The INSIDE SCOOP
February 2018
Ending hunger in southwestern Wisconsin through community partnerships

IMPACT: MORE THAN DIABETES WELLNESS

His engaging deep Southern drawl is a dead giveaway that Jeffrey Furlong wasn’t born and raised in Wisconsin. Indeed, the 56 year-old spent most of his life “living in the swamp” in Louisiana.

As a kid, Jeffrey’s family struggled, but they were always able to make due by living off the land. Hunting, fishing, and family gardens always kept their pantry from being empty.

After 25 years on the oil rigs of Louisiana, and a short time owning his own car repair shop while living in Alabama, a job opportunity brought him to Wisconsin six years ago, and he’s been hooked ever since. “I love it up here,” he says.

Unfortunately a series of health problems, including a knee replacement, a herniated disk in his neck, neuropathy in his legs and feet, and diabetes have left him unable to work. So now his only income is disability and his FoodShare benefits. He relies on sharing living expenses with his grandsons, and the occasional help from his brother to make ends meet.

Asking for help doesn’t come naturally for Jeffrey, “I don’t like it. I’ve never been a person to ask for help. If I couldn’t do it and get it on my own I wouldn’t worry about it. But as you get older everybody needs a little help. So I just swallowed my pride and asked.”

But, relying on help and just making ends meet doesn’t always mean a healthy lifestyle.

“Have you ever been in a grocery store with only so much money for a whole month and try to eat healthy? You can’t afford it,” said Jeffrey. “Everything that is really good for you is out of my price range. I can get it, but there’s going to be a lot of going hungry during the month.”

Recently, thanks to Second Harvest’s Diabetes Wellness Program (currently in its pilot stage, thanks to SSM Health), things have begun to look up. The purpose of the Diabetes Wellness Program is to provide diabetes education, as well as diabetes-friendly food and recipes to food insecure diabetes patients with the goal of improving their diabetes indicator numbers.

According to Jeffrey, “Second Harvest, to me, is a godsend. I wasn’t eating healthy at all, I really didn’t have the means to get anything healthy to eat. Now that I’m part of the [Diabetes Wellness Program] I’m not only getting the food to help me eat healthier, it’s also giving me the knowledge to do things that are healthier for me; which in the long run will save my life. If it wasn’t for [Second Harvest], there ain’t no way I could make it.”

As you can see, the Diabetes Wellness Program is impacting more than just lowering Jeffrey’s diabetes indicators; it is changing his whole outlook on life.

To learn more about the Diabetes Wellness Program, visit SecondHarvestMadison.org/Diabetes.
FROM THE PRESIDENT’S DESK

IMPACT

I’m often asked if we are making an impact on the hunger problem. To answer that question, I’d like to turn back the clock a little to our most recent capital campaign. The goal of the campaign was to increase our ability to obtain, store and safely distribute more healthy nutritious food. The theme of the campaign was FOOD HEALTH HOPE.

FOOD

Just three years ago, a national study of our 16 county service territory identified a missing meal gap of five million meals not being provided by anyone. Today, thanks to our efforts at providing more meals to those we serve, that missing meal gap has been reduced to just over 3.4 million meals. Plus, we’re providing more healthy nutritious food than ever before!

FOOD IS HEALTH

2 years ago our Diabetes Wellness Program was created thanks to SSM Health who understood the impact of food insecurity on those with type 2 diabetes. The goal was a collaborative effort to provide healthy nutritious food, teach recipients the importance of a good diet, and reduce emergency room visits. Many participants cited lower and more stable A1C blood levels thanks to the program.

FOOD IS HOPE

Thousands of families take advantage of our Mobile Pantry program each month. Our 28 monthly mobile pantry distributions provide nearly 4 million pounds of food each year. The typical family is able to receive more than $100 worth of groceries per visit. Clients can use this food savings to help pay other essential bills like utilities, housing and medicine.

There’s no better evidence of the hope we provide than the following note we received from a mobile pantry client:

“I am on a very limited income. Finding Second Harvest at the Dodge County Fair Grounds has made a big difference in my LIFE. The relief from the stress about food alone has changed my life and health. My ulcers are all but gone and I am putting on weight to the joy of my doctor. I sleep better and worry less about food and money. You have truly changed my life for the better I can’t thank you enough.”

Helping people become healthier, stay out of the emergency rooms and free up financial resources to apply to other key bills, benefits us all. Thank you for your generous support.

DONATIONS MATCHED DURING RADIOTHON

On March 8, 2018 from 6 a.m. — 7 p.m., during the 5th annual Hunger’s Hope Radiothon, all donations to Second Harvest Foodbank made online (SecondHarvestMadison.org) or by calling toll-free 844-8HUNGER (844-848-6437) will be doubled by Genesis Painting and BioSentinel, Inc.

Gifts made during the Radiothon will go to support our Mobile Pantry Program. The program provides an invaluable supplement to the work local partner agencies are providing to those facing hunger in southwestern Wisconsin.

Additional sponsorships are still needed! If you or your company would like to help build our pool of matching funds to help us match up to our goal of raising $35,000, contact Lisa Gundlach at 608-216-7212.
Thank you to our generous sponsors, donors, and other supporters throughout southwestern Wisconsin. Our 22nd NBC15 Share Your Holidays to eliminate hunger campaign raised more meals than ever before - 4.18 million meals!

We'd like to extend a special thank-you to our 2017 Be Like Mike Award recipients, Ken Dickson and Sue Steinmetz. They both truly exemplify this year’s theme of The Power of ONE.

We’d also like to thank our top business and school food & fund drives for this year’s campaign:

**TOP SCHOOLS**
- Mauston High School
- Chavez Elementary School
- Edgewood High School
- Madison Country Day School
- Franklin Elementary School

**TOP BUSINESSES**
- Epic
- Affiliated Engineers
- Dean Health Plan
- First Weber Foundation
- Potter Lawson
- M3 Insurance
- Steve Brown Apartments
- UW Health
- Suttle-Straus
- Landmark Services Cooperative

We are grateful to you and the following generous sponsors who make the NBC15 Share Your Holidays campaign possible:

**Diamond**
- Alliant Energy Foundation

**Platinum**
- Alliant Energy Center
- TWO MEN AND A TRUCK
- ‘Movers Who Care.’

**Gold**
- UW Health

**Silver**
- Functional Biosciences, M3 Insurance, Thrivent Financial

**Bronze**

**Participating**

**Mike’s Miracle Minutes**

**Mike’s Miracle Radio Hour:** Ho-Chunk Gaming - Madison, Rosen Nissan of Madison, Chase Brieman of CBRE

**Kick Off Luncheon Sponsor:** Alliant Energy Foundation

**Online:** Chase

**Grand Finale Sort-a-thon:** Naviant, Inc.

**Social Media Blitz:** Naviant, Inc.

**Virtual Food Drive:** John Deere Financial

**TOP BUSINESSES**

**TOP SCHOOLS**

**Grand Finale Box Sponsor:** Humana

**WE DID IT!**
Thanks to you, we exceeded our goal by raising 4.18 million meals.

Thank you!
Recently we completed a capital campaign designed to improve our ability to provide Food, Health, and Hope to those we serve. But those goals are not limited to one campaign, they are at the core of everything we do. That’s why we are using those themes to highlight recent accomplishments made possible by the trust placed in us by our generous supporters. Thank you for helping us make an impact on the lives of those we serve!

Providing access to food, with an emphasis on nutritious food, is the primary way we help meet our mission of ending hunger in southwestern Wisconsin. Here are a few ways we’ve had IMPACT on our mission through food distribution and FoodShare Outreach:

In fiscal year 2017 (July ’16 - June ’17) we distributed 14 million pounds of food; which was up from 13.6 million pounds the previous fiscal year.

Nearly 70% of the food we distribute is considered “foods to encourage a healthy lifestyle”

In fiscal year 2017 our FoodShare Outreach Specialists assisted with 3,850 new and recertification FoodShare applications.

What better way to talk about the hope we provide than through the words of those we serve:

“I would like to take this time, by first saying THANK YOU for all you do. If it wasn’t for you, my family would not have enough food to get by. Thank you from the bottom of my heart. Keep up the great work. You guys and gals are awesome.”

H.R.

“Without help from these different agencies I wouldn’t have been able to go on. I had reached my breaking point. There is a point of being down so low that you can’t get up. It’s only because of the help that’s out there that I was able to go another day.”

J.

Food is better HEALTH!

In this issue of The Inside SCOOP we’ve highlighted the impact we’re able to have on those facing hunger thanks to our supporters. This is a perfect opportunity to thank the following supporters for helping us address childhood hunger: PwC Charitable Foundation, RBC Foundation, Red Nose Day, and Steve Stricker American Family Insurance Foundation.

Hunger exists year-round, consider becoming a monthly donor. A little bit every month goes a long way. Just $1=3 meals! SecondHarvestMadison.org/Donate

To see how much of an IMPACT your support helped us make in 2017, visit SecondHarvestMadison.org/2017AnnualReport.