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Contact: Briana Gruenewald, Belmont Partners
briana@bellmontpartners.com, 651-366-1545

Second Harvest Heartland Announces Allison O'Toole as New CEO

O'Toole and new board members deepen food bank's experience in health care, operations

SAINT PAUL, Minn. (Jan. 8, 2018) — Second Harvest Heartland — one of the nation's largest, most efficient and most innovative hunger relief organizations — today announced that it has named Allison O'Toole as its new chief executive officer. O'Toole joins Second Harvest Heartland after serving as the senior director of state affairs at United States of Care and prior to that was the CEO of MNSure.

Rob Zeaske — who served as the organization's CEO since 2008 — announced his departure in June 2018 and ended his tenure Dec. 31, 2018. Longtime board member and immediate past board chair Greg Hilding will fulfill the role of interim CEO until O'Toole begins mid-February.

After a comprehensive, national search process, the board chose O'Toole based on her nonprofit leadership experience, health policy expertise and food-as-health knowledge. She has the proven ability to guide teams, oversee and improve complex operations and hone strategy—all in the service of positive community change.



For more than four years, O'Toole led MNSure, Minnesota's health insurance marketplace — a large, complex organization within a rapidly changing industry — giving her a deep understanding of the connections between food access and health. She led the insurance exchange through three years of record-breaking enrollment, improved customer service and increased system stability. As the senior director of state affairs during the inaugural year of United States of Care — a bipartisan non-profit dedicated to simplifying and increasing access to health care — O'Toole was responsible for state initiatives throughout the country to expand access to health care.

Prior to her time at MNSure, O'Toole was a state director for U.S. Senator Amy Klobuchar. She earned a bachelor's degree in political science and art history from Franklin and Marshall College in Lancaster, Pa., and a Juris Doctor from Mitchell Hamline School of Law in St. Paul, Minn. She serves on the board of directors at the Greater Minneapolis Crisis Nursery and is an active volunteer for her neighborhood association and high school alumni council.

O'Toole will work collaboratively with the board of directors, with the overall responsibility of ensuring Second Harvest Heartland fiscal activities, operations, fundraising, marketing, human resources, technology and programming are effectively implemented across the organization, align with the current strategic plan and are consistent with the mission.

"Second Harvest Heartland is poised to scale up our operations and partnerships to more fully address the problem of hunger. We're ready to gather more healthy food where there is plenty and deliver it where there is need," said Second Harvest Heartland interim CEO Greg Hilding. "Allison is the strong leader to get us there."

Executive search firm CohenTaylor helped Second Harvest Heartland with a nationwide search.

Second Harvest Heartland's Board of Directors also announced the addition of six new members to its board, including:

- Heather Braimbridge-Cox, *President and CEO, Windings, Inc.*
- David Crosby, *President and CEO, PreferredOne*

- M. Teri Crosby, *Community Volunteer*
- Ron Feldman, *First Vice President and COO, Federal Reserve Bank of Minneapolis*
- David Kadrie, *Vice President, 3M*
- Colleen May, *Global Managing Director, Cargill Texturizers & Specialties*

These influential leaders join the 17 existing board members who make up a robust team with deep public and private sector experience in food, healthcare, operations, technology and philanthropy that represents the area's impressive business community. All 23 board members will play a crucial role in developing and implementing the organization's strategic plan and will help onboard O'Toole as she leads the organization through a time of unprecedented growth.

Second Harvest Heartland will soon break ground on a new hunger-relief campus — set to open in 2020 — that will allow the organization to deliver more nutritious food to hunger-relief organizations across the state. The campus will also provide a gathering place for the community to fight hunger and will serve as a hub for a volunteer workforce that is expected to double in size.

Second Harvest Heartland works with a large, powerful network of partners to strengthen the community's hunger-fighting efforts. The food bank joins forces with schools, other hunger relief organizations, hospitals, large agricultural producers and retailers to go where meals are created and delivers them where they are missing. Last year, Second Harvest Heartland delivered nearly 89 million meals to more than half a million people.

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About Second Harvest Heartland

Second Harvest Heartland is one of the nation's largest, most efficient and most innovative hunger relief organizations. Second Harvest Heartland provides an average of 75 percent of all food distributed by its food shelf partners, and in 2018, provided more than 89 million meals to nearly 1,000 food shelves, pantries and other partner programs serving 59 counties in Minnesota and western Wisconsin. Second Harvest Heartland leads through innovation, finding efficient, effective solutions to connect the full resources of our community with our hungry neighbors. For more information, visit 2harvest.org or call 651.484.5117



1140 Gervais Ave. • St. Paul, MN 55109 • 651.484.5117 • 2harvest.org