



MAKING HUNGER HISTORY

Annual Report

TO THE COMMUNITY 2023



From Our CEO

Hunger is on the rise again.

Each of the last three years has seen record numbers of food shelf visits in Minnesota. At Second Harvest Heartland, we are seeing more record-setting days, when we pack up and drive out half a million pounds of food. Half a million pounds of meat, dairy, fruits, and vegetables that are needed to keep our community fed.

Things are going in the wrong direction, and we need to do better. The good news is, we know we can.

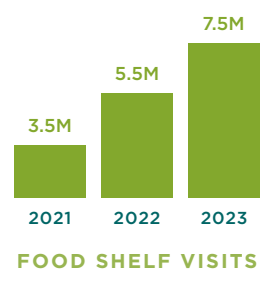
In 2023, we laid the groundwork for a bold path forward. In January 2024, we proudly announced Make Hunger History, a shared effort to cut hunger in half for all Minnesotans by 2030.

In this report to the community, you'll find stories about the ways we are reducing hunger today by increasing access to emergency food and preventing hunger tomorrow through policy and partnerships, tracking shared progress along the way.

Find out how we've shifted our operations to respond to the growing demand for emergency food and the ways in which we've been supporting our food shelf and meal program partners.

Learn about our newly established Care Center that provides neighbors with compassionate one-on-one support to secure groceries, meals and other basic needs during tough times.

See how we're using data to discover the hunger hot spots in our service area so we can ensure food is getting to those who need it.



We are so grateful for the generosity of our community and your financial support for local food banks, food shelves and our neighbors. We will need your passion and continued partnership in the years to come. **With you, we can and will make hunger history.**



Gratefully,

Allison O'Toole
CEO, Second Harvest Heartland

SUPPORTING NORTH MINNEAPOLIS AS FOOD DESERT GROWS

The grocery and pharmacy closures in North Minneapolis and Brooklyn Center in 2023 left families with few options for nearby and affordable groceries. This meant more visitors to the area's hunger-relief programs.

To support our eight North Minneapolis partners through this surge in neighbor visits, Second Harvest Heartland met with leaders from each food program to learn how we could assist them best. From those discussions, we learned that funding was tight and volunteers were in short supply.

With the help of our donors, Second Harvest Heartland provided a total of \$110k in grants to support these food shelves. We also organized a volunteer week in North Minneapolis and invited

media and policymakers to provide a little extra help while highlighting the need for volunteers for these partners and elevating conversations about need, capacity, available resources and racial inequalities related to hunger in our communities.

"We're listening," said CEO Allison O'Toole. "We want to know how we can adjust our work so we can see the need and provide the most help."

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CONNECTING THROUGH PREPARED MEALS

Kitchen Coalition brings together kitchens and distribution partners to keep our neighbors fed

Kitchen Coalition serves up culturally connected, freshly prepared meals because not everyone facing hunger has the home, health or ability to use the groceries our food bank offers. Second Harvest Heartland sources food and funds, which our partner kitchens use to cook culturally affirming meals that meet our neighbors' needs. Partner restaurants and caterers are paid at cost for their work, which means they employ more workers and are better able to weather downtimes for their businesses. This community-driven approach means that neighbors are nourished, local businesses are supported, and meals are made and delivered with care.

Astrid Berger is the Cook Fresh program coordinator at Urban Roots of Minnesota, a nonprofit that runs youth employment and internship programs. Her program receives meals from Homi Mexican Restaurant, one of Kitchen Coalition's partner kitchens, to distribute to the youth participating in their internship programs. "I got to talk with Miguel, the head chef at Homi. It sounds like our kids are going to go visit their kitchens and get to see the production in action. He was so excited to come to us, and we can now all make a meal together."

"As a young kid, I used to go to kitchens like mine to get a meal," says Miguel. "So having the restaurant, having the time, having the workers, and now having all the ingredients that we need to prepare meals, it was easy for us to just go for it."

This year, Kitchen Coalition has started production of frozen meals, which has enabled

expansion into Greater Minnesota. These frozen meals have had a huge impact, as many partners, such as Catholic Charities Emergency Services in St. Cloud, have a home-delivery program for temporarily homebound individuals dealing with illness or other crises. "Another interesting piece we've learned in the frozen food expansion is that it has been really beneficial for some of our Metro partners due to the flexibility it offers for shelf life," adds Kitchen Coalition Program Specialist Aly Hotz.

Kitchen Coalition is excited about continued expansion efforts, as forging these bonds in the community and providing prepared meals is a valuable tool in the fight against hunger.



*Miguel Lopez,
owner of Homi.*



Our Most Successful Dish Gala Ever!

We were thrilled to welcome our supporters to the Depot in Minneapolis on October 14, 2023. Led by WCCO Radio's Vineeta Sawkar, the energy in the room was high as the community gathered to help provide meals and groceries to Minnesotans facing hunger. Over 1.7 million dollars were raised as guests enjoyed silent and live auctions, an inspiring program, dinner, and entertainment by The Covers and the MacPhail Community Youth Ensemble. Thank you to everyone who helped make Dish a success!

Packing with the Pack

The Second Harvest Heartland Volunteer Center was grateful to have board member Coach Chris Finch, Timberwolves staff, and the team's owner Alex Rodriguez volunteer. With a little teamwork, packing and sorting potatoes was not only a fun teambuilding exercise, it also helped our neighbors.



Student Volunteers Give Back

Second Harvest Heartland has a passionate group of student volunteers who work with our Volunteer Engagement Team over the course of a semester. One of these volunteers is Lauren, a student at the University of St. Thomas majoring in marketing. "I've participated in several of the Brooklyn Park packing shifts, but I've also been a part of a remote project. ... It's been really cool to see a community come together with the specific big goal of ending hunger together."



How Partner Grants are Ending Hunger for Rural Seniors

Heaven's Table Food Shelf received a Collaborative Innovation grant from Second Harvest Heartland to offer food box deliveries to folks living in Martin County. The neighbors served have a hard time getting to the closest food shelf in Fairmont. There is a growing senior population in this area, so the program has become extremely popular. The grant from Second Harvest Heartland has allowed Heaven's Table Food Shelf to hire a full-time employee and fund the creation of an online ordering platform. We are excited to deepen our support of innovative, collaborative, and high-impact projects like this that advance our shared goal to end hunger together.



INTRODUCING THE SECOND HARVEST HEARTLAND CARE CENTER

2023 brought the launch of the Second Harvest Heartland Care Center, a branch of the Neighbor Services team that reaches our neighbors in intentional and heart-forward ways.

“We’re not a call center, we’re a care center,” said Neighbor Services Care Center Referral Supervisor Rahsa Bale. “We want to give care to each and every neighbor that calls in and give them that detailed, comprehensive help that they may need.”

A neighbor seeking food assistance can dial the Care Center number, communicate in their preferred language, and get compassionate, comprehensive and confidential support. This includes help accessing the Supplemental Nutrition Assistance Program (SNAP), senior food boxes, and our FOODRx medically tailored nutrition program, as well as connections to community food shelves, produce distributions, and other food resources. Furthermore, the Care



A neighbor seeking food assistance can dial the Care Center number, communicate in their preferred language, and get compassionate, confidential support.

Center team, supported by a robust team of interns and volunteers, can connect neighbors to energy, rent, and legal assistance, as well as clothing, housing, and other basic needs services.

Second Harvest Heartland gratefully acknowledges the WEM Foundation for their investment to launch the Care Center in 2023. The WEM Foundation propelled the Care Center from drawing board to reality, making deeper personalized support for neighbors possible. Thank you!

HOW THE **care center** WORKS



Neighbor needs food assistance



Contacts the Care Center phone line



Navigator or specialist gives real-time help with ...



... applications & enrollment for programs like SNAP and the Senior Food Box Program ...



... and connects neighbor to additional community resources

Food That's Good To Go

Food rescue—or excess food gathered from grocers, restaurants and caterers—provides millions of welcome meals every year. “Seeing a brand that people recognize helps fight the stigma of going to a food shelf,” says Jean Jagodzinski, Food Rescue Program Manager of Second Harvest Heartland. “It absolutely adds dignity.”

Additionally, food rescue supplements the items food shelves receive, especially during the wintertime when local produce is harder to come by. It also supports mobile delivery programs, which often send food to seniors or other neighbors who aren't always able to cook for themselves.

Even the smallest food rescue donations can fill a gap. Many rural organizations are in small communities that lack a full-size grocery store, so donations from gas stations and convenience stores can make a massive difference. “I've heard from others that they don't think their donation would matter ... because the donations are too small or infrequent.” says Saint Paul Public Schools Director of Nutrition Services Stacy Koppen. “The truth is that when we all work together, our collective efforts contribute to a much bigger picture, and positive outcomes for our community.”



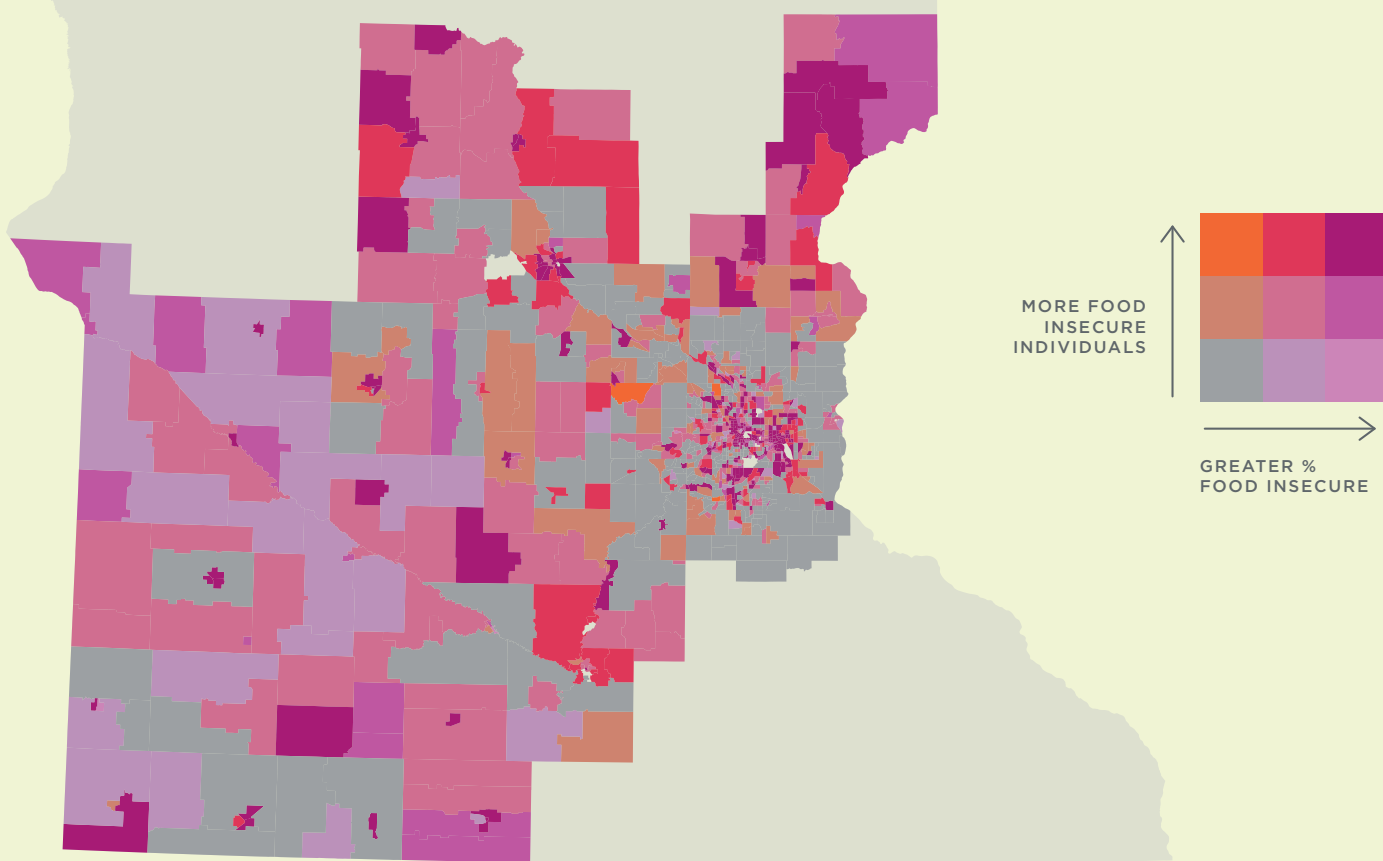
Advocate and Take Action

In 2023, our Public Affairs Team launched the Action Center—a way for supporters to advocate for our policy priorities at the state and federal levels. “We know that we cannot end hunger through charity alone,” says Director of Public Affairs Zach Rodvold. “Food banks and food shelves play a critical role in ensuring that everyone has access to nutritious food when they need it, but ending hunger altogether requires a relentless focus on what is driving food insecurity in the first place: the cost of housing, healthcare, and childcare; access to reliable transit or other modes of transportation; and wages and benefits that can sustain a family and that keep up with inflation.”

LEND YOUR VOICE AT 2harvest.org/action

USING DATA TO SERVE MORE NEIGHBORS

FOOD INSECURITY IN OUR SERVICE AREA



As our programs and services expand and evolve, we are tracking our progress to do more of what's working and less of what isn't. In preparation for Make Hunger History, we've worked on a new metric: the Make Hunger History scorecard, a way to rate our shared progress in the fight against hunger. One year from now, we will release our initial scorecard as a way to keep us on track for this important work.

Cutting hunger in half for all Minnesotans is a bold goal that requires constantly reimagining everything we do. But remaining stagnant in our practices will not end hunger. Adapting and shifting approaches is how we continue to do better.

Ending Hunger by the Numbers

YOUR IMPACT IN 2023

127+ million

MEALS provided



15,700

SNAP REFERRALS for new clients seeking food support processed by our Care Center team



41.4 million

POUNDS OF FOOD rescued from 628 store partners

1,212,165

PREPARED MEALS provided by Kitchen Coalition



16,009

VOLUNTEERS donated 55,008 hours of their time

56,370,695

POUNDS OF PRODUCE distributed



\$1,383,247

IN GRANTS given to help support food shelf and meal program partners

2023 FINANCIAL STATEMENT

2023 set the groundwork for Make Hunger History—our bold approach to cutting hunger in half for all Minnesotans by 2030. Laying this foundation requires major investments that will set us up for success in our quest to end hunger.

These include increasing staff as well as establishing the Care Center to help provide

resources to neighbors. We received an increase in in-kind food donations in 2023, and we also purchased additional food this year—providing free milk and eggs to our neighbors. We managed a grant process for the state, who sent us funds, which were redistributed to our partners.

—Michael Hoban, Chief Financial Officer



In thousands

REVENUE	FY2023	FY2022	% CHANGE
Food Donations, In Kind	\$175,231	\$153,886	13.9%
Contributions	\$53,954	\$44,622	20.9%
Program Services	\$28,101	\$10,663	163.5%
Government Contracts	\$6,094	\$7,735	-21.2%
TOTAL REVENUE	\$263,379	\$216,907	21.4%

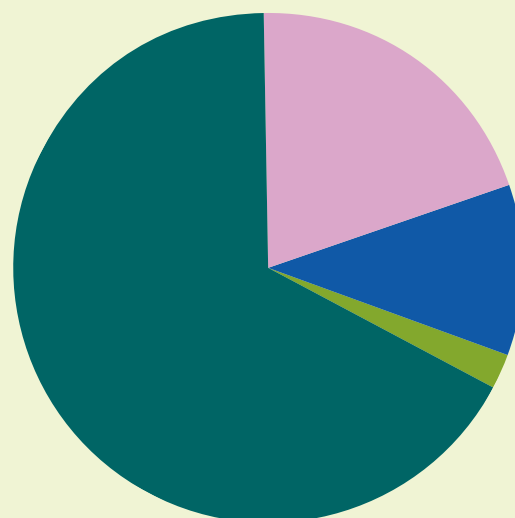
PROGRAM EXPENSES			
Food Distributed, In Kind	\$175,626	\$157,769	11.3%
Programs	\$61,339	\$53,863	13.9%
Fundraising expenses	\$8,778	\$8,091	8.5%
Administrative expenses	\$9,315	\$9,026	3.2%
Total Functional Expense	\$255,057	\$228,748	11.5%
NET EXCESS (OR DEFICIT)	\$8,322	\$(11,841)	

ASSETS			
CURRENT ASSETS			
Cash and Cash Equivalents	\$36,005	\$26,651	35.1%
Accounts Receivable	\$4,538	\$4,939	-8.1%
Inventory	\$6,695	\$7,163	-6.5%
Total Current Assets	\$47,238	\$38,753	21.9%
Property	\$37,653	\$36,919	2.0%
Endowment	\$21,221	\$18,983	11.8%
Investments/Other Assets	\$1,987	\$5,997	-66.9%
TOTAL ASSETS	\$108,099	\$100,652	7.4%

LIABILITIES AND NET ASSETS			
CURRENT LIABILITIES			
Accounts Payable	\$1,524	\$2,500	-39.0%
Current Debt	\$546	\$559	-2.5%
Accrued Liabilities	\$2,583	\$2,678	-3.6%
Total Current Liabilities	\$4,652	\$5,737	-18.9%
Long Term Debt, net	\$5,073	\$4,863	4.3%
TOTAL LIABILITIES	\$9,725	\$10,600	-8.3%
NET ASSETS			
Unrestricted	\$92,427	\$87,258	5.9%
Temporarily Restricted	\$5,947	\$2,794	112.8%
TOTAL NET ASSETS	\$ 98,374	\$90,052	9.2%
TOTAL LIABILITIES AND NET ASSETS	\$108,099	\$100,652	7.4%

PROGRAM EXPENSE	92.9%	92.5%
GENERAL & ADMIN EXPENSE	3.7%	3.9%
FUNDRAISING EXPENSE	3.4%	3.5%

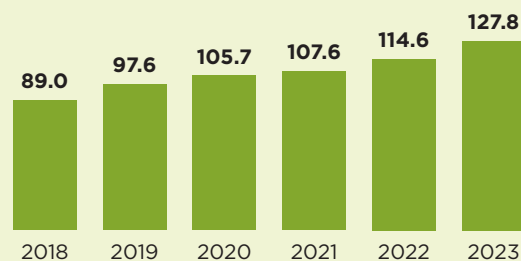
REVENUE SOURCES



Food Donations, In Kind	67%
Contributions	20%
Program Services	11%
Government Contracts	2%

MEALS PROVIDED

in millions



Board of Directors

SEPTEMBER 2023-OCTOBER 2024

We are grateful for the energy, engagement and expertise that our board members bring to Second Harvest Heartland's mission. Thank you for your guidance and leadership!

Stacey Fowler-Meittunen | Chair
Schwan's Company

Jill Bollettieri | Vice Chair
Post Consumer Brands

Sheilah Stewart | Secretary
Land O' Lakes

Jodi Bahl | Treasurer
EY

Ron Feldman | Immediate Past Chair
Federal Reserve Bank of Minneapolis

Abhi Andley
Homeland Health Specialists

Katie Boylan
Target

Ben Campbell
C.H. Robinson

David Crosby
Retired, Preferred One

Teri Crosby
Community Volunteer

Jason DeRusha
WCCO Radio/Audacy Minnesota

Ibrahima Diop
Minneapolis Public Schools

Ricardo Fernandez
General Mills

Chris Finch
Minnesota Timberwolves

Morgan Helme
Dorsey & Whitney

Tammylyne Jonas
Donaldson Company, Inc.

Joel Maturi
Retired Educator, Coach,
Athletic Administrator,
Community Volunteer

Colleen May
Cargill

Adair Mosley
African American Leadership
Forum

Krista Nelson
United Healthcare

Sarita Parikh
Augeo

Suzi Kim Scott
Business Leader

Dominica Tallarico
Allina Health

Ari Tauer
Boston Consulting Group

Dr. David Tilstra
CentraCare



Second Harvest Heartland board members and staff joined volunteers at Shiloh Cares Food Shelf to unload food deliveries and stock the shelves.