

Inside the Heartland

A PUBLICATION OF SECOND HARVEST HEARTLAND
FALL 2004

INCREASED EFFICIENCY HELPS AGENCY FIGHT HUNGER

As we move into the holiday season, the number of people seeking assistance from food shelves and other agencies continues to increase significantly. An estimated



361,000 Minnesotans live in households that are not assured of sufficient food on a daily basis. According to a 2004 report by the national Food Research and Action Center, families that are food insecure are ones in which the parents skip meals so children have enough to eat, or the family gets enough food only by using emergency food sources, or the family cannot afford an adequate, healthy diet that meets basic nutritional standards.

The on-going demand for more food at non-profit agencies has put stress on Minnesota's emergency network of food shelves, soup kitchens, shelters and congregant dining sites. Second Harvest Heartland is now serving a larger number of partner agencies - 850 in 2004 compared to 780 in 2003. Many of these agencies are stressed and Second Harvest Heartland has taken a number of steps to help them by increasing its operational efficiency, productivity and financial resources to hold down its costs while expanding food distribution. Many of the improvements are behind the scenes, according to John Livingston, Food Bank Director, and are the result of a food bank reorganization completed in 2003. Some of the improvements include a software-based inventory and order-tracking system and more efficient delivery routes to reduce delivery time, fuel



SECOND HARVEST
HEARTLAND

Joining forces to fight hunger

Continued on page 5...

START A NEW FAMILY TRADITION THIS THANKSGIVING

Thanksgiving is a time to come together with family and friends and look back on the year that has passed and give thanks for all that we have been given. And it is a time to remember the less fortunate, the ones that struggle with hunger.

There are two events on Thanksgiving Day that help Second Harvest Heartland achieve its mission. The Northwest Athletic Club Arena 5K is where you can join families, friends and neighbors at the Target Center in downtown Minneapolis for one of the largest fun runs in the nation! Second Harvest Heartland will be present collecting non-perishable food donations and the proceeds from the event benefit Second Harvest Heartland as well. If you're not a runner there are volunteer opportunities or just come out and cheer on the participants. You can find more information on the event at www.arena5k.com.



The second event is the Hormel™ Hunger Walk at the Mall of America. It helps

Continued on page 6...

FROM THE EXECUTIVE DIRECTOR

Dear *Inside the Heartland* Readers,

This issue of *Inside the Heartland* finds Second Harvest Heartland and the agencies we serve in the midst of unquestionably the busiest time of the year. Unfortunately, for our partner agencies, the holidays are a time with lower inventories of grocery products, coupled with increased need by families facing hunger. Colder weather, less daylight and the expenses of the coming holiday season affect all of our budgets. But for those precariously straddling the line of "too much month at the end of the money," food budgets are increasingly too often sacrificed to pay bills.



Second Harvest Heartland is a vital link between the agencies who serve the vulnerable in our communities and the generous individuals, organizations and corporations who return some of their prosperity and abundance to these less fortunate community members. This time of year epitomizes the spirit and traditions of goodwill, sharing and compassion demonstrated by the generosity of our supporters in the Heartland.

As you read through this newsletter's articles that showcase upcoming events and organizational accomplishments, please reflect also on the growing number of our citizens who will, perhaps for the first time this holiday season, be faced with the prospect of going hungry in the most affluent country on earth. We especially count on your help this time of year.

Best wishes to all of you for a joyous holiday season, along with wholehearted thanks for the support you provide, from all of us at Second Harvest Heartland.

A handwritten signature in black ink that reads "Jane".

R. Jane Brown

FROM THE BOARD CHAIR

Dear Friends,

Thanksgiving is a favorite holiday in the Heartland where 1 in 5 people are involved in food production. In our area, we grow, harvest, manufacture and then distribute much of the food America eats. We understand the role good food plays in the celebration of life.



Perhaps that's why it passes all understanding that there is hunger here...too many among us don't have enough to eat.

At Thanksgiving (and year round) we're grateful for your partnership with Second Harvest Heartland. Together we are helping to feed hungry people and making room for more at the table. Just like you, we believe there's a great plenty and more than enough to go around.

A handwritten signature in black ink that reads "Bonnie Bassett".

Bonnie Bassett

Chair, Board of Directors

AGENCY SPOTLIGHT: THE FAMILY PLACE

The Family Place is a daytime center located near St. Paul's Regions Hospital and provides county intake and assessment services to homeless families with children. The center opens when the evening overflow church shelter closes and other drop-in centers for single adults are not appropriate for children. Families seeking day center services at The Family Place are welcomed into a positive environment focused on the immediate needs of locating housing, social services and health care. Meals are offered three times a day, seven days a week. Families receive assistance in life skills, educational and vocational training; referrals to community resources and services and support for families to move into transitional housing or to maintain permanent housing.

Margaret Lovejoy, Director of The Family Place, says consistent, nutritional meals are an integral part of the organization's services, especially since 67% of their clientele are children. The Family Place partners with Second Harvest Heartland's Food Bank and Kitchen of Opportunities to provide an average of 300 to 400 meals each month. Meals from the Kitchen of Opportunities provide food that is prepared and transported safely, and is consistently of high nutritional value. Volunteer groups now serve dinners on Saturday and Sunday. The weekend volunteer program began by serving meals only one day a weekend but in winter of 2004, the "Sunday Dinner" pro-



Children enjoying a hot meal at The Family Place

gram expanded to Saturdays. Ms. Lovejoy would like to see these suppers provided every day of the week. As homelessness continues to increase in Ramsey County, The Family Place will continue to offer hospitality, hope and enrichment to families that are experiencing the crisis of homelessness. If you would like to volunteer for the "Weekend Dinner" program at The Family Place, call Bob Fallat at 952-938-3903.

Donor Note: Help Second Harvest Heartland fight hunger into the future contact us about planned giving, tributes and bequests.

Agencies: Hunger Study Coming Up

Hunger in America 2005 will be the fourth in a series of nationwide studies of hunger commissioned by America's Second Harvest. These studies are conducted every four years. The 2001 study amassed over 32,000 personal client interviews and 24,000 agency surveys nationwide. Data from the studies helps America's Second Harvest to identify areas of need, results and opportunities for improvement. Second Harvest Heartland along with its partner agencies will participate in this study. During the first quarter of 2005 we will be conducting surveys from many partner agencies and interviewing hundreds of their clients. We appreciate their help and support with this project. Look for more information in the coming months in the Agency Alerts and online at the Agency Zone.

Second Harvest Heartland Programs

THE KITCHEN OF OPPORTUNITIES

The Kitchen of Opportunities is the Second Harvest Heartland community kitchen in south Minneapolis. It is a licensed commercial kitchen that addresses hunger by providing prepared meals to eligible non-profit agencies.

The Kitchen operates a prepared meal program that uses foods from the Second Harvest Heartland Twelve Baskets food recovery program and donated foods from the food bank. Nonprofit programs that serve meals now order prepared meals from the Kitchen of Opportunities. This prepared meal program provides agencies a cost-effective way to provide complete and nutritionally balanced meals to people in need. Currently, the Kitchen provides more than 2,500 meals per month to member agencies with qualifying meal programs.

The Kitchen's culinary job-training program provided low-income students with training for employment in a commercial kitchen. Training included fundamental food preparation, work readiness and social communication. On October 22nd, we graduated our fifth class and are assisting them to find full-time employment.

We cook and you serve is the basis of the Kitchen of Opportunities. Please call 651-209-7986 for more information about the Kitchen and opportunities for partnerships.



Kitchen of Opportunities Assistant Vincent Hogley preparing pineapple upside down cake.

STAFF PROFILE

Terry Reineccius is the Manager of the Kitchen of Opportunities and has held that position for almost a year. She oversees both the prepared meal and culinary training programs.



She began as a volunteer at Second Harvest Heartland through the Hallie Q Brown Kids Café site. She was helping with the Summer Feeding Program when an opening became available at the Kitchen. Terry has a background in food science and nutrition and has worked for Merlin Development, Inc. in food product development, Aspen Research Corporation as director of food, flavor and packaging research, and the University of Minnesota as a research scientist.

Terry says that one of the greatest rewards from her work is the "delivery of high quality meals to people who wouldn't otherwise be able to experience them."

In her time away from the Kitchen of Opportunities, Terry enjoys backpacking and canoeing in the Boundary Waters, restoring her 1908 home and working in her perennial garden.

Al Johnson recently retired from Second Harvest Heartland after eight years working as a driver for the Food Bank, Supplemental Nutrition Programs and finally the Twelve Baskets Food Rescue program. Long time donors and receiving customers spoke very highly of Al's service and said he was "always kind, upbeat and treated everyone with respect." Al wants everyone to know that he enjoyed his job with Second Harvest Heartland. Second Harvest Heartland would like to thank Al for his humor, hard work and dedication to the organization and its mission.

Did you know that our newest neighbor in the Twin Cities sells things to fill your home as well as your stomach? IKEA began donating food from their Swedish Café in August of this year through the Twelve Baskets program. Not only is IKEA's delicious food helping Second Harvest Heartland to get more nutritious food to our partner agencies, they are keeping this excess food out of landfills. Second Harvest Heartland and the Twelve Baskets program would like to say thank you to our newest neighbor and donor, IKEA!



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NEW FOOD DONORS

We'd like to thank all of our food donors for their support, and recognize our newest donors.

Donor Note: Your financial contribution to Second Harvest Heartland helps Twelve Baskets rescue more than one million pounds of healthy food each year!

Increased Efficiency

CONTINUED FROM PAGE 1

consumption and truck maintenance. Although these are basic operating procedures, the greater efficiency enables Second Harvest Heartland to provide better support to its partner agencies.

In the last 12 months, Second Harvest Heartland has distributed 30.5 million pounds of grocery products, an increase of 15% over last year. We hired a full-time food solicitor this spring to increase the volume and variety of food donated by local producers. At the same time, we increased by 60% the volume of food rescued from restaurants, grocers and the hospitality industry by our Twelve Baskets program. These and other steps will help Second Harvest Heartland support the work of its agency partners throughout the Heartland in the year to come.



A member agency picking up their order at the Service Center.



A Twelve Baskets Food Rescue Driver picking-up at Kowalski's in north Minneapolis

American Airlines
Amport Foods/American Importing Co., Inc.
Appert's Foodservice
Bix Produce Company
Bongard's Creamery
Buddy's Kitchen Inc.
Buy N Save
Cargill Salt
Catalina Specialty Foods
Classic Provisions, Inc.
Clover Super Foods
Coastal Seafoods
Costco Wholesale Corporation
Crystal Farms
Emma Krumbee's Pie & Bread Company
Fresh Strategies
Honey Baked Hams-Minnetonka
IKEA
Kari Lee's Country Mix Company
Life Time Fitness, Inc.
McKesson Corporation
Midwest Pride
Minnesota Grocers Association
No Name Steaks
Old Home Foods
Peterson Potato Company
Pine Tree Apple Orchard
Schroeder Company
St. Paul Public Works
Trudeau Distribution
United Natural Foods, Inc.
Withrow Ballroom and Events Center

VOLUNTEER SPOTLIGHT

In honor of National Hunger Awareness Day we nominated volunteers for WCCO's Good Neighbor award in recognition of their service to Second Harvest Heartland.

One group of individual volunteers that was recognized are our Nutrition Program for Seniors (NAPS) Homebound volunteers. They provide the vital link between Second Harvest Heartland and seniors in need in our community. Once a month they deliver a supplement box full of foods designed to help seniors meet their nutrition requirements. There are just over 20 volunteers that deliver more than 200 packages a month to homebound seniors.

Without their assistance we would not be able to provide this valuable service to our neighbors in need.

Most people that were spotlighted were individual volunteers that have worked with us for a number of years and they all brought different talents to various departments and programs.

We are always in need of individual volunteers as well as the groups that pack supplement boxes at our Maplewood facility and sort and repack food at our Service Center in Northeast Minneapolis. Also, if you have administrative or computer skills



One of our individual volunteers working with our Supplemental Nutrition Programs

and have daytime availability and the willingness to volunteer, we would love to have your help. Please contact our Volunteer Manager, Dan Harty at 651.209.7939 or dharty@2harvest.org.

Last year Second Harvest Heartland volunteers repackaged, sorted and boxed an estimated 3 million pounds of grocery products for their disadvantaged neighbors. Volunteer your group, your family or yourself today!

THE CHANGING FACE OF HUNGER

Second Harvest Heartland is collaborating with Twin Cities Public Television to produce a video about the changing face of hunger in our region. We are looking for stories about how hunger affects families and individuals that never thought they would find themselves in this situation. If you or someone you know is willing to be interviewed on camera and has a story to tell, please call 651.209.7943 for more information.



Continued from page 1

raise money for the six America's Second Harvest food banks serving Minnesota, including Second Harvest Heartland. The Hormel™ Hunger Walk is an opportunity for you and your family to help your neighbors in need. Every dollar raised by the Hormel™ Hunger Walk will provide enough food for five meals for hungry Minnesotans, so get as many pledges as you can and come out to the Mall of America on Thanksgiving Day. There will also be entertainment, refreshments and raffle prizes. Go to www.hormelhungerwalk.org for more details.

Spend your Thanksgiving giving hope to those who are fighting hunger.

GIVING COMES IN MANY DIFFERENT FORMS

VARIOUS EVENTS AND FUNDRAISERS HELD FOR SECOND HARVEST HEARTLAND



Thanks to all of our volunteers and supporters that stopped by our booth at the State Fair!



Share the Harvest was held at Valleyfair in August and September and raised more than 7500 lbs of food and \$500. Thank you to Valleyfair and all who donated!



In May, the National Association of Letter Carriers held their annual food drive and collected more than 300,000 lbs of food. Thank you to all who donated and all of the volunteers of the NALC. We greatly appreciate your support!



Joanne McLaughlin of The Pampered Chef presented Executive Director Jane Brown with a check for more than \$28,000 from their Round-Up From the Heart campaign.

July-October Events and Fundraisers

Canadian Pacific Railway

Charity Golf Event presented by Artelle Designs and Community Bank Plymouth

Gurus of Grilling presented by Cub Foods

Loring Park Art Festival

The Pampered Chef Round-Up From the Heart

Round-Up Challenge presented by Cub Foods

Share the Harvest at Valleyfair

THE HOLIDAY TRAIN IS COMING!



When: Sunday, December 12
The train arrives at 8:10pm, the show is at 8:20pm and the train departs at 9:10pm.

Where: Lowertown St. Paul at the corner of Kellogg and Broadway on the upper level of the All-Right Parking Ramp.

Why: To raise food and funds to fight hunger in the Twin Cities. For more information please call 651.209.7929 or visit 2harvest.org.

Inside the Heartland

THE GREEN MILL FIGHTS HUNGER

On November 16th from 11:00 a.m. to 7:00 p.m., all Green Mill Restaurants in Second Harvest Heartland's coverage area will raise money for our cause. Select medium one-topping pizzas ordered via takeout or eat-in will cost just \$5.99, with \$1 to be donated to Second Harvest Heartland - the Eau Claire restaurant will donate \$1 to the United Way. Help the Green Mill fight hunger!



SECOND HARVEST HEARTLAND CALENDAR OF EVENTS

NOVEMBER 16

Green Mill Restaurant & Bar Fights Hunger: See ad on page 7.

NOVEMBER 21

Vikings Food Drive: Bring a non-perishable food item to the Metrodome before the Vikings take on the Lions and help fight hunger!

NOVEMBER 25

Arena 5K and Hormel Hunger Walk: See the front cover for more information on these events!

DECEMBER 12

Holiday Train: See ad on page 7.

FEBRUARY 23

The Best of the Best Party: Hosted by Mpls St. Paul Magazine, the best of the best are recognized at this event. All proceeds go to Second Harvest Heartland. Please call 651.209.7929 for more information.



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Joining forces to fight hunger

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Fall 2004

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“Inside the Heartland” is published for the partners and stakeholders of Second Harvest Heartland throughout Minnesota and western Wisconsin.

Every measure has been taken to ensure the accuracy of the names and information printed in this newsletter. We apologize if we have overlooked any organization or individual.

Food and Fund Drives (July-October)

3M • Associated Bank • Beth Jacob Congregation • Children's Home Society & Family Services • Deluxe Corporation • Financial Planning Association of Minnesota • Gold'n Treasures • Grand Salon and Gallery • Hansen, Jergenson, Nergaard & Company • Imperial Order of Fire & Brimstone • Minnesota Orchestra • Panic Fans for Food • Target

If you would like more information on holding a food or fund drive, please call Heidi Yankovec at 651.209.7929.

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