

To: John Bryant  
From: Madison Chackel  
Date: April 28, 2016  
Subject: Proposal for "Breakfast for Better Days" CSR Program

Beginning January 1, 2017, Kellogg's corporation will donate 2% of all profits to the world hunger issue. We will set a goal to provide 1 billion servings of cereal and snacks-more than half of which are breakfast- to people in need around the world by the end of 2020.<sup>1</sup> As an organization, we can leave a large footprint in the devastating and growing world hunger problem. One out of every nine individuals worldwide faces food insecurity every day.<sup>2</sup>

Allocating resources to establish a presence in the world hunger issue is not only beneficial for the cause that we are dedicating our efforts to, it is also beneficial to our organization, as well. Creating an impact on this devastating and expanding world issue will allow growth and improvement in the world and in our business. Our involvement in this world issue will strongly establish our values and firmly imprint our family-driven mission in the minds and hearts of our consumers and stakeholders. It will also spark an increase in sales and revenue. The central to America's economy, the Federal Reserve Bank of St. Louis, found data resulting in the connection between corporate social responsibility and increased revenue. Their research found that a recent survey showed, "Globally, 80 percent of the world's 250 largest companies issued CSR reports last year."<sup>3</sup> These very results can apply to us with the implementation of "Breakfast for Better Days."

We will maximize our product donations to make an even greater impact. In the U.S., we will partner with Feeding America to ensure our food donations reach the people who need it most. Furthermore, we will dedicate services to disaster relief. We will create a mobile relief center. The Breakfast for Better Days Disaster Relief Center will bring much-needed goods to residents, emergency shelters and relief workers as part of our goal. We will create a final budget for this project and will have also created a final plan on how and where to donate the 1 billion servings by May 6, 2016.

As an organization that is founded on values of generosity and integrity, it is imperative that we enstil our legacy of benevolence on the community that allowed for our success. As the world's leading cereal maker, we need to utilize the abundance of resources that we have to make a difference in the world. We need to focus on global hunger relief, food insecurity and the importance of breakfast for children in particular.

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<sup>1</sup> At an approximate serving size of 1 ounce.

<sup>2</sup> Fact taken from State of Food Insecurity in the World, FAQ, 2014.

<sup>3</sup> "Corporate Social Responsibility Can Be Profitable." *Corporate Social Responsibility Can Be Profitable*. Federal Reserve Bank of St. Louis, Apr. 2009. Web. 01 May 2016.

