

**UNITED WAY CONSUMER INVESTMENT STRATEGY FOR
FOOD INSECURE**

Definition of consumer population:

Families or individuals that cannot afford to buy food or are hungry at least some time during the year because they cannot afford to buy enough food.

Desired outcomes as a result of investing in services for this population:

- Individuals or families have access to nutritional food or food benefits

United Way's Food Insecure Investment Strategies:

- A) **Food/eligibility for other food programs:** Provision of food services that complement the existing extensive government support for food insecure households and provide outreach strategies to increase individuals' participation in other government food programs for which they are eligible