, reminding us to count our blessings and think of others who have nothing and ask for nothing in return. ShareTheMeal, for me, is a daily inspiration and reminder that a child out there is smiling and dreaming of a better tomorrow.” She continues, “Learning about Yemen through the app, is not like reading about it in the news. You connect with real people in a place that is very far from where you are. The app introduces you to the children in need and you know that with one tap you are helping avert the dreaded Famine. There is currently no Famine in Yemen but that is the fate we fear most, that is what we are working against, and using ShareTheMeal is a chance to prevent that from happening.”

Sylvia Ngwa
WORLD FOOD PROGRAMME FIELD OFFICER, CAMEROON
As a native of Cameroon, working in her home country is quite special for Sylvia. She says, “Having worked with WFP for the past 8 years I have been at the forefront of field activities, reaching out to beneficiaries on a daily basis. It has been very fulfilling meeting the food and nutrition needs of the most vulnerable through general food distributions, nutrition treatment and prevention programs.” She continues, “When I look back at my work with WFP, I smile over the success I have achieved. I consider myself a full-blown WFP product, nurtured and trained for bigger ventures that lie ahead.”
Thank you for being a part of the ShareTheMeal Community!