



ShareTheMeal

Introduction

January 2016



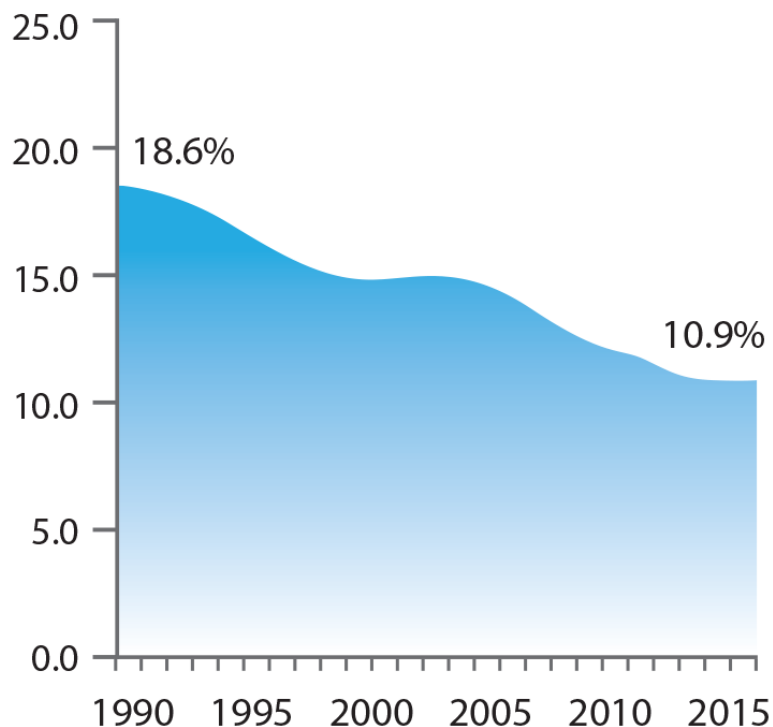
World Food Programme



Ending global hunger is within reach, but we should accelerate progress

% of people hungry

% of global population suffering from chronic undernutrition



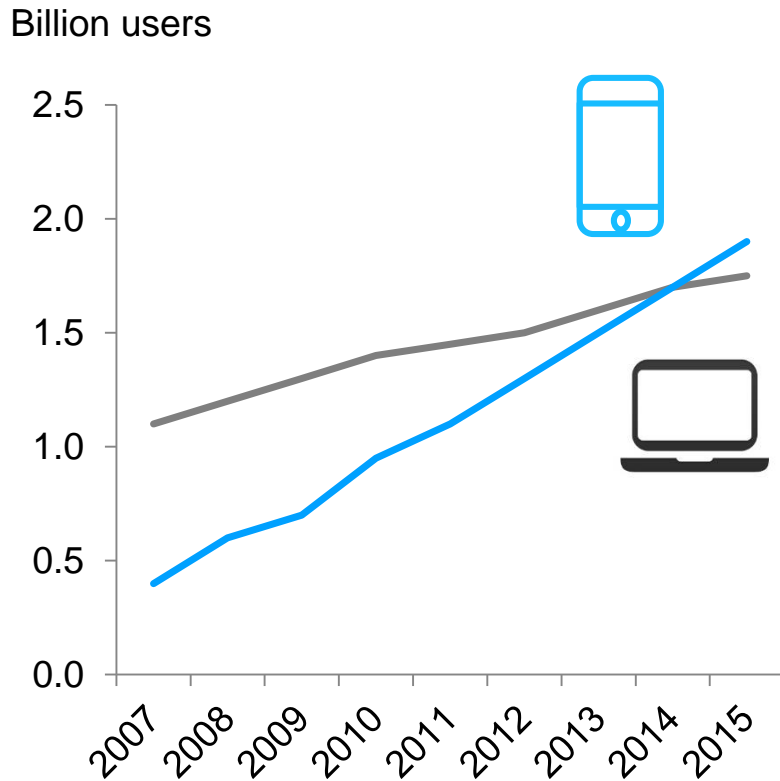
Impact of hunger

- **1 in 7 children** around the world do not have enough food to lead a healthy, active life.
- Hunger and malnutrition are the **number one risk to health worldwide** — greater than AIDS, malaria and tuberculosis combined.
- The good news is that **hunger is entirely solvable**. And it costs just US\$0.50 to provide vital nutrition for one child for a day.

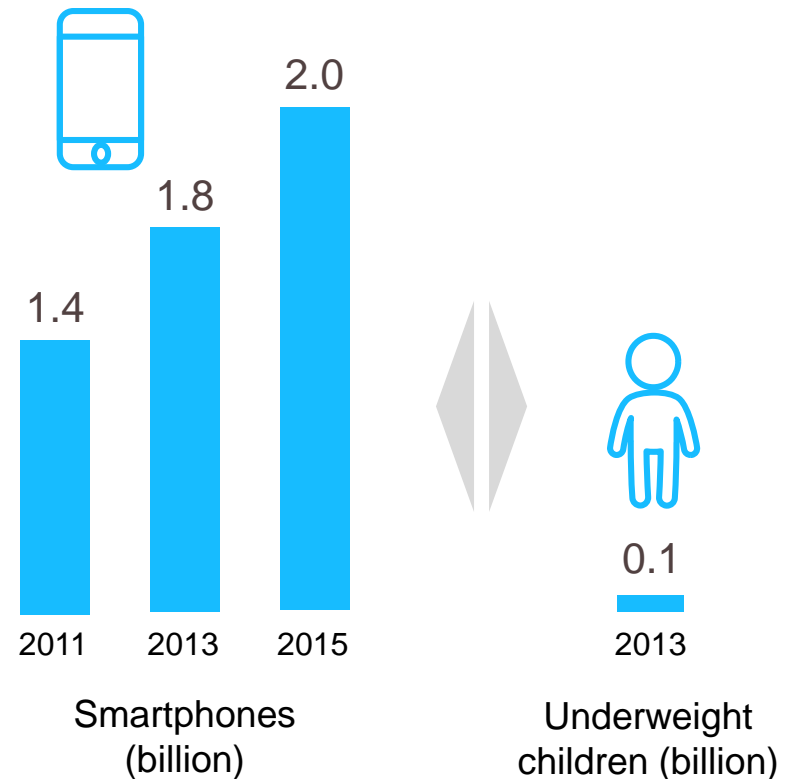


Internet use moving towards mobile devices, and smartphone users vastly outnumber hungry children

Mobile vs. desktop internet users

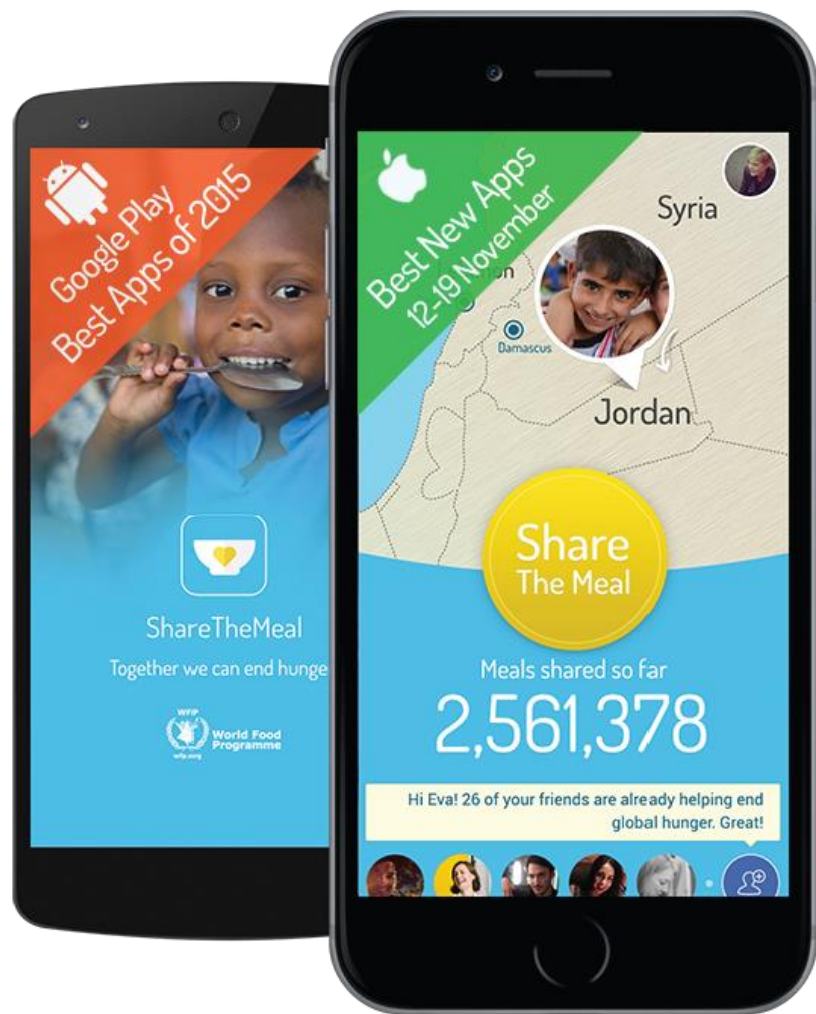


Smartphones vs. hungry children





With ShareTheMeal people can “share the(ir) meals” with children that have nothing to eat. For 50 cents a day



Tap to “share the meal”

50¢

US\$ 0.50 feed one child for a day



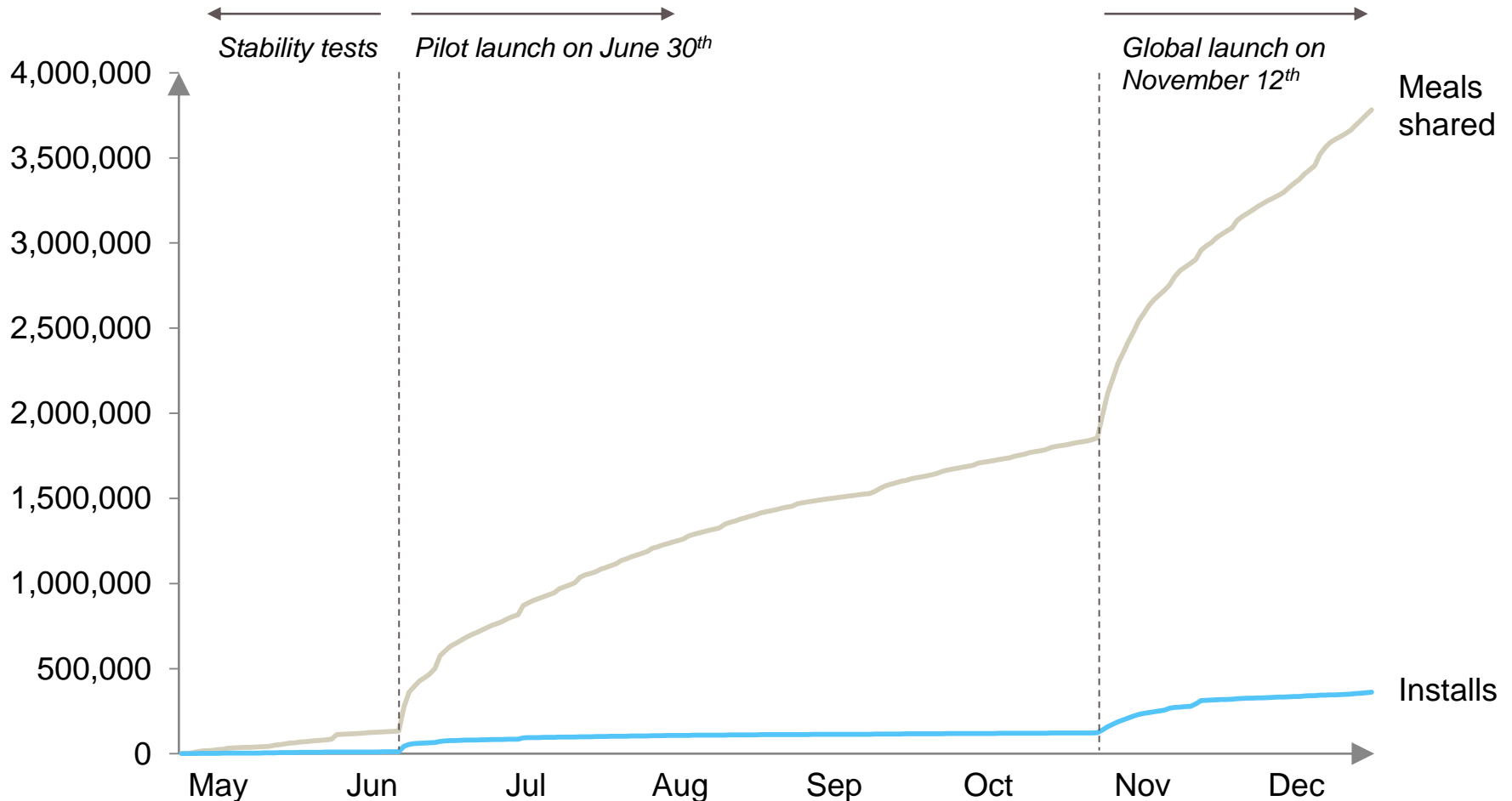
United Nations World Food Programme distributes the food



We show you where the children are and what our progress is



So far, 3.9 million meals were shared by 390,000 users





Feedback seems very positive

User ratings



★★★★★ 4,9



★★★★★ 4,7



★★★★★ 4,4

Media coverage



Forbes theguardian

Mashable

BuzzFeed



REUTERS



ALJAZEERA

THE HUFFINGTON POST



Social media



Sarah Silvermann
@SarahKSilverman

There is no reason not to do this right now



NowThis @nowthisnews
A new app helps feed Syrian refugees around the world on nowthis.com

RETWEETS 252 LIKES 457

8:02 PM - 15 Nov 2015



Mark Ruffalo
@MarkRuffalo

Mark Ruffalo @MarkRuffalo · Nov 26
@WFP Launches Free App For Smartphone Users To Help Feed Syrian Refugee Children: wfp.org/news/news-rele...

RETWEETS 177 LIKES 365



Our next goal is to support pregnant women and their children in Homs, Syria

Lesotho



- **Goal:** feed all school children in need for 1 year
- **When:** Jun – Nov 2015



Jordan



- **Goal:** provide school meals to 20,000 children
- **When:** Nov – Jan 2016



Syria



- **Goal:** support pregnant women and children in Homs
- **When:** Jan – ? 2016

