

2022 MEDIA KIT



# Food For Life GLOBAL

Uniting the world through pure food

Delaware, USA

EIN 36-4887167

D-U-N-S Number is 117831921

USA + 1 202 407-9090

AUSTRALIA + 61 2 8006 108

**Contact** : [contact@ffl.org](mailto:contact@ffl.org)

**Website** : [www.ffa.org](http://www.ffa.org)

**Instagram**: @foodforlifeglobal

**Facebook**: @foodforlifeglobal

**LinkedIn**: /company/fflglobal





# the basics

---

## MISSION

**Food for Life Global is a nonprofit organization whose primary mission is to bring about peace and prosperity in the world through liberal distribution of pure plant-based meals prepared with loving intention.**

## AIMS AND OBJECTIVES

**Welfare:** Provide pure plant-based meals to anyone who is disadvantaged, malnourished, or a victim of disaster.

**Hospitality:** Revive the culture of spiritual hospitality, teaching through the example of sharing food indiscriminately that spiritual equality exists among all beings.

**Non-Violence:** Reduce the number of animals slaughtered for food by giving as many people as possible the higher taste of plant-based meals prepared with loving intention.

**Health:** Teach the value of plant-based meals for improving the health of the body, mind, and spirit.

---

**Education:** Educate others on the art and science of food yoga as an integral part of consciousness development.

**Animal Advocacy:** Support animal rescue projects as a powerful way to demonstrate the equality of all life through direct experience.

## VISION

Our vision is to build a global partnership of development that uses plant-based solutions to eradicate extreme poverty and hunger, ensure environmental stability, and minimize the consumption of animal-sourced foods.

## WHO WE ARE

Food for Life Global is a registered charity in the United States of America and Slovenia. With humble beginnings from India in 1974, the organization is a modern-day revival of ancient Vedic culture that embodies the acts of hospitality and the sharing of food. Food for Life Global was founded on the principal that food is complete nutrition for the body, mind, and soul.



# the basics

---

Over the past 40 years, Food for Life Global has partnered with grassroots programs, local on-the-ground communities, and government agencies to become the world's largest plant-based food relief program. Our multi-level approach utilizes a Global Grants Program that financially strengthens food relief efforts by building relationships with like-minded organizations and environmentally conscious brands to incorporate the global benefits of plant-based solutions.

## ORGANIZATION STATISTICS

- Food for Life Global has 269 affiliate projects in over 65 countries
- Our affiliates serve over 1 million plant-based meals daily
- Over the last 40 years, Food for Life Global affiliates have served over seven billion plant-based meals
- 17k followers on Instagram
- 50k followers on Facebook

---

## HUNGER STATISTICS

### 135 MILLION PEOPLE ARE ACUTELY HUNGRY

There are almost 135 million people in 55 countries across the world that are acutely hungry. That means they have an urgent need for food, livelihood, and nutrition assistance.

### 690 MILLION PEOPLE ARE CHRONICALLY UNDERNOURISHED

There are 690 million people who are chronically undernourished, which means they don't get enough nutrients from the food they have access to.

### HUNGER IS ON THE RISE

Some people estimate that an additional 83-132 million people will be undernourished because of COVID-19.

[Information from the 2020 Global Report on Food Crisis, September 2020.](#)

# across the world



FOOD FOR LIFE GLOBAL HAS 240 PROJECTS ACTIVE IN 60 COUNTRIES.

## FOOD FOR LIFE GLOBAL IN AFRICA

In **South Africa**, Food for Life is present in more than 25 cities where we deliver plant-based meals to the neediest. In the town of **Durban** for instance, Food for Life KZN currently distributes over 10 000 plates of food per day to the poverty stricken people of Durban and its surrounding areas. The vision carried by the organisation is to become the leading

humanitarian organisation in the country by creating a hunger free society in South Africa through free food distribution which can be prepared and delivered for an average of 25-30 cents.

In **Nigeria**, FFLG's affiliate, the Nigeria Vegetarian Society, promotes veganism and related issues such as



# across the globe

---

animal welfare, hunger relief, environmental protection and health issues. Through dedicated actions (such as the organisation of the 1st West-Africa vegetarian congress in Lagos and the distribution of food for the homeless), the Nigeria Vegetarian Society is making a huge difference on a regional scale by encouraging humane attitude towards animals, the responsible use of the environment and by educating the general public about issues involving abuse of animals and how the choice we make in our daily lives have enormous impact not only in the lives of other beings and on the environment.

## FOOD FOR LIFE GLOBAL IN ASIA

Food for Life Global's principal affiliate in **India** is *Food for Life Annamrita* that participates in the Mid Day Meal Scheme initiated by the Indian Government in 1995.

FFL kitchens cook and deliver freshly cooked plantbased meals to over 6500 schools providing over 1.2 million meals daily to India's most impoverished children.

---

The Asian continent is frequently swept by natural disasters and Food For Life is often the first organisation to assist survivors. For instance, the Food for Life team from Manila was one of the first organization to distribute food after the Cyclone Yolanda in 2014 and served more than 140,000 delicious vegan meals to survivors despite many challenges.

GOKULAM-BHAKTIVEDANTA CHILDREN'S HOME is a refuge for orphaned children in **Sri Lanka**, providing physical, spiritual, and emotional nurturing and education in an atmosphere of hope and healing. With the care they receive at Gokulam, destitute children gain the self-confidence, determination, and integrity to enter adulthood as productive and successful world citizens. In response to a never-ending need exacerbated by the devastating tsunami of December 2004 and civil wars, the charity currently accommodates over 150 children, providing meals, education and medical care.



# across the globe

---

In **Malaysia**, FFLG's affiliate ISKCON Malaysia core activity is to teach, train and disseminate the Vedic culture and philosophy. This is achieved through various means which include the distribution of free food to the needy (including in Malaysian schools). Our Malaysian volunteers have also been especially active in the relief of survivors to few of the most deadly natural disasters in the region such as Nepal earthquake and the catastrophic 2005 tsunami.

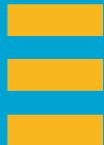
## FOOD FOR LIFE GLOBAL IN AMERICA

JULIANA'S ANIMAL SANCTUARY (JAS) is the only animal sanctuary in **Colombia**, providing care and sustenance to 128 rescued animals. The non-profit believes that all animals deserve respect and protection and their slogan: Equality for all Beings is taken from the teachings of Saint Francis of Assisi, who said that all animals are our brothers and sisters. With this understanding, JAS does not discriminate by artificial designations of what animal is a "pet" and what animal is "food."

---

**Argentina** is famous for its meat-centred cuisine and has the world's second highest consumption rate of beef, with yearly consumption at 55 kg per head. So it is certainly a change of pace to see plant-based cuisine being so welcomed in this country. Food for Life has had a presence in **Buenos Aires**, the capital city of Argentina, for decades and their regular distribution of free plant-based meals to the homeless and the inquisitive has helped to open people's minds to the potential of an all plant-based diet.

**Globally**, Food for Life Global also offers food yoga education (an initiative by the director of Food for Life, Paul Rodney Turner) with the aim of introducing to the world the practice of using food as a medium for developing higher consciousness. Food yoga is all about connecting with nature and designing a life where one can nourish their body, mind and spirit. Food Yoga aims to encourage people to start making food part of their daily spiritual practice. Food Yoga is non-sectarian.



# across the globe

---

Since 1998, Food for Life volunteers in **Ecuador** have been serving delicious vegetarian meals to underprivileged school children. The tasty lunches consist of rice and lentil stew, nourishing desserts, aromatic mint and lemon drinks. In some areas, the lack of basic services is alarming, as they drive down dusty or muddy streets filled with trash on the way to their chosen distribution point. In some cases, traffic obstructions force them to go by foot. But nothing deters their enthusiasm to reach as many people as possible.

## FOOD FOR LIFE GLOBAL IN EUROPE

Since the beginning of the refugee influx in Europe, Food for Life is doing anything in its power to answer the needs of migrant families. We have distributed over 10,000 meals throughout several countries (Greece, Macedonia, Serbia, Bosnia & Herzegovina, Hungary, Slovenia, Croatia, France and the UK). We supply hot plant based meals, freshly cooked the same day and served with love, but also fruits, beverages and clothing to face the increasing cold.

---

In **Serbia**, at special aid spots, our local affiliate – Bhakti Hub – provide migrant families with a cooked lunch and is planning on delivering more meals in train and bus stations thanks to mobile and self-sufficient kitchens.

In **Hungary**, Food for Life has been distributing **200.000 plates** of hot meal and hundreds of tons of non-perishable food yearly for over twenty years. We are responding to the needs of hundreds of thousands of people which are still living in deep poverty in Hungary, of whom 450,000 are children. FFL Hungary also distributes hot meals in music festivals and supports young people's rehabilitation from drugs and alcohol.

In **Ukraine**, Food for Life has been delivering meals to needy families and children since 1996 and continues to do so during the war. Food for Life Ukraine has been able to distribute hot meals all over the region to needy families for only 50 cents. In Lugansk, our volunteers opened a social dining room to provide hot meals to 155 people on a daily basis.



# Crypto Philanthropy

---

## We accept all forms of cryptocurrency as donations

Donating cryptocurrency is a non-taxable event, meaning you do not owe capital gains tax on the appreciated amount and can deduct it from your taxes. This makes Bitcoin and other cryptocurrency donations one of the most tax-efficient ways to support your favorite cause. If you want to learn more about how donating crypto can lower your taxes, check out <https://thegivingblock.com/resources/tax-help-crypto-donations/> Talk to a crypto-savvy tax professional or connect with the Giving Block to get started today.



## **FFLG Accepts the Following Cryptocurrencies**

Bitcoin (BTC), Ethereum (ETH), USD Coin (USDC), Dai (DAI), Dogecoin (DOGE), Basic Attention Token (BAT), Ethereum Name Service (ENS), Ox (ZRX), 1inch (1INCH), Aave (AAVE), Alchemix (ALCX), Amp (AMP), Ankr Network (ANKR), API3 (API3), Audius (AUDIO), Axie Infinity Shards (AXS), Balancer (BAL), Bancor Network Token (BNT), BarnBridge (BOND), Bitcoin Cash (BCH), ChainLink (LINK), Civic (CVC), Compound (COMP), Curve (CRV), Decentraland (MANA), Dogelon Mars (ELON), Enjin Coin (ENJ), Fantom (FTM), Fetch AI (FET), Filecoin (FIL), Gala (GALA), Gemini Dollar (GUSD), Injective Protocol (INJ), Keep3r (KP3R), Kyber Network (KNC), Litecoin (LTC), Livepeer (LPT), Loopring (LRC), Magic Internet Money (MIM) Maker (MKR), Mask Network (MASK), Merit Circle (MC), Mirror Protocol (MIR), Moss Carbon Credit (MCO2), Numeraire (NMR), Orchid (OXT), PAX Gold (PAXG), Polygon (MATIC), Quant (QNT), Radicle (RAD), Ren (REN), Render Token (RNDR), Shiba Inu (SHIB), Skale (SKL), Smooth Love Potion (SLP), Somnium Space (CUBE), Spell Token (SPELL), Storj (STORJ), SushiSwap (SUSHI), Synthetix (SNX), Terra (LUNA), TerraUSD (UST), Tezos (XTZ), The Graph (GRT), The Sandbox (SAND), UMA (UMA), Uniswap (UNI), Wrapped Centrifuge (wCFG), Yearn.Finance (YFI), Zcash (ZEC).



# endorsements

---

## NELSON MANDELA



“Another important building block for new democracy is the love and goodwill we show to each other. That is the spirit of Masakhane, of bringing one another together. It is also the spirit of today’s festival organized by Food for Life.”

## JOSE “PEPE” MUJICA, (Former President, Uruguay)



We are eating too much meat and people are getting sick with the time. We have to show to the people what they need to eat. The doors are open for Food for Life Global. We are going to work together to get better food for our kids into the schools.”

## TULSI GABBARD (US Senate)



“I am very impressed by what your organization is doing to alleviate hunger, provide disaster relief, and provide education through plant-based foods. Your free distribution of prasadam all over the world can only have wonderful benefits for everyone.”

## SIR PAUL MCCARTNEY



Food for Life Global is an international non-profit charitable organization that provides plant-based foods in over 60 countries around the world, for malnourished people; people in disaster areas; wherever there is a need, they provide it.

## THABO MBEKI (Former President, South Africa)



“Food for Life is the real Reconstruction and Development Programme. The understanding that if I have a plate of food, let me share it with my neighbor . . . let those who are feeling sad come together with us, and together we can share this burden. This understanding should be taken from Food for Life and transmitted to the entire country.”



# endorsements

---

## MYA

Grammy Award Winning entertainer & philanthropist



"Every day, hundreds of millions of people go to bed hungry & most of them are children. Food for Life Global provides an opportunity for us to reach the world's most vulnerable with delicious vegan meals served by affiliates in over 60 countries, serving over 7 billion nutritious, vegan meals to those in need."

## BELLAMY YOUNG

Acclaimed actress and singer



Food for life Global (FFLG) is the world's largest food relief organization. FFLG is driven by its core principles of welfare, hospitality, non-violence, health, education and animal advocacy. They strive to take care of humans and the planet by serving over 2 million plantbased meals every day in hopes of eradicating global hunger."

## LINDSEY COFFEY

Miss Earth 2020, WWF Ambassador & Climate Reality Leader



With projects in over 60 countries Food for Life Global is the world's largest vegan food relief. Plantbased diets are beneficial to our Earth due their efficiency....By eating vegetarian or vegan we are cutting carbon and saving water and animal habitats. Standing for peace, prosperity, and love, FFL serves only plantbased meals."

## ANTHONY ALABI

Multi-talented actor and former NFL lineman



"Food for Life Global feeds. up to 2 million people per day with free vegan, plantbased meals...it's a phenomenal program, they do so much for the world without killing a single animal. Each meal is prepared fresh, it's clean and its nutritious...they're a fantastic organization. I love what they're doing...The world needs to be fed."

