



Kellogg has a legacy of giving.

At Kellogg Company, we have a long history of investing in our communities. Our founder, W.K. Kellogg, was a great entrepreneur as well as one of the great philanthropists of the 20th century, giving away virtually all of his wealth. More than a century later, his legacy of giving lives on with our new global social responsibility strategy focusing on hunger relief, particularly breakfast.

Our *Breakfasts for Better Days*[™] initiative helps those who need it most.

Breakfasts for Better Days[™] makes hunger relief – breakfast programs in particular – our signature cause. Our aspiration is to be the leading corporate advocate for breakfast. Our goal is to provide 1 billion servings of cereal and snacks, more than half of which are breakfast, to children and families in need around the world by the end of 2016.¹ In the first year of the initiative, we donated more than 400 million servings of products, of which 230 million servings were breakfast foods.

Through *Breakfasts for Better Days*, Kellogg Company Fund is supporting breakfast programs in every Kellogg region.

- In the U.S., the Kellogg Company Fund (KCF) provided \$1 million total in grants to Action for Healthy Kids, the Food Research and Action Center and Share Our Strength to help increase participation in school breakfast programs across the country. KCF also implemented a mobile *Breakfasts for Better Days* Disaster Relief Center, which was deployed to Moore, Oklahoma and Washington, Illinois, following devastating tornadoes, and to areas of Colorado impacted by widespread flooding in 2013 to deliver Kellogg foods.
- Building on our very successful partnership with Breakfast Clubs of Canada, Kellogg Canada continues to expand breakfast programs across the country, and we have initiated a new employee volunteer program to help with these efforts.
- In Europe and Latin America, funding was provided for 98 breakfast projects and clubs in Brazil, Colombia, Costa Rica, Denmark, Ecuador, France, Germany, Guatemala, Ireland, Italy, Mexico, Puerto Rico, Russia, Spain, Sweden, Turkey, the U.K. and Venezuela to provide nearly 540,000 breakfasts by the end of 2014. This includes approximately 100,000 breakfasts that will be provided to children in Uganda and Malawi.
- In our Asia Pacific region, we are expanding our *Breakfast Buddies* program and leveraging our Emerging Leaders program to develop business integration strategies for *Breakfasts for Better Days*.



¹ The goal of 1 billion servings is based on an approximate serving size of 1 ounce.



Kellogg is maximizing our product donations for even greater impact.

Our goal is to donate more food to those who need it most, versus putting that food to waste. To do this, we are creating global donation policies and procedures that enable us to help families in need and further improve regulation of the waste in our operations.

Kellogg is advocating the power of breakfast.

We are taking steps to ensure that Kellogg is the leading corporate advocate for breakfast, and that we lead and shape conversations that focus on solutions to global hunger relief. Since our global launch in March 2013, we have already played leadership roles in the foremost conferences on hunger relief in the U.S. and Latin America, in addition to leading important influencer events at Kellogg offices elsewhere in the world, including the United Kingdom, Germany and Spain.

We are also engaging consumers in our cause efforts with campaigns that have included Give A Child A Breakfast (Europe); Share Breakfast (U.S. and Canada); Fighting Hunger Together with Walmart (U.S.); Buy a Box, Feed a Child (South Africa) and Great Starts with Woolworth's (Australia).

World Food Day, October 16.

World Food Day was established by the Food and Agriculture Organization of the United Nations to bring attention to the fight against global hunger. To support World Food Day, we coordinated our first company-wide global service project for employees. Together, employees from 28 countries and the company donated nearly 100,000 pounds of food – much of it Kellogg products. Employees also volunteered their time to help 94 community programs.

For more information, please visit www.breakfastsforbetterdays.com.

