



1 in 6 veterans, active-duty members and their families don't have enough food to eat. So last year, we launched **No Plate Left Behind** – a way for people to help and for people to find help. The process is simple: Enter the AR experience, fill your virtual plate with food, and donate.

We drove traffic to the experience through **Print, OOH, Email, and OLA**, increased scale and reach through **Social, Partnerships, and PR** and we were able to surpass our original goal of **500,000 meals** — almost **tripling** it with close to **1.4 Million meals provided**.

**A VETERAN'S HUNGER HAS A POWERFUL ANTIDOTE.**

**GENEROSITY.**

1 IN 6 MILITARY AND VETERAN FAMILIES DON'T HAVE ENOUGH FOOD ON THE TABLE. FILL A PLATE VIRTUALLY. PROVIDE FOOD FOR REAL.

NAVY FEDERAL Credit Union | FEEDING AMERICA

Are you a hungry Veteran?  
Go to [FeedingAmerica.com/NoPlateLeftBehind](http://FeedingAmerica.com/NoPlateLeftBehind)



NO PLATE LEFT BEHIND | MEALS DONATED: 4,039,495\*

TAP THE PLATE TO CHOOSE FOOD ITEMS TO CREATE A MEAL

FILL THE PLATE FOR ME

NO PLATE LEFT BEHIND | MEALS DONATED: 4,039,495\*

Dumplings

FILL THE PLATE FOR ME

NO PLATE LEFT BEHIND | MEALS DONATED: 4,039,495\*

MULTIPLY YOUR DONATION TO HELP MORE MILITARY FAMILIES

HOW MANY PLATES? 2

TOTAL: \$10.00

**DONATE**

\$5 minimum donation



ADWEEK

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**Navy Federal Credit Union Uses AR to Combat Hunger in the Military Community**

People can fill a virtual food tray, then donate to Feeding America

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**Navy Federal Credit Union and Feeding America® Launch No Plate Left Behind to Fight Hunger in the Military Community**

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