



# BREAKING NEW GROUND

Pushing harder to end hunger

MEMBER OF  
**FEEDING  
AMERICA**

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## BREAKING NEW GROUND

THIS YEAR'S COMMUNITY REPORT HIGHLIGHTS ALL THE WAYS WE BROKE NEW GROUND IN 2019—WITH A BIGGER AND BETTER FACILITY IN BROOKLYN PARK AND THROUGH INNOVATIVE PROGRAMMING WITH OUR PARTNERS, WHO CONTINUE TO PROVE THAT WHILE HUNGER IS PERVASIVE AND DEVASTATING, IT IS ALSO SOLVABLE WHEN WE ALL WORK TOGETHER.

## A WORD FROM OUR CEO

**Every day, half a million people** in our community live with hunger. Right here, in the heartland of the richest country in the world in a time of economic prosperity. Our region has a long history of neighbors helping neighbors and we don't lack the passion and determination to solve hunger. Until now, we've simply lacked the right-sized distribution center and facilities to store, repack and deliver enough fresh, nutritious food to fill every plate.

With your help, we are well on our way to building a community that has not only the will to end hunger, but also the means. You helped us open the doors to and turn on our new—bigger and better-equipped—hunger-fighting facility with more temperature-controlled spaces to accommodate even more fresh food. You opened your own doors to help us create new partnerships with schools, restaurants and policymakers. You donated your harvests, giving your neighbors beautiful apples, carrots, potatoes

**Allison O'Toole**  
CEO, Second Harvest Heartland

and onions. You've shared your stories and helped us spread the word that hunger is pervasive and devastating, but solvable. You picked up prepared food from restaurants that couldn't use it and helped us get it on the plates of families that very same day.

You encouraged your friends, family and coworkers to visit our new volunteer center and help sort and pack truckloads of nutritious food to deliver to local food shelves. You helped us put food on the tables of the 1 in 11 families experiencing hunger in our community.

With your continued support, we will continue to step up, with efficiency, innovation and creativity, to meet the increase in need for nutritious food and deliver on our promise to help feed hungry families. With you at our side, we're breaking new ground.



## DIG DEEPER

View our full report online at [communityreport.2harvest.org](http://communityreport.2harvest.org)



## MEET OUR TEAM

**Like any hard-working trucker**, you can find Pete Torsch most days of the week driving his designated route, focused on his deliveries for the day. His cargo, however, is unique. Pete rescues food—good, fresh and often gourmet—and delivers it to food shelves. He rescues the food from a growing group of grocers and retailers—such as, Cub, Costco, Aldi, Walmart and Target—that generously donate excess food to feed their communities. Pete is just one of many dedicated hunger fighters.

April Rog is Second Harvest Heartland's director of Food Rescue and leads a team of Food Rescue managers, developers, and specialists who work with donors and agency partners to get excess fresh food to those in need. Fleet drivers collect food from retailers and deliver it to food shelves and other hunger-relief programs. Trained volunteers, like Melissa Seeley, collect and deliver prepared food to small meal programs using the MealConnect program.



## THE HARVEST CREW (CONTINUED)

“The issue is connecting resources to those in need, which can present challenges, but even with my small participation, I see how programs like MealConnect can fill the gaps,” Melissa said.

MealConnect is an innovative online tool that allows Second Harvest Heartland and its agency partners to get real-time notifications of prepared food donations.

### Here’s how it works:

1. Caterers, restaurants, bakeries, cafeterias and event centers occasionally have prepared food they can’t use. There may be an unexpected event, like a blizzard that causes a customer to cancel a catered meeting, for example.
2. The caterer then posts their donation on MealConnect.
3. Larger agency partners with resources such as staff and vehicles can collect the donations on their own. For those who lack these resources, MealConnect alerts volunteers that there is a donation available for collection and delivery.



MealConnect has facilitated the donation of more than 300,000 pounds of prepared food to meal programs.

Connecting fresh, healthy surplus food from retailers and food service operators to those who need it most takes a mighty team of hunger fighters. And that’s exactly what we have at Second Harvest Heartland.

From Food Rescue to SNAP outreach, our teams help food shelves and hunger-relief programs serve families in Minnesota and Western Wisconsin with a special focus on our most vulnerable populations—seniors and children.

Theresa McCormick is director of programs at Second Harvest Heartland.

In 2019, her team developed more than 20 new partnerships with schools in Minnesota to expand participation in school breakfast and after-school meal programs. More than 40 percent of students rely on free or reduced-cost school meals to meet their nutritional needs. And because of the outreach work of our SNAP (Supplemental Nutrition Assistance Program, formerly food stamps) team, in 2019, Minnesota families accessed nearly 3 million meals.

Through the Commodity Supplemental Food Program, Second Harvest Heartland provided a monthly box of nutritious food (packed by volunteers at our site in Maplewood) to 9,300 low-income seniors each month.



**FACT:** Our new Brooklyn Park facility has 24,000 square feet of volunteer space, which means we can sort and pack more fresh food donations than ever before to feed more Minnesotans experiencing hunger.

## FOOD RESCUE BY THE NUMBERS

Food Rescue—Second Harvest Heartland’s largest source of food donations—feeds hungry people, reduces food waste and protects the environment. The Retail Food Rescue program captures unsold but perfectly edible and nutritious produce, meat, bakery, dairy and deli items from grocers and delivers it to food shelves. Prepared Food Rescue connects donations from caterers, restaurants, cafeterias and event centers to our partners who serve residential or community meals.

### IN 2019:

**40.6M LBS**  
of food was donated

**77%**  
of food distributed by food shelf partners came from Second Harvest Heartland (on average)

**500**  
retail and grocery partners supplied the food that 184 food shelves and hunger-relief programs delivered to our neighbors experiencing hunger

**309K LBS**  
of prepared foods were donated by food service partners through the MealConnect program

**63%**  
of Food Rescue donations went directly to food shelves through local partnerships, keeping the path short and the food fresh and local

Read the full story and watch a video of the MealConnect program powered by General Mills.

[2harvest.org/](https://2harvest.org/)  
[TheHarvestCrew](https://TheHarvestCrew.com)



# Kids Helping Kids Fill Every Table

It may be hard to believe but 1 in 8 children in Minnesota is hungry—missing 31 million meals a year. More than half of those missing meals are from suburban areas.

Owen wasn’t aware a child hunger problem existed in his suburban community until he started volunteering with his mom at Second Harvest Heartland.

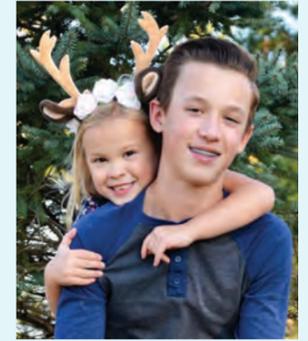
“I was really shocked by how many kids are hungry in Minnesota,” the 13-year-old admitted. “It’s not something that’s easy to see. I think older kids are probably good at hiding that they’re hungry.”

Owen began volunteering on Bring Your Child to Serve Day—an annual Second Harvest Heartland event to join people across the country in service on Martin Luther King, Jr. Day.



Did you know young people ages 8 and older are welcome to volunteer at our new Brooklyn Park volunteer center? A volunteer shift is the perfect opportunity to bond with your kids and teach them about hunger.

Learn more about volunteering at Second Harvest Heartland at [2harvest.org/volunteer](https://2harvest.org/volunteer)



# A NEW SEASON: HEROES IN FARM COUNTRY



**Farmers feed the world** and make our region strong. Many farmers go above and beyond to ensure their extra crops feed the hungry, right here at home. For the past two years, Van Erkel Farm in Hollandale, Minn., has donated 1 million pounds of onions to local food shelves through the Farm to Food Shelf program—a collaboration between Second Harvest Heartland, our Feeding America food bank partners and the State of Minnesota.

Now in its sixth year, the program offers local farmers the opportunity to donate excess produce to area food shelves. By offsetting a portion of harvesting, packaging and transportation costs, Farm to Food Shelf makes it easy for Minnesota growers to donate surplus crops that would otherwise go unharvested or be discarded.

“If I didn’t participate in the program, I’d have to dispose of the onions myself, which would be labor-intensive and costly,” admits Van Erkel.

**“These donations are vital to helping us provide nutritious produce options, which are in high demand, to families in need.”**

**– BOB BRANHAM, DIRECTOR OF PRODUCE STRATEGY**

Second Harvest Heartland’s Director of Produce Strategy, Bob Branham and his team work with farmers to help get their excess produce to food shelves.

**Each year in Minnesota, 250 million pounds of edible crops are planted but not harvested or harvested but not sold,** creating an

agricultural surplus of fresh produce. When distributed to food shelves, this “ag surplus” makes a significant impact in relieving hunger, improving public health, and reducing health costs.

Over the past five years, generous farmers have donated 30 million pounds of produce to Second Harvest Heartland to distribute to food shelves and meal programs in 87 Minnesota counties. And thanks to larger coolers in our new Brooklyn Park facility, we’ll be able to collect and distribute even more fresh food.

**Read the full story and watch a video of Farm to Food Shelf in action at [2harvest.org/ANewSeason](http://2harvest.org/ANewSeason)**

**FACT:** Our new facility has taken us from 11,300 to 29,300 square feet of temperature-controlled space to store and pack even more fresh produce and protein.



## Digging Deeper: Hunger in Greater Minnesota

**Mary Ann lives in Tracy, Minn.,** a town of around 2,000 people. Like a lot of small rural towns, Tracy has just one grocery store. Mary Ann visits this market but, more often, she’s shopping at the Tracy Food Shelf in the basement of the town’s fire department. Second Harvest Heartland makes two deliveries a month to the Tracy food shelf to help keep fresh produce in stock for the more than 50 families who visit on a regular basis.

The 62-year-old former teacher and mother of four, including two adopted boys, has struggled to make ends meet since health problems forced her into early retirement. Still,

with the help of the food shelf and Supplemental Nutrition Assistance Program (SNAP, also known as food stamps), she has never had to go without food. Mary Ann received help with her SNAP application through Second Harvest Heartland.

Mary Ann’s prescriptions cost more than \$1,000 a month. That expense, combined with mortgage payments, utility bills and taxes, mean even with her disability insurance, there’s little money left over at the end of every month for food and other necessities.

“I do the best I can with what I’ve got,” she said.

Tracy, MN



**“I do the best I can with what I’ve got.”**

**– MARY ANN**

### OVERCOMING BARRIERS TO HEALTHY FOOD

People living in Greater Minnesota make up 50 percent of those missing meals in our state. Small communities getting smaller have caused grocery retailers to close their businesses, turning small towns in the heartland into food deserts, where nutritious food is hard to come by. Almost 40 percent of the people we serve outside the metro are forced to travel a significant distance to get to the grocery store or closest food shelf.

The good news is, we have partners working to overcome these barriers, with a focused effort on feeding seniors and children. The Commodity

Supplemental Food Program and Meals on Wheels are hustling to make sure seniors in their communities have three meals every day. Food shelves and schools are offering backpack programs so when kids leave school for the weekend, they go home with bags full of food.

Second Harvest Heartland continues to explore new ways to reach our neighbors in Greater Minnesota.

**Read the full story and watch a video about the impact of proposed SNAP cuts at [2harvest.org/DiggingDeeper](http://2harvest.org/DiggingDeeper)**



**FACT:** Our Brooklyn Park facility has 25 dock doors—seven more than we had before. That means lower costs and greater efficiency.



# 2019 Financial Statement

We're pleased to report that this year's financial statement shows we're in solid financial shape and, thanks to your help, continue to make modest gains.

In thousands

REVENUE	FY2019	FY2018	% CHANGE
Food Donations, In Kind	\$125,776	\$116,328	8.1%
Contributions	\$20,750	\$22,143	-6.3%
Program Services	\$12,263	\$12,152	0.9%
Government Contracts	\$3,560	\$3,128	13.8%
<b>Total Revenue</b>	<b>\$162,350*</b>	<b>\$153,750*</b>	<b>5.6%</b>

PROGRAM EXPENSES	FY2019	FY2018	% CHANGE
Food Distributed, In Kind	\$125,257	\$115,523	8.4%
Programs	\$23,833	\$24,403	-2.3%
Fundraising Expenses	\$4,507	\$5,009	-10.0%
Administrative Expenses	\$3,799	\$3,527	7.7%
<b>Total Functional Expense</b>	<b>\$157,397</b>	<b>\$148,462</b>	<b>6.0%</b>
<b>Net Excess (or Deficit)</b>	<b>\$4,954</b>	<b>\$5,289</b>	

ASSETS	FY2019	FY2018	% CHANGE
<b>Current Assets</b>			
Cash and Cash Equivalents	\$14,759	\$8,933	65.2%
Accounts Receivable	\$1,670	\$1,823	-8.4%
Inventory	\$5,794	\$5,341	8.5%
<b>Total Current Assets</b>	<b>\$22,224</b>	<b>\$16,097</b>	<b>38.1%</b>
Property	\$25,701	\$20,056	28.1%
Other Assets	\$3,790	\$6,450	-41.2%
<b>Total Assets</b>	<b>\$51,714</b>	<b>\$42,604</b>	<b>21.4%</b>

\*Food donation value, not monetary

In thousands

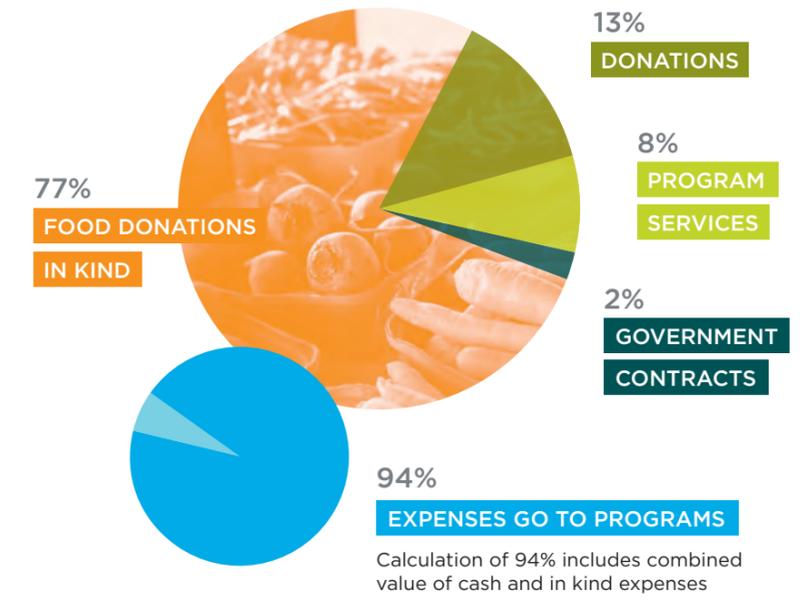
LIABILITIES AND NET ASSETS	FY2019	FY2018	% CHANGE
<b>Current Liabilities</b>			
Accounts Payable	\$1,919	\$1,631	17.7%
Current Debt	\$3,470	\$321	981.8%
Accrued Liabilities	\$1,272	\$1,066	19.3%
<b>Total Current Liabilities</b>	<b>\$6,662</b>	<b>\$3,018</b>	<b>120.8%</b>
Long Term Debt, Net	\$15,160	\$14,648	3.5%
<b>Total Liabilities</b>	<b>\$21,822</b>	<b>\$17,665</b>	<b>23.5%</b>
<b>Net Assets</b>			
Unrestricted	\$23,403	\$17,122	36.7%
Temporarily Restricted	\$6,489	\$7,816	-17.0%
<b>Total Net Assets</b>	<b>\$29,892</b>	<b>\$24,938</b>	<b>19.9%</b>
<b>Total Liabilities and Net Assets</b>	<b>\$51,714</b>	<b>\$42,604</b>	<b>21.4%</b>

Program Expense:	94.7%	94.3%
General & Administration Expense:	2.4%	2.4%
Fundraising Expense:	2.9%	3.4%

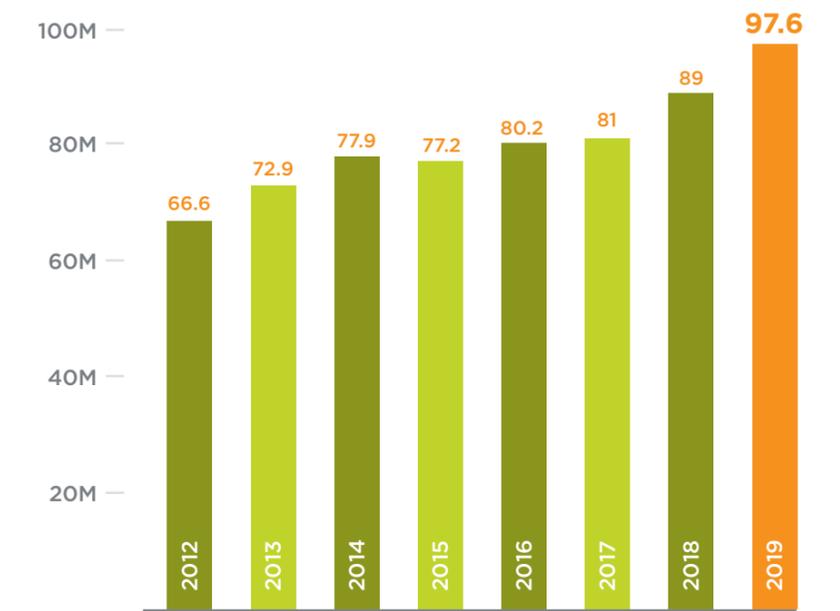
**CELEBRATING OUR INNOVATION CHAMPION**

The Richard M. Schulze Family Foundation was an early believer in our new hunger-fighting facility. Driven to build a thriving Minnesota in which everyone's basic needs are met, the Schulze Family Foundation was motivated by the powerful efficiencies made possible by our bigger and better-equipped space. Because of the Schulze Family Foundation's continued generosity to our Fueling the Future Capital Campaign—and the help of the many people they inspired to stand alongside us—we are well on our way to providing 125 million meals to our neighbors experiencing hunger by 2025.

# Revenue Sources



# Meals Provided (in millions)



# SNAPSHOT OF 2019 BY THE NUMBERS

- SERVED 500,00+ PEOPLE EXPERIENCING HUNGER**
- DISTRIBUTED 97+ MILLION MEALS** to food shelves and hunger-relief programs, of which 65% was fresh
- DIVERTED 40M+ LBS OF FOOD FROM LANDFILLS** (↑4%)
- 24,000 VOLUNTEERS 110,000+ HRS** = 53 full-time employees
- PARTNERED WITH NEARLY 1,000 FOOD SHELVES & HUNGER-RELIEF PROGRAMS** in 59 counties

# Breaking Bread: Families Give Back

## FINDING A HOME FOR LEFTOVER FOOD LEADS TO MONTHLY DONATION

Two years ago, Janis MacPherson was working at the Minnesota State Fair dining hall when she was asked to find a home for the leftover food not purchased by fairgoers.

“I called Second Harvest Heartland and the very next morning, they sent a truck and picked up almost all the food we had to give,” Janis said.

Janis and her husband, Bill, were so impressed with the speed and efficiency of our work that they decided to become monthly donors through their donor-advised fund.

“With Second Harvest Heartland, we can help those who are hungry and reduce food waste at the same time. What a perfect fit!”



**FACT:** Because of generous donors like Janis and Bill, Second Harvest Heartland provided emergency food to more than half a million people in 59 counties in Minnesota and western Wisconsin in 2019.

FEED HUNGRY NEIGHBORS

**GIVE TODAY**

Every \$1 donated can provide 3 meals!

Please mail your donation to:

**Second Harvest Heartland**

P.O. Box 64051

St. Paul, MN 55164-0051

Call 651-209-7950

**Donate at [2harvest.org/impact](https://2harvest.org/impact)**

FY20231

**YES! I want to provide food for local families who don't have enough to eat.**

Enclosed is my tax-deductible contribution of:  \$25  \$50  \$100  \$500  Other

Check to 'Second Harvest Heartland' enclosed

One-time Gift  Monthly Gift |  Visa  MasterCard  AmEx  Discover

Account # \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_

Signature (Required) \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Email \_\_\_\_\_



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**Thank You!**



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WE COULDN'T DO THIS WORK WITHOUT THE GENEROUS CONTRIBUTIONS FROM OUR DONORS.  
SEE A FULL LIST OF DONORS AT [COMMUNITYREPORT.2HARVEST.ORG](https://communityreport.2harvest.org).

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\*A national accreditation recognizing that we leverage volunteers and their skills across all levels of the organization.

