

NATIONAL RESTAURANT ASSOCIATION



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Restaurant.org

America's Restaurants A Hunger to Serve

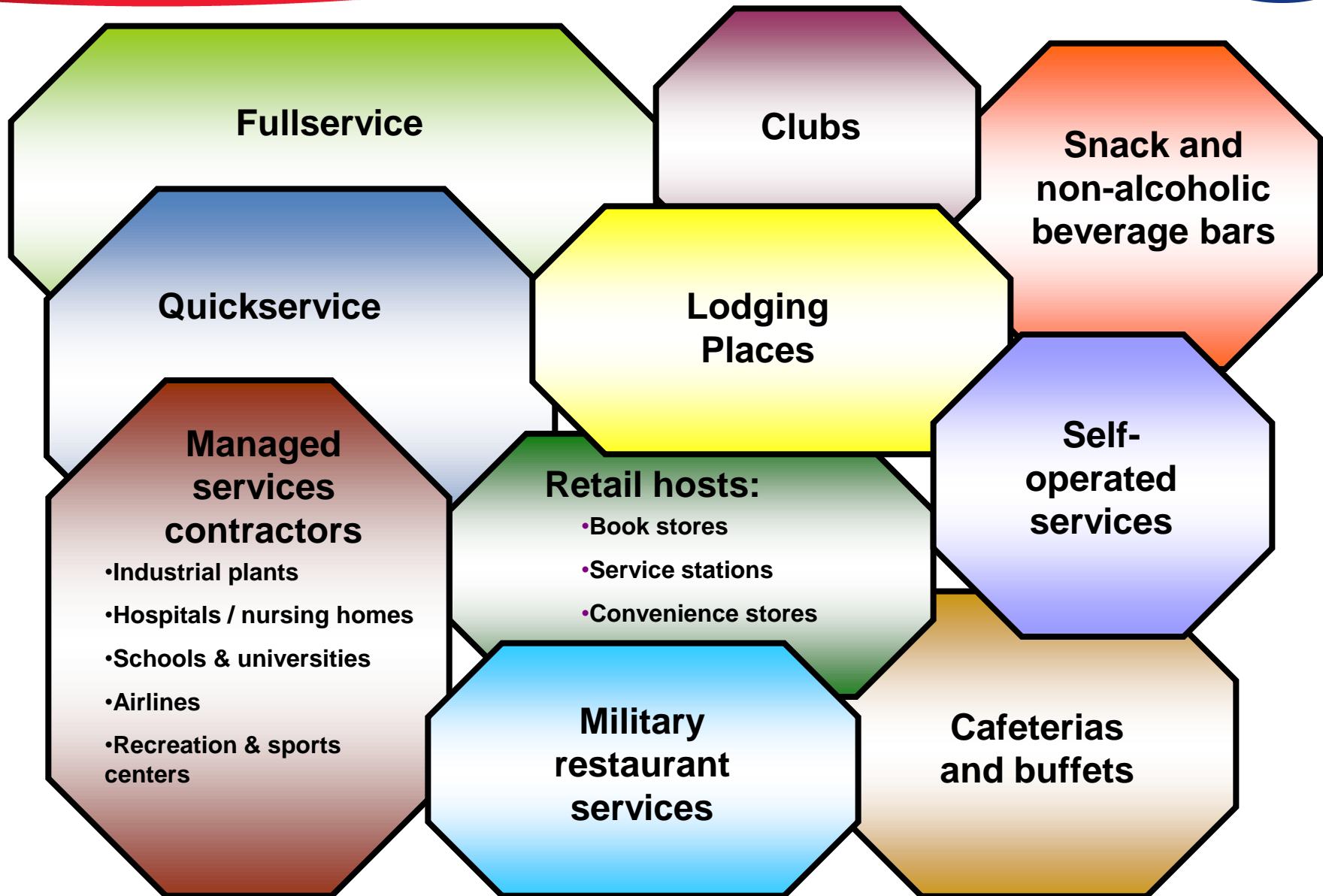
Scott DeFife
Executive Vice President,
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DEFINITION:

“Restaurant Industry”



All meals/snacks prepared away from home,
including all takeout meals and beverages.



Locations

970,000

**Annual
Sales**

\$632 billion

Food for thought:

The restaurant industry donates nearly
\$3 billion to charity every year.



94% of America's restaurant operators
made charitable contributions.

92% supported local organizations and charities.

73% made donations for hunger relief.

70% made cash donations.

America's restaurants serve more than great food –
they respond in times of need and nourish local communities.

Support America's Restaurants.

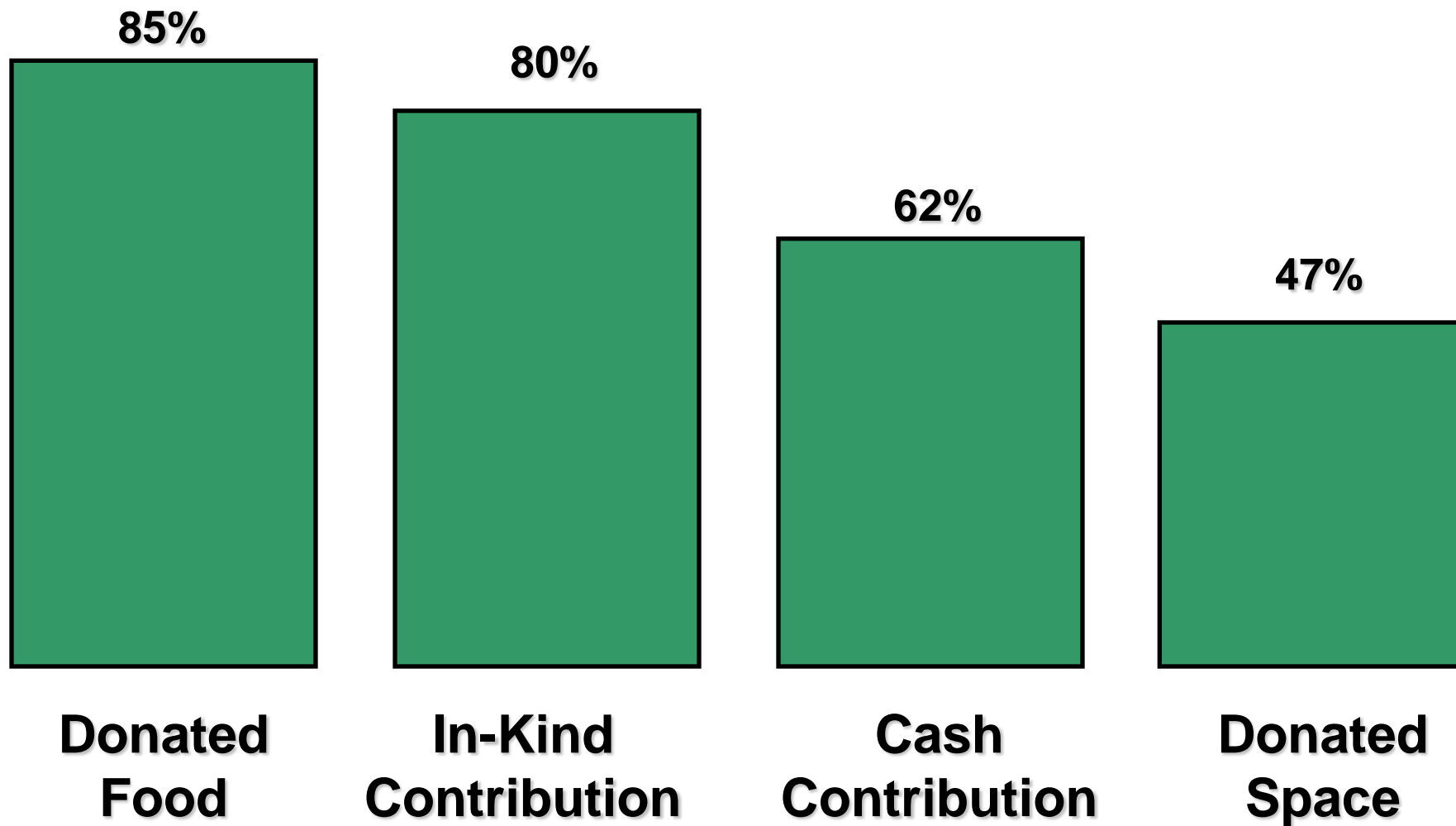
America Works HereSM



See how at www.restaurant.org/AmericaWorksHere

*Based on 2010 Restaurant Industry Charitable Activities report

91% of Restaurant Operators Made a Charitable Contribution in 2011



NRA Initiatives to Combat Hunger



The National Restaurant Association has partnered with Share our Strength for more than a decade.

Four years ago we were a founding partner of their *Dine out for No Kid Hungry* campaign.

In 2011, Share our Strength raised **\$2.4 million** to fight childhood hunger and this year, the Association made a commitment to work with Share our Strength to **triple** that number over the next 2 years.



*Find Participating Restaurants and
Dine Out September 16-22!*



Feed the Need

Charleston, SC

A local coalition of 52 restaurant and hospitality professionals addressing hunger in their community. On a weekly basis, a different restaurant takes over the meal preparation for local nonprofit agencies that feed the hungry.

In its first year, the program fed more than 200,000 people and that number increased between 10 percent and 15 percent in 2010.

Already the program has been replicated in Michigan.



The National Restaurant Association launched a national partnership **Food Donation Connection (FDC)** in 2009 to help end hunger, reduce food waste and provide members with the opportunity for potential tax savings.

Policies Impacting Food Donation

The National Restaurant Association supports the extension and permanency of the Federal food donation tax credit.

EXPIRED

Non-C Corporation Tax Incentive

Needs to be extended and made permanent

with

H.R. 3729

Introduced by

U.S. Reps Geoff Davis (R-KY) and Sander Levin (D-MI)

on December 20, 2011

House Bill 3729 would

- ✓ **Make permanent** the provision for non-C corps
- ✓ **Increase the amount of food** donated to those in need
- ✓ **Codify Fair Market Value**
- ✓ Allow **farmers and ranchers** to deduct 25% of the FMV
- ✓ Allow non-C corps to **carry forward** the charitable deduction

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