

Jewish Family & Life, Inc.
(Newton, MA)
Project Manna

Total Award: \$100,000 over 9 months

Presidential Authority Grant

To support Jewish Family & Life, Inc. in an action planning process to determine the feasibility of Project Manna. Project Manna is potentially a powerful interfaith initiative that educates and mobilizes large numbers of people and leverages corporate philanthropy creatively to raise significant funds to prevent and alleviate hunger. Project Manna will be asking consumers, mobilized by faith communities, to sign a web-based petition to the food industry indicating how much money they spend monthly on food and their willingness to preference foods carrying the Project Manna logo. Project Manna will simultaneously approach food manufacturers, indicating how much purchasing power Project Manna represents and asking them to participate by donating 1% of the proceeds from designated food products towards combatting hunger. In turn Project Manna will distribute the funds to hunger relief and policy organizations in consultation with food policy experts. Project Manna has the potential to generate billions of dollars to fund the work of existing hunger relief organizations and support hunger prevention initiatives. In its planning/feasibility process, Project Manna will create a website, obtain endorsement and participation from major faith communities, anti-hunger organizations, government authorities and the United Nations, collaborate with consulting experts, present Project Manna at the International World Food Symposium, and explore long-term funding possibilities.

Program Contribution Breakdown:

\$80,000 Jewish Life and Values/Contemplative Practice Program: *Goal I, Objectives 3 & 4*

\$20,000 Interprogram Initiatives for Social and Economic Justice: *Objectives I & II*