Hunger and food insecurity have been pervasive and enduring needs around the world. As with many other issue areas, the pandemic shone a light on food insecurity and the importance of food banks as a critical service to communities, both in times of disaster and our regular day-to-day.

It makes sense that the ways people are taking action around these issues are the traditional ways we respond to this need – Volunteering and Donating. However, by incorporating other forms of engagement, perhaps we could collectively work toward addressing the root causes.

**Deep Dive On**

**FOOD BANKS & HUNGER**

**DEMOGRAPHIC BREAK DOWN**

Of people are concerned about food banks & hunger when compared to other issues

- 30% of people are concerned about food banks & hunger
- 29% of Gen Z expressed concern
- 29% of Millennials expressed concern
- 31% of Gen X expressed concern
- 29% of Baby Boomers expressed concern

**GENERATIONAL BREAKDOWN OF INTEREST IN ISSUE AREA**

- Of MEN said food banks & hunger was one of their top areas of concern
- Of WOMEN said food banks & hunger was one of their top areas of concern

**WHY PEOPLE ARE TAKING ACTION**

- I believe the actions of one person can go a long way in making a difference (47%)
- It makes me feel good to do something for others (46%)
- A close friend and/or family member of mine has been impacted (26%)

**HOW PEOPLE ARE TAKING ACTION**

- Points of Light’s Civic Circle® represents a person's power to lead, lend support and take action for causes they care about, and to lead a civic life. People can engage through one or several elements of the Civic Circle®.

**TOP ACTIONS TAKEN**

- Donated goods I own to a cause or organization (DONATE) 74%
- Intentionally helped someone else (VOLUNTEER) 73%
- Made a charitable donation to a cause or organization (DONATE) 69%

**MOST INFLUENTIAL ACTIONS**

- Intentionally helped someone else (VOLUNTEER) 80%
- Volunteered in-person with a cause or organization (VOLUNTEER) 78%
- Made a charitable donation to a cause or organization (DONATE) 78%

**DATA TO INSIGHTS**

In the next 30 days, people are most likely to:

- Donate: 66%
- Volunteer: 65%
- Listen & Learn: 57%

*those identifying as non-binary or other <0%