

# Inside the Heartland

A PUBLICATION OF SECOND HARVEST HEARTLAND  
SPRING 2008

## SUMMER MONTHS HEAT UP DEMAND AT FOOD SHELVES

Milk, egg and bread prices soaring. Rice rationed here and abroad. Grain selling at record-high prices. The world facing a global food crisis.

The news is buzzing with headlines like these, but there is a "silent hunger tsunami" quietly brewing closer to home. A tidal wave of hunger will hit children and families in our community as soon as school lets out for the summer.



*Nathan Rust, Food Program Manager at VEAP, says summer months are the most challenging.*

Summertime is supposed to be a carefree time, a time of innocence for children.

But that's not what's in store for children who are hungry.

During the summer months, demand heats up at area food shelves because the families of the estimated 251,000 Minnesota children who receive free or reduced-cost meals at school are scrambling to replace those meals. The need for emergency food programs increases dramatically. As the economy inches closer to a recession, and food and gas prices are at an all-time high, this summer promises to stress families to the limit.

"The summer months are certainly the most challenging for us," said Nathan Rust, Food Program Manager at Volunteers Enlisted to Help People (VEAP), which serves Bloomington, Edina, Richfield and a small portion of South Minneapolis. "We see our highest demand during June, July and August . . ."

Unfortunately, donations at food shelves are often at their lowest during the summer months when many are on vacation and not thinking about food and fund drives. Commented Rust, "We have countered this challenge by partnering with local churches to increase the amount of food distributed to the community."

*"We see our highest demand during June, July and August . . ."*

Children make up more than 40 percent of the individuals served each month at VEAP's food shelf. On average, the organization serves more than 1,500 children through

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*With your support, food shelves will be able to meet the expected increased demand this summer.*



## SECOND HARVEST HEARTLAND

*Joining forces to end hunger*

## SPECIAL RECOGNITION FOR HUNGER-FIGHTING PARTNERS, HOSTS OF THE VINTNER BALL

The Vintner Ball, held on March 8 at the Edina Country Club, netted an amazing \$134,000 for SHH, an increase of nearly \$50,000 from 2007.

This was the third consecutive year that the organizers of this fundraiser chose Second Harvest Heartland as the beneficiary of their event. The event is wine-themed, offering guests an opportunity to enjoy world class wines in an elegant setting.

The organizers and several key sponsors underwrite the entire event so every dollar spent that evening goes to hunger relief in our communities.

A special thank you to Jim Wohlford, Kevin Spreng, Joel Moline, John Wanninger, Jeff Morris and Tim Aune for their commitment to feeding their hungry neighbors.



*Wine enthusiasts became hunger-fighting partners at the Vintner Ball in March.*

# THANK YOU FOR MAKING DISH A HUGE SUCCESS



More than \$350,000 was raised at DISH . . . Cuisine for Change on April 24 to help fight hunger in our communities.

Thank you to Brian Huff, Honorary Chair, President of Cub Foods; Tammie Lukkonen, Cub Foods, Event Chair; participating restaurants; sponsors, donors; guests and Steering Committee members for their hard work in making this evening so successful.



Presenting Sponsors: **Cub** **SUPERVALU**

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In-Kind Sponsors: College Press, St. Croix Promotions, Len Busch Roses, Just Truffles, Barefoot Wines, Ameriprise Financial

## IMAGE INSPIRES LASTING CONTRIBUTION TO THE FIGHT TO END HUNGER

A generous benefactor of Second Harvest Heartland was recently looking at a note she received that included this mother and child image. The thought of a mother skipping a meal so that her child could eat moved her, and she felt compelled to redo her will to include a substantial portion of her estate to Second Harvest Heartland.

This far-reaching, long lasting gift will benefit many of our neighbors who are dealing with hunger.

For information about how you can leave a lasting legacy, please contact Jon Guy at 651.209.7932 or [jguy@2harvest.org](mailto:jguy@2harvest.org).

**SHE DIDN'T EAT TODAY.**  
(So that her child could)



## THANK YOU!

Thanks to all of our partners who shared their resources and time to make these events a success.

### Mpls.St. Paul Magazine's

#### Best of the Best party

Held in February at the Walker Art Center, this event netted \$19,488 for Second Harvest Heartland.

### 3M Match

3M employees and retirees donated \$33,745 to the recent 3M Hunger Relief Cash Match (held in conjunction with the Minnesota FoodShare March Campaign), which was matched by the 3M Foundation for a total of \$67,490. This is a 50% increase over last year.

### Get in Gear

The 2008 Get in Gear race netted more than \$19,500 and 7,053 pounds of food for hunger relief.

### Minnesota FoodShare

With your support, Minnesota FoodShare's March Campaign brought in more than 9 million pounds and dollars to help stock the state's food shelves

## BREMER BANK'S "MAKE CHANGE" CAMPAIGN KICKS OFF COMMUNITY COOK-OFF

For the third consecutive year, Bremer Bank is teaming with America's Second Harvest Food Banks in Minnesota, Wisconsin and North Dakota to end hunger and "Make Change" in our communities by raising funds for local hunger relief. During the month of June, stop by your local Bremer Bank to make a donation to end hunger or donate online at Bremer.com. The Otto Bremer Foundation has already donated \$75,000 to the campaign and Bremer Bank challenges community members to match or exceed it! Please join in the fight to end hunger.



The campaign kicks off in the Twin Cities with an exciting event – the Bremer Community Cook-Off. Come see professional chefs and their unique side-kicks go head-to-head in a cook-off competition on Thursday, June 5, from 11:30 am-1:30 pm at 7th Street Park Place (between Wabasha and St. Peter Streets) in downtown St. Paul.

For more information about the Bremer Bank "Make Change" Campaign, please visit 2harvest.org and click on the "Make Change" logo to donate.

## SUMMER DEMAND

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the food pantry each month.

VEAP is not alone in trying to respond to this increased demand. In the last six months of 2007, the number of individuals served at Second Harvest Heartland member food shelves surged 21%.

Thank you for sharing your resources. With your support, Second Harvest Heartland will continue working in partnership with its member agencies, such as the VEAP food shelf.



## UPCOMING EVENTS

Mark your calendar for these upcoming special events. For more information, please visit [www.2harvest.org](http://www.2harvest.org) and click on "Events."

### American Society of Interior Designers' Showcase Home Tour



May 17-June 15

More than 120 interior designers, contractors and architects have spent six whirlwind months transforming this gorgeous Lake Harriet Home. A portion of the proceeds benefit Second Harvest Heartland.

### Bremer Community Cook-Off



Thursday, June 5

Downtown St. Paul

Please see story on page 3

### Sodexho Chef's Association Hunger Relief Classic



Friday, June 20

Oak Marsh Country Club, Oakdale

# WCCO

NEWS / TALK

# 830

Made in Minnesota

Friday, June 20

9 am – 3 pm

Rice Park, downtown St. Paul

Features WCCO Radio live broadcasting, 102.9 LITE FM morning show talent, a live band, games and a tasty lunch for less than five dollars. All proceeds go to Second Harvest Heartland.

## FACES OF HUNGER: MEET LILI AND HER SON FREDDY



Lili Romero and her 10-year old son, Freddy Rios, are typical of thousands of Minnesota and Wisconsin families who will rely on emergency food programs this summer to replace the meals their children receive at school.

Lili, her husband and son live in Columbia Heights. Lili, who is pregnant with the couple's second child, had to leave her job recently because of her pregnancy. Her husband works at a restaurant, but

his income isn't enough for the family of three and one on the way. They use a local food shelf and recently visited a Second Harvest Heartland Food Outreach program. Said Lili, "We are kind of poor people and we need food and a lot of stuff. We can't make it right now because there's not enough money coming in."

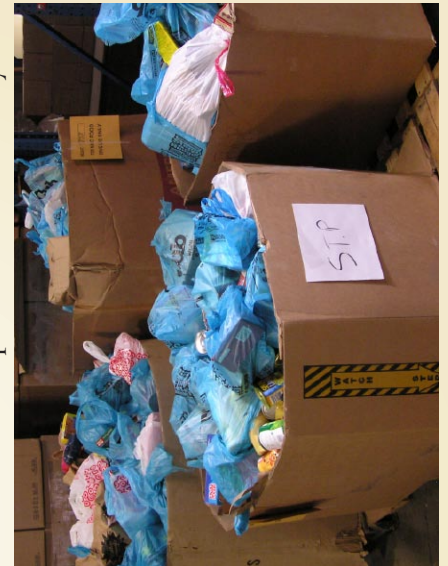
Lili says she will work after her baby is born. "I've been working forever... I always work."

*Lili and Freddy are typical of those families expected to visit food shelves this summer.*

## LETTER CARRIERS PARTNER WITH CUB FOODS, WCCO RADIO AND SECOND HARVEST HEARTLAND TO COLLECT 1.1 MILLION POUNDS OF FOOD



Thank You! With your help and the support of our hunger partners Cub Foods and WCCO Radio, the National Association of Letter Carriers collected 1.1 million pounds of food on May 10th for our hungry neighbors.



## SECOND HARVEST HEARTLAND

*Joining forces to end hunger*

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We apologize if we have overlooked any  
organization or individual.



## *Celebrate Your Special Occasions with a Gift to Second Harvest*

*Honor your loved ones with a gift in  
their name to Second Harvest Heartland  
and help those in our community who  
are struggling with hunger.  
Call 651.484.5117 for more information.*

INSIDE: DEMAND INCREASES AT FOOD SHELVES

Nonprofit  
Organization  
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*A member of America's Second Harvest - The Nation's Food Bank Network*