

Inside the Heartland

A PUBLICATION OF SECOND HARVEST HEARTLAND
FALL 2003



SECOND HARVEST
HEARTLAND
Joining forces to fight hunger

MAPLEWOOD FACILITY RENOVATED TO EXPAND CAPACITY

Second Harvest Heartland's 61,000 square foot main warehouse and office facility in Maplewood has recently undergone a major renovation that has dramatically increased our storage capacity and more efficiently organized both operational and office space. Better use of the space in the existing facility allows our organization to expand and better respond to growing demand for our products and services without forcing us to add on to our existing building or moving to a larger one.

Funding for the massive project was provided by refinancing the building at lower interest rates and by soliciting capital equipment grants, so no donation dollars had to be diverted from our hunger-fighting programs. This financing also averted the need for a long and costly capital campaign at a time of scarcity.

The renovation process actually began in 2002 with a feasibility study by Ram Krishnan, an internationally-known warehouse consultant who donated many hours of his time and expertise to the project. His study identified numerous ways for Second Harvest Heartland to increase



Speakers at Grand Reopening Reception

Pictured from left to right are: Doug Stansbury, Board Facilities Committee Chair; Bonnie Bassett, Board Chair; St. Paul Mayor Randy Kelly; R. Jane Brown, Executive Director; David Nasby, General Mills; Kathy Juenemann, Maplewood City Council and Dick Goebel, Founder.

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SECOND HARVEST HEARTLAND WRAPS UP HIGHLY PRODUCTIVE RELATIONSHIP WITH YAMAMOTO MOSS

Second Harvest Heartland is in the final phase of a very successful year-long relationship with the strategic marketing communications design firm of Yamamoto Moss. We were selected from a field of 64 applicants as the nonprofit partner for Yamamoto Moss' 2003 Community Building Program and have received an award of nearly \$100,000 worth of services, such as research, brand strategy and design. Our new logo and corporate colors, along with letterhead, business card, website, truck and brochure design are the most visible outcomes of this award.

In awarding the grant, Shelly Regan, president of the firm said, "We want to help nonprofits make a difference in the community by providing the same skills and expertise we bring to our business clients. Second Harvest Heartland is

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FROM THE EXECUTIVE DIRECTOR

Season's Greetings to all of you, our valued partners in Second Harvest Heartland's hunger fighting efforts! 2003 has been an incredible period of accomplishment and progress amidst very challenging times.

The tight economy continues to contribute to an escalating demand for our services as our community's most vulnerable citizens struggle with low incomes, rising expenses and unforeseen demands on their tight family budgets. Throughout the organization, we are responding to these conditions by focusing on ways to more efficiently and effectively carry out our mission of fighting hunger through community partnerships.

We have successfully completed the mandates of the merger and are forging ahead. The Board is wrapping up a comprehensive grant-funded strategic planning process, led by a top-notch consulting firm and incorporating feedback from members of the entire organization and community partners. Simply stated, the plan outlines a blueprint for obtaining and distributing more food, strengthening our organization's systems, processes and financial strengths, and becoming an increasingly effective, influential voice in the fight against hunger.

Second Harvest Heartland has become much more efficient this year, both physically and operationally. We have remodeled our Maplewood facility to increase warehouse capacity while upgrading the environment our staff and partners work in. This was an immense project that tested the resolve of all those involved. But the end result is a magnificent facility providing efficiency and capacity for the future. Also, by opening a smaller, less expensive distribution facility in northeast Minneapolis (our Service Center) the organization has improved service and efficiency for west metro agencies and volunteers.

We have eliminated staff redundancies and downsized where appropriate to become a leaner, more efficient and cohesive group. And we have creatively utilized our equity and financial grants to pay for upgrades without compromising the amount of food distributed to the needy.

Best wishes for a joyous season and prosperous New Year,



R. Jane Brown

FROM THE BOARD CHAIR

Dear Friends,

This issue of "Inside the Heartland" finds most of us deeply immersed in the hustle and bustle of the Holiday Season, a time of spirituality, fellowship and good will. For many of us, it's also a time of excesses...in social events, in shopping and especially in excesses of food! Between our family holiday feasts, our neighbors' baked goods and gifts of nuts and candies, it wouldn't hurt most of us to miss a meal or two.

Yet, for the people that Second Harvest Heartland and our member agencies serve, eating less and skipping meals are heartbreaking decisions that have become a necessity during this time of economic hardship.

This rapidly growing group of Americans is referred to as "food insecure" and if you are not already familiar with the term, allow me to explain. Families and individuals who don't know where they will get their next meal, or skimp on and/or skip meals are defined as "food insecure." Several facts and statistics may help put that term in context.

In data from the U.S. Department of Agriculture recently released, an estimated 35 million Americans are labeled "food insecure." Of this number, more than 12 million are children. Some 3.3 million households report getting emergency food from food banks, food pantries or churches one or more times last year. From a Census Bureau survey of 50,000 households, the number of families where someone in the household skipped meals because they couldn't afford them is up 13 percent from just two years ago.

Food insecurity is a sobering reality for a growing number of families and individuals in our community. Its prevalence is especially disheartening during a season when so many of us enjoy abundance. In the days ahead, as you buy or make gifts for family, friends and coworkers, please remember to include your neighbors in need. Your donations to Second Harvest Heartland help support an entire network of organizations that serve our most vulnerable and hungry citizens - those who really cannot afford to miss a meal. Thank you.

Sincerely,



Bonnie Bassett
Chair, Board of Directors

GIVING COMES IN MANY DIFFERENT FORMS

VARIOUS EVENTS AND FUNDRAISERS HELD FOR SECOND HARVEST HEARTLAND



Gov. Pawlenty joins Executive Director Jane Brown for WCCO's Middy in the Park which raised nearly \$800 for Second Harvest Heartland.



Minnesota Vikings coach Mike Tice at the Taste of the NFL.



Shania Twain with Second Harvest Heartland staff and volunteers, \$5534.82 was raised at her concert at the Xcel Energy Center.

Brokerage Bash, sponsored by American Express, MJSK Investment Securities, Northland Securities, RBC Dain Rauscher, US Bancorp Investments, Inc. and US Bancorp Piper Jaffray \$2592

Cub Foods 35th Anniversary Food Drive, \$20,000 and 160,000 lbs of food

Minnesota Cable Communications Association Golf Tournament, \$15,000

Minnesota Vikings Food Drive, sponsored by Cub Foods and the Minnesota Vikings 1422 lbs of food and \$631

Random Acts of Kindness & Laps of Love Schumann Elementary in Orono, MN \$5886.11

Simon Delivers "Click to Give" Program \$15,1100

Sodexo Chef Association Hunger Relief Charity Classic, benefitting Twelve Baskets \$6527.66

Tackle Hunger, sponsored by Time Warner Cable and the Minnesota Gophers 2475 lbs. of food and \$110

Twin Cities Marathon \$5000

Wild in the Aisles, sponsored by Cub Foods, Coca-Cola and the Minnesota Wild \$1738

HAVE YOU BEEN LOOKING FOR YOUR CHEF'S REVEAL INVITATION?

You have not missed your chance to attend. We are moving this event to the spring. If you would like to receive an invitation to this highly anticipated event, go to 2harvest.org and go to the Pressroom and Events page, or call 651.209.7940 to add your name to the mailing list.

For every \$1 donated, Second Harvest Heartland can distribute \$9 worth of food. The money collected at these fundraisers raised \$72,574.77 and helped distribute \$653,172.93 worth of food to our agencies. If your company would like to do a fundraiser to benefit Second Harvest Heartland, please contact Dawn Marie Nelmark at 651.209.7343 or dnelmark@2harvest.org.

Community Programs

TWELVE BASKETS FOOD RESCUE

Twelve Baskets is Second Harvest Heartland's prepared and perishable food rescue program. Since its inception in 1984, Twelve Baskets has received widespread acclaim and served as the prototype to similar programs nationwide.

Every weekday, this program collects, transports and delivers excess food from Twin City area businesses and safely transports it to charitable community organizations serving meals to those in need. Last year the program rescued over 1.2 million pounds of nutritious and healthy food that would have otherwise been hauled away to landfills. The program currently collects food from more than 160 donors and distributes it to 51 receiving agencies. These

agencies serve meals to our community's most vulnerable citizens: children, seniors, the working poor, the homeless and people in transitional housing who are working toward self-sufficiency.

"We could not afford to provide a hot meal with meat to over 250 people every day without the Second Harvest Heartland Twelve Baskets Program." ~ Helen Ortiz, Salvation Army, St. Paul Citadel

The rescued food Twelve Baskets delivers to the agencies is not meant to feed people in need 3 meals a day, 7 days per week, but rather to augment an agency's food supply. This enables them to feed more people a greater variety of food in a more cost-effective manner. The food supplied to agencies by Twelve Baskets contributes to feeding more than 40,000 people per week.

One metro homeless shelter for families and single women which utilizes the Twelve Baskets Program saves nearly 70% on the total food bill for their program. Money

is freed up to purchase other grocery products because of the prepared and perishable

food that the Twelve Baskets Program provides.



Donating food to the program is easy and all drivers are trained and certified food managers. Twelve Baskets operates five refrigerated trucks to guarantee the safe recovery and delivery of food donations. Certification of drivers guarantees that the Twelve Baskets Program abides by the same federal food handling and safety regulations that govern the food and grocery industry.

In a story regarding food waste in the Twin Cities on KMSP Fox 9 News, Twelve Baskets was featured; as a result more businesses have become donors. It is imperative to find funding to increase the program's capability of dealing with this influx. As a result, Twelve Baskets is seeking corporate sponsorships. Corporate logos displayed on our trucks is a great way to gain visibility in the community while helping to support this valuable program.

The Twelve Baskets Program is looking forward to a productive and exciting year. We hope you will support our efforts as we keep healthy and nutritious food from being wasted and deliver it to the agencies that feed our neighbors in need.

SECOND HARVEST HEARTLAND TEAMS UP WITH MEALS ON WHEELS

Second Harvest Heartland is now partnering with Metro Meals on Wheels to deliver nutritious meals to Twin Cities seniors at the lowest possible price per meal. Second Harvest Heartland's Kitchen of Opportunities takes and fulfills the orders from Meals on Wheels

programs throughout the Twin Cities. Then, Twelve Baskets trucks deliver these meals to programs for weekday feeding, and for those needing something extra for the weekends.

STAFF PROFILE

This newsletter's staff profile spotlights Kristen Whittenbaugh, Manager of Second Harvest Heartland's Twelve Baskets food rescue program.



Kristen is originally from Oelwein, Iowa, and she attended the University of Northern Iowa where she was a vocal performance major. She spent her summers singing throughout the country, and after graduating went west to pursue a singing career. After two years in San Francisco, she moved back to Iowa where she realized that she had few job skills except for singing for her supper, so she enrolled in Nursing School.

Armed with a new degree, she packed up and moved to Minnesota and was hired by Oakwood Residence, Inc. where she worked with developmentally disabled individuals. After a few years she attained a job as a Music Therapist at St. Olaf Retirement Communities, in which she was able to use both her nursing and musical backgrounds. St. Olaf was a good fit for Kristen and she eventually became the Volunteer Coordinator, as well as the Marketing and Communications Specialist.

Also during this time, Kristen recommitted herself to music once again. She managed and sang in a band called the Smoking Room. The band played jazz and blues clubs throughout the Twin Cities. She was also featured weekly at Famous Dave's Blues and Gospel Brunch in Uptown.

After four years, she left St. Olaf and took a job as the Evening Supervisor in Data & Record Services at Children's Hospitals and Clinics in Minneapolis.

Kristen began work at Second Harvest Heartland over a year ago and has brought about new efficiencies and tremendous growth in the Twelve Baskets program. To meet Kristen and learn more about Twelve Baskets, you can reach her at 651.209.7921.

Summer Child Feeding Program Responds to Government Cutbacks

Second Harvest Heartland's summer feeding program provided community children with nearly 7500 meals, distributed at 10 metro sites. This program ran during three weeks in August, when public school subsidized lunches were no longer available because of government funding cutbacks.

"This program was great for the kids who participated," said Arlene Birnbaum, Child Hunger Programs Manager. "Not only did they receive the meals, they also learned about healthy, nutritious, low-cost foods that many had never tried before. In addition, many of the children also got the chance to help prepare their meals, which taught them culinary and safe food handling skills they can use throughout their life. The feedback from the participating agencies was also very positive and rewarding."

Core to program success were Second Harvest Heartland employees responsible for food bank inventory and warehousing along with the Twelve Baskets staff that delivered and tracked prepared meals and Kitchen of Opportunities staff who produced lunches with "kid appeal." Also crucial to the program were University of Minnesota nutrition interns led by Terry Reineccius, volunteer food scientist, who planned and produced delicious meals; plus internal support departments and Second Harvest volunteers; and the program leaders on site who gave their time and commitment to serve the meals in a caring environment.

Second Harvest Heartland will continually pursue our commitment to promote programs that efficiently and effectively feed more kids and help them develop healthier eating habits. The Summer Feeding Program was a worthy response to a summer crisis in feeding our community's vulnerable children.



Children preparing healthy snacks at the Cookie Cart Learning Center Kids Cafe in Minneapolis

SECOND HARVEST HEARTLAND RECOGNIZES CONTRIBUTIONS THROUGH ITS "HUNGER HERO" AWARDS

Second Harvest Heartland's "Hunger Hero" award was created this year to recognize companies and individuals who have made an extraordinary contribution in meeting the needs of Minnesota's growing number of citizens needing help to feed their families. The recognition program was made possible through a grant from the AT&T Foundation.

3M, SUPERVALU/Cub Foods and Target Corporation received the corporate awards for their significant product, financial and volunteer contributions throughout the past year.

Volunteer of The Year award went to Jim Sexton of Maplewood for his ongoing contribution of time and service. David Nasby, VP of the General Mills Foundation and Director of Community Action, was honored for his years of championing the hunger issues of Minnesota's citizens through his personal and corporate commitment of time and resources.

"The leadership of these companies and individuals has never been more appreciated as the economic downturn is creating a soaring need to feed many more families, seniors, and oth-

ers in hardship situations," said R. Jane Brown, Executive Director of Second Harvest Heartland. "Though longtime contributors to our organization, these companies and individuals stepped up their support during this year of extreme economic stress for the people we serve, warranting special recognition."

Second Harvest Heartland wants to congratulate these five winners and, indeed, we also thank the hundreds of people who support our organization with their generous contributions.

Maplewood Facility Renovated to Expand Capacity

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our warehouse capacity without actually enlarging the building. By reducing floor level activities, installing new racking and increasing refrigerated space, we were able to increase our rack-storage capacity from 1,200 to 3,300 pallets. Additional service doors were constructed and the agency pick-up door was moved to the front of the building for the safety and efficiency of our agency drivers.

The project then turned to reconstruction of staff offices, transforming sprawling, makeshift and outdated quarters into compact and efficient new facilities. The space was designed with an eye to accessibility and aesthetics. Windows and doors were added to utilize natural lighting. The food-packing assembly room was reconfigured and a drive-through was built for the convenience of individuals and volunteers who pick up boxed food. The building's exterior was also repainted (see Volunteer Spotlight) with colors and graphics that displayed the new Second Harvest Heartland logo (see Yamamoto Moss article).

The newly remodeled facility was unveiled at a wonderful Grand-Reopening event on October 22 hosted by our

Board of Directors. Attendees of the afternoon and evening festivities included local politicians, staff of our member agencies, vendors, volunteers, donors, friends and family. Visitors were given tours of the new environs and treated to an impressive buffet of gourmet foods catered by our Kitchen of Opportunities. St. Paul Mayor Randy Kelly spoke about the importance of Second Harvest Heartland's hunger-relief efforts, and presided over the ribbon cutting ceremony. A new hunger resource center in the facility was dedicated to our founder, Dick Goebel. The event was an enjoyable culmination to the long renovation process.

The renovation of Second Harvest Heartland's Maplewood facility is a resounding success story that is a testimony to the expertise and hard work of hundreds of dedicated partners to our organization. From the planners, architects and contractors and their staff to the project's funders; from the Board's Facility Committee to our staff that remained effective and productive throughout the construction, our sincere thanks to all who contributed to the project.

VOLUNTEER SPOTLIGHT

This fall, Second Harvest Heartland was fortunate enough to have an extraordinary group of volunteers paint the entire exterior and an interior wall of our newly remodeled 61,000 square foot facility in Maplewood.

Spearheading the project was John Rooney, headquarters operations manager for Donaldson Company. The company had chosen Second Harvest Heartland as the recipient of its United Way "Caring Connection" project. Utilizing the 250 gallons of paint donated by Valspar, and armed with scissor lifts donated by Muska Electric and two boom trucks donated by United Rental, Rooney and ten Donaldson Company volunteers first tackled the spray painting of the exterior's arches.

Later in the week, around 100 volunteers from Donaldson Company returned to scrape, roll and brush

the remaining exterior of the building, and painted an entire new wall of the facility's interior. The company also treated their volunteers to a buffet lunch, and Second Harvest Heartland employees gave them a tour of the facility and explained how we fight hunger.

This was undoubtedly the largest volunteer project of the year and it was incredibly organized and executed by John, his Donaldson Company volunteers and the many others who contributed time and materials. We heartfully thank all those involved!



NEW TECHNOLOGY BENEFITS AGENCIES

Second Harvest Heartland is increasingly using email and web technology to make access to our products and services easier and more convenient for our nearly 800 member agencies. An updated agency web page, online statistical reporting and direct dial access are now available options for agencies that prefer to use these features. Agencies are quickly discovering these new options are quicker and reduce the costs of paper forms, postage, faxes and delays. These technological improvements have been funded in a large part by financial grants obtained by Second Harvest Heartland through various funding organizations.

Our recently updated web page: 2harvest.org has an entire section dedicated just for agencies. On this web page, agencies can download the current inventory list of available grocery products, and they can report their monthly usage statistics to us online. In addition, agencies can use the web to receive email announcements about available

products and other important timely information. Agencies can also get Second Harvest Heartland's monthly agency newsletter via email

In addition to website enhancements, Second Harvest Heartland has recently switched to direct dial phone numbers, eliminating a receptionist pass through. Most importantly, there is now a direct order line. For out-state agencies or agencies who need operator assistance, our main phone number and toll free number can still be used. The next phase of online technology that Second Harvest Heartland will be offering agencies will be the option of on-line ordering

Second Harvest Heartland is maintaining our ongoing commitment to improving service to our member agencies by offering these technological innovations which save time and money, while improving the accuracy and convenience of doing business with our organization.

Yamamoto Moss

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doing important and innovative work to serve this community; we are honored to partner with this outstanding nonprofit organization."

After a series of branding meetings and workshops in which Second Harvest Heartland Board members, staff and Yamamoto Moss staff identified our strengths, stakeholders and resources, eleven concepts were offered. The new logo and colors were carefully selected to express the organization's dominant qualities: influential, passionate and down-to-earth.

We were very proud to unveil our new logo, colors and brochures at the opening of our newly remodeled Maplewood facility in October. We are extremely grateful for the exceptional marketing and design expertise Yamamoto Moss provided through the Community Building Program grant.

GIFTS FROM THE HEART MAKES IT EASY TO HELP

Holiday donations earn free gifts from Subway

The demand for the food that we distribute is greatest at this time of year. Low income families see their utility bills rising, their vehicles breaking down and all the added strains on their limited budgets that winter and the holidays bring on. Sadly, they sometimes must choose between buying food or paying essential bills.

This holiday season, UPN 29 and Subway have joined forces with Second Harvest Heartland to create "Gifts from the Heart". Gifts from the Heart makes it easy for you to help us feed families that may otherwise go hungry.

Between November 28 and December 24, you can donate online at www.2harvest.org through the Gifts from the Heart link and receive free coupons for your favorite Subway items. Coupons will range in value from \$1.00 off your next purchase at Subway to a free 36" party sub, depending on the donation amount. One hundred percent of your donation will go directly to fight hunger. For

every dollar donated, Second Harvest Heartland can distribute up to \$9 worth of food for those in need.

Help your less fortunate neighbors this holiday season, and give through Gifts from the Heart.



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Second Harvest Heartland
1140 Gervais Avenue
St. Paul, MN 55409-2042
Phone: 651.484.5117
Toll Free: 888.339.3663
Fax: 651.484.1064
2harvest.org

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