

Stories *of* Hope

Summer 2011



THE FRUIT OF YOUR LABOR

A tribute to volunteers

FEEDING AMERICA
A member of

INSIDE

- New child hunger data released
- Dish: Cuisine for Change thanks and recap
- The Friday Guys make good of retirement
- Give a Little, Feed a Lot in September

give a little
feed a lot™

September is Hunger Action Month.
2 Ways To Donate.
Donate \$1 at checkout or donate
food at the designated bins.

pg 3



pg 4



pg 6



The Mission Beyond the Mission

A message from our Executive Director



Every child deserves to eat

As summer comes to a close and the school year begins, I reflect on the thousands of meals served through the Summer Food Service Program (SFSP)—a success story that is as inspiring as it is heartbreaking. While kids and their families piled into community and recreation centers, parks and schools to access free lunch all summer, the problem of hunger continued to grow for so many families.

Recently, Feeding America released the [Map the Meal Gap: Child Food Insecurity 2011](#) study. It tells us that a record 1 in 4 American kids is food insecure—a term describing the lack of regular access to enough nutritious food to enable a person to lead a healthy life. It means skipping meals. It means parents

are being forced to make choices about paying bills or paying for groceries. It means kids in our communities are at significant risk of growth, learning and development problems that arise from lack of access to food.

My heart breaks when I hear stories about boys like the one at North Branch Library, a SFSP meal site, who told one of our staff members that he brings his two younger brothers to get the free meal. He saw a promotional flyer and called the number, knowing they needed the help. Or the mother at Jimmy Lee Rec Center, who explained she was out of work due to medical problems, so they were trying to keep up on a single income. She told us the meals at Jimmy Lee

tended to be “better” than the ones they were able to provide at home. Or the boy at Cityview who told us very simply, “I don’t get dinner when I get home.”

I hope that I have expressed my gratitude to you, on behalf of the rest of our staff and especially those we serve, for your dedication and commitment to our work. Your involvement and contributions make a tremendous difference for so many kids, their families, and seniors in our community who are struggling today, and for those in jeopardy of missing a meal tomorrow.

Thank you.

-Rob Zeaske



You can help.

Together we are transforming hunger relief.

Mark your calendar with these events.
Go to 2harvest.org/events for more details.

Taste of the Nation

September 18 • Graves 601 Hotel

Enjoy a multi course meal served with beverage pairings all prepared by The twin cities’ best chefs.

For more details, [click here](#).

Canstruction

September 24-26 • Mall of America

Vote for your favorite colossal sculptures built from thousands of ordinary cans of food, all of which will be donated to Second Harvest Heartland.

For more details, [click here](#).

City Pages’ Iron Fork

October 13 • International Market Square

Sample signature dishes from local restaurants all while cheering on your favorite chef in an Iron Fork competition.

For more details, [click here](#).

Taste of the NFL

November 7 • Mall of America

Rub elbows with current and former Vikings players while sampling food from the Twin Cities finest restaurants.

For more details, [click here](#).

Walk to End Hunger

November 24 • Mall of America

Join Second Harvest Heartland’s walking team and give back before giving thanks.

For more details, [click here](#).

Fellowship of the Fresh

Through September 25 • Minneapolis

Help collect food and dollar donations at the Minneapolis Farmers Market. For every full volunteer shift, The Mosaic Company will donate \$2,500!

For more details, [click here](#).

GIVE A LITTLE, FEED A LOT THIS HUNGER ACTION MONTH

Hunger has doubled in Minnesota in the past five years. Our communities' families, children and seniors are in need like never before.

Together, we can change the lives of so many who count on us for support. September is Hunger Action Month. Join Minnesota's Feeding America Food Banks to take action against hunger in our communities through the following opportunities. Throughout the month Cub FOODS is offering customers two ways they can help: by making a \$1 donation at the checkout register, or donate food by buying a Cub Community Cupboard Bag. Or, you can participate by purchasing Malt-O-Meal or Better Oats brand cereals and the Malt-O-Meal Company will make a food donation, with a goal to donate one million servings of breakfast to families in Minnesota. And don't miss out on a \$50,000 matching gift opportunity from our partners at Snapple. Snapple is celebrating the launch of their new tea flavor, "Tea Will Be Loved" created in partnership with Maroon 5 which benefits Feeding America.

Log on to hungeractionmn.com to learn how you can get involved today. [Go now >>](#)

GET FRESH AT THE FARMERS MARKET

If it's Sunday in the summer, you are sure to find Fellowship of the Fresh volunteers at the Minneapolis Farmers Market—just look for their bright green t-shirts.



Since 2009, we have collected 124 tons of fresh produce from growers and shoppers at the Farmers Market, all of which goes to our hungry neighbors. As a way to provide even more of this healthy food, we have taken our Farmers Market program even farther with our Fellowship of the Fresh initiative. Through support from The Mosaic Company we are able to collect more funds, which means more food for those in need. The Mosaic Company has generously offered \$2,500 gifts for every full volunteer slot during 24 weeks this summer (three shifts per Sunday). Volunteers can help raise \$7,500 each Sunday just by offering their time.

Even more, The Mosaic Company has also offered a generous \$5,000 match for social media activities completed online. Just by tweeting, liking us on Facebook or scanning a QR code, we are able to get more fresh food into the hands of those that need it.

It's as easy as \$1, \$2, \$3!



Tweet it for \$1

Just use the hashtag #getfreshforthehungry in your tweet. [@2harvest](#)



Facebook it for \$2

"Like" us on Facebook or "like" or comment on any post. facebook.com/2harvest.



Scan it for \$3

Use your smartphone to take a photo of the QR code now.

TAKING ACTION EACH JUNE

For the sixth consecutive year, Bremer Bank's "Taking Action Against Hunger" campaign helped raise significant funds for Second Harvest Heartland and Minnesota's Feeding America Food Banks. Thanks to a generous cash match contribution from Bremer Bank and a \$1-per-view contribution for the creative flash mob video, nearly \$144,614 was raised in total.

This year, the campaign helped provide more than 1 million meals to Minnesota kids, families and seniors in need.

Sincere thanks to Bremer Bank and all of the donors who supported this effort in June.

To check out the flash mob video, [click here](#).



BREMER BANK
**TAKING
ACTION**
AGAINST HUNGER

STAMPING OUT HUNGER

Stamp Out Hunger is the National Association of Letter Carriers' (NALC) annual food drive that locally supports Second Harvest Heartland. On Saturday, May 14, 2,000 letter carriers from throughout the Twin Cities collected food at thousands of doorsteps for those in need.

Thanks to the support of the US Postal Service, MTSA, Cub Foods, WCCO Radio, Kare11, volunteers, generous donors and the greater community, we collected nearly 900,000 pounds of food this year!

Stamp Out Hunger is the largest single-day food drive in the nation, and makes a significant impact on the lives of our hungry neighbors each and every year.



On behalf of all of us at Second Harvest Heartland and those we serve, sincere thanks to the individuals, sponsoring companies, restaurants, auction donors and volunteers who made Dish: Cuisine for Change a tremendous success. This year's event raised more than \$500,000 and attracted nearly 1,000 attendees. With the funds raised at Dish, we'll distribute more fresh food than ever through the Food Rescue program this year—enough to provide almost 12 million meals to our neighbors in need. Thank you!

SPONSORS

PRESENTING



PLATINUM



GOLD



MEDIA/MARKETING



RESTAURANTS

al Vento • French Meadow Bakery & Café • Grecco's on the St. Croix • Kincaid's American Dining Classic Kitchen Window • McCoy's Public House • The Melting Pot • Muffuletta Café • Oceanaire Seafood Room • Red Stag Supperclub • Rinata • Roman Anthony's • Solera • The Strip Club Meat & Fish • Technique Restaurant • Zelo



ABOVE & BEYOND

20 Years of Giving Back

While many think of retirement as a time to relax, travel the oceans on a cruise ship or head to northern Minnesota for extended fishing excursions, “The Friday Guys” had another idea in mind. With 46 years of combined volunteer time, this group of benevolent men believe giving back doesn’t end at retirement.

Nearly 20 years ago, Bob Kelly and Floyd Hodnett were nearing retirement and were left pondering

AN EXTRA EFFORT FOR OUR HUNGRY NEIGHBORS

ways to spend their newfound free time. As admitted workaholics, they had some reservations about the change from a busy schedule to significant freedom. As a way to fill their time, they decided to look into volunteer opportunities.

Floyd knew that he wanted to do something for the hungry and it just so happened that he lived near the former Second Harvest Heartland Service Center. He signed up for a volunteer shift and has been offering his assistance ever since.

“Everyone needs food but not everyone has access to enough, which means there will always be a need,” said Floyd. “I like knowing that my work with Second Harvest Heartland yields results. I just help package the food and then I watch it leave on a truck. It’s great to know that eventually it will get to those who are hungry.”



Bob started his search for volunteer work soon after retirement. “It’s hard to believe, but at that time it was difficult to find any volunteer openings,” said Bob. He searched for a while, and eventually found Second Harvest Heartland.

“Volunteering just became a habit. I knew the effort was needed and it feels good to know that the work we do supplies the food shelves and helps the people that need food,” said Bob.

Both Floyd and Bob began volunteering together for four hours on Fridays—the shift that would translate into

a couple decades’ worth of dedicated service. A little over ten years later, Mike Debelak was searching for a volunteer opportunity. He too had retired and shared Floyd and Bob’s sentiment of wanting to contribute to the greater good. He found an opportunity in the newspaper and joined Floyd and Bob on a Friday shift.

“Everyone was welcoming and friendly. Plus, the staff at Second Harvest Heartland are well organized and always have stuff ready to go when you arrive for your shift. The need is high, which means there is always something to do,” Mike said.

A recent addition to the group is Bill L’Herault. Mike, a friend of Bill’s, invited him to volunteer with the group. He’s been helping out for over eight months and plans to continue.



One may think that the guys—now coined “The Friday Guys”—have known one another forever, but the truth is that they’ve simply bonded over volunteering together. They joke with one another, discuss political issues and talk about the news. “Working with this group of guys reminds me of playing on a basketball team. We have camaraderie and I enjoy that,” Bill told us.

While “The Friday Guys” plan to continue their work at Second Harvest Heartland, they also know that more volunteers are needed. “Once you get started volunteering you won’t want to quit,” says Floyd, “Best of all, you get to meet new people and you feel good about helping others.” You too can help others by volunteering. It’s easy to get involved. [Click here to find upcoming opportunities.](#)

“I just help package the food and then I watch it leave on a truck. It’s great to know that eventually it will get to those who are hungry.”

-Floyd Hodnett



THE GIFT OF GOODNESS

A tribute to volunteers

Whether they're gathering donated auction items for Dish: Cuisine for Change, picking apples in the fall from local orchards or attaching door hangers about free summer lunch at homes around the community, Second Harvest Heartland's cadre of dedicated volunteers plays an imperative role in our ability to ensure every one of our neighbors has enough to eat.

In order for us to be the most faithful stewards of our financial supporters' contributions, it's critical that we make the most of every resource available to us. Our volunteers are a big part of the reason we're able to apply 94% of every donation directly to programs, meaning just 6% of all donations support our fundraising and administrative activity.

In fact, last year, volunteers donated enough hours to equal the annual work of more than 25 full-time employees—an inspiring 53,007 hours. You can imagine the significant impact on our expenses had we funded the salaries of an additional 25 people last year. This is an incredible value, and we extend our sincere thanks to the companies, individuals, families, organizations and other groups who continue to come together and donate time in support of our work, and in support of so many families in our communities who struggle to put food on the table.

Your time, energy and enthusiasm fuels so many of Second Harvest Heartland's programs; we very literally could not do what we do without you.



STAMP OUT HUNGER

On May 14, 2011, volunteers offered a generous 584 hours of donated time in unloading trucks, collecting food donations, loading food onto delivery trucks and more.

DISH: CUISINE FOR CHANGE

Dish wouldn't be possible without the support and dedication of our committee members and onsite volunteers!

APPLE GLEANING

Over the past few years, hundreds of volunteers have helped us collect more than 170 tons of apples from local orchards.

Cause and Effects

You supported the cause. Here is the change you've effected.

Volunteers give the gift of time.

Last year, more than 9,000 unique volunteers gave 53,007 hours of their time to help end hunger in the heartland—that's the equivalent of nearly 25 full-time employees!

While our dedicated cadre of volunteers continues to grow, it's being outpaced by the unprecedented growth in need for emergency food services. Get involved today. Join the 9,000 other individuals in donating time to work towards a hunger-free community.

To get involved, [click here](#). For more information about the work of our volunteers, see page 6.



Contact Info

Second Harvest Heartland
Phone: 651.484.5117
Toll Free: 888.339.3663
Fax: 651.484.1064

2harvest.org

A member of
**FEEDING
AMERICA**