



SecondHarvestMadison.org

THE INSIDESCOOP

May 2018

Second Harvest Foodbank exists to end hunger in southwestern Wisconsin.



IMPACT: MAKING ENDS MEET

In 2008 Arely and her husband Jose were living in the Chicago area and decided to start a family. To reduce the potential risk to the baby from her low-wage, physically demanding factory job, the pair decided she would stay home to focus on having a healthy baby. After her son Edwin was born, with no close family or friends to care for the baby, and the prospect of going back to a job that paid her little more than the cost of daycare, Arely decided to be a stay-at-home mom. While one less income would be difficult for the family finances, it was the right decision for their family.

In 2010 Arely and her young family moved from the Chicago area to Beloit seeking a higher quality of life for their growing family. Today, they are a family of five with the addition of Kevin (8), and Annaleigha (2).

Making ends meet every month for the one-income family continues to be a challenge. To help pay the monthly bills, Arely sometimes gets food from the food pantry located in Kevin's school, along with using our Mobile Pantry in Beloit, and FoodShare benefits (formerly known as food stamps). Thanks to the help they get from these resources, Arely and Jose can afford to pay for other necessities like their mortgage, children's doctor's appointments, utilities, and insurance payments.

When asked what it means to get help with food, Arely responded, "It means a lot. It's something my husband doesn't have to worry about as much because he has other bills to pay. I can use that little bit of extra money for things like kids' shoes, clothes, or to make a payment

on a bill. Knowing that I have the food pantry, and that I can get a little bit of food there, and that the kids can get a meal at school really helps a lot."

"I want them to be someone in life!"

Like most moms, Arely has simple dreams for her kids. "I want them to be someone in life, to go to school, and maybe have their own businesses. Maybe even become lawyers or doctors...to have a career."

According to Arely, Edwin and Kevin already have big plans. Edwin wants to shoot for the stars and become a NASA scientist, and Kevin wants to protect others by becoming a police officer. As for Arely, once Annaleigha starts going to school, she hopes to go back to school herself.

The story of Arely and her family is just one of thousands of stories of those who struggle with hunger. Luckily, they are also one of thousands of families helped by Second Harvest, its partner agencies, and those, like you, who are part of our fight to end hunger.



(Kevin and Arely)

DID YOU KNOW?

Of the households served by Second Harvest:

- 57% have someone working at least 30 hours per week
- 61% have a total household income under \$20,000

FROM THE PRESIDENT'S DESK

IMPACT

Growing up decades ago, I remember the expectation that the entire family would sit down together for dinner. It was a time to catch up, a time to share, and a time for my mother to make sure we were all receiving a solid meal. I remember my mother lecturing me about not wasting food. "Dan, clean your plate, there are children going hungry in parts of our world," she would say. I always thought of those kids living in some 3rd world country, or someplace else. I had no idea they could be my friends at school.

As I fast forward to today, I am dismayed at the number of children struggling with hunger right here in our community. The numbers are staggering, 1 in every 6 children in southwestern Wisconsin experienced food insecurity last year, enough to fill the Kohl Center to capacity, 3 times!

Studies show the importance of healthy nutritious meals to children. Children who are food insecure:

- Are more likely to repeat a grade while in elementary school
- Have higher rates of devastating long-term health issues like diabetes and high blood pressure
- Experience developmental impairments in areas like language and motor skills
- Have more social and behavioral problems than their peers

We see the importance of providing healthy nutritious food to children to help set them up for a lifetime of success. **The ways we focus on childhood hunger include:**

- Providing food for backpack programs run by local volunteer groups
- Establishing pantries in schools so parents can pick up food and their children at the same time
- Offering Kids Cafes where kids can go after school, receive a warm nutritious meal, and learn the importance of proper nutrition
- Providing assistance to people who may qualify for food stamp benefits that can be used to supplement their food needs

Summers can be especially tough. Children can't depend on the meal or snack they receive when school is in session. Growing up, I remembered summers as carefree and fun. I wish that was the case for all students, but I know there are many other things on their mind. Please consider helping us help the many kids not sure where their next nutritional meal is coming from. They are our future. Thank you.



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EVENTS

Red Nose Day

On May 24th, money raised through Red Nose Day goes to organizations that help children and young people living in poverty in the U.S. and across the world. Support Red Nose Day and help Second Harvest receive a grant to help end child hunger! Visit Rednoseday.org for more information.

All-City Swim Meet Food/Fund Drive Challenge

Once again, this summer, help raise meals for Second Harvest's Madison-area food pantries and Kids Cafes as pools compete for the Top Pool honor! Donate today and support your pool in the competition: SecondHarvestMadison.org/AllCity.

End Hunger Virtually

To start your own virtual food drive, visit SecondHarvestMadison.org/vfd

Save the Date: Go Orange on September 13th

Mark your calendars to help end hunger this September on Go Orange Day.

NBC15 Share Your Holidays

Become part of the power to help end hunger; join us as a campaign sponsor as we celebrate our 23rd year! For more information, visit SecondHarvestMadison.org/SYHSponsor.

SPONSORSHIP OPPORTUNITIES

We have many opportunities throughout the year to align your organization with one of Wisconsin's most respected nonprofit organizations. Interested? Contact Lisa Gundlach at 608-216-7212, or LisaG@shfbmadison.org.

NO SCHOOL DOESN'T HAVE TO MEAN NO LUNCH

In 2016, of the 861,000 children enrolled in Wisconsin schools, 40% were eligible for the free/reduced price meal program at their school. However, in some parts of the state, including Beloit, that rate is much higher. For example, in Beloit's Merrill Elementary School, 98% of the kids are eligible for free/reduced price meals!

Betsy Schroeder, principal at Merrill has seen the need increase in the 20 years she's been an educator. "The free/reduced numbers have grown exponentially, and food pantries have become more critical to families in our neighborhood."

The connection between having access to enough healthy food and the ability to learn is clear. But to Betsy, this reality goes beyond some faceless statistic and hits much closer to home every day. When one of her kids comes up to her crying and saying that their stomach hurts, the first question she asks is, "what did you have for breakfast?"

Recently, as a result of the ongoing need in the community, and thanks to a grant from the local YMCA, kids facing hunger in her school can now get a hot

dinner to go along with the breakfast and lunch they have been getting. "Families greatly appreciate it, it's one less dinner they have to provide at home," says Schroeder.



What happens when school is out for the weekend, holidays, or the summer break?

For those kids who rely on the meal program at their school where does their family turn? To help those families, Merrill has extended the school meal program to include summer, added a school food pantry that is supported by Second Harvest, and works with us to promote FoodShare.

Betsy and her staff are on the front lines of many of the challenges faced by our society as a whole.

Beyond being educators, they find themselves being part social workers, part crisis counselors, part den mothers and fathers, and fulltime role models. Schroeder adds, "if we can take away some of those basic needs and help support families, we know kids will do better in school."

To help us make sure No School doesn't mean No Lunch, visit SecondHarvestMadison.org/Donate.



Adopt
a DAIRY
COW

Help Second Harvest Foodbank by giving dairy—a rarely donated and nutrient-rich product—in an easy way.

Here's how it works: Choose a cow from **GiveDairy.com** to "adopt," then decide if you'd like to donate a day's (\$36), week's (\$252) or month's (\$1,080) worth of milk production. **So far, up to \$10,000 in "adoptions" made in June will be matched by Emmi Roth, Clack Corporation, and Compeer Financial.**

Plus, you can meet the cows at an **Adoption Ice Cream Social** on July 14 from 1-3 p.m. at Sassy Cow Creamery (for more info visit SecondHarvestMadison.org/Adopt).

Learn more about Ruby, Tia, and all the cows, as well as how to donate, at **GiveDairy.com**.

Give the Gift of Dairy Today!

Give back. Give dairy. www.GiveDairy.com



Partners



MAKING CONNECTIONS

Helping those who struggle with hunger comes down to making connections. Connections between farmers, transportation companies, production facilities, grocery stores, and local organizations are all needed to ensure that food makes it into the hands of those who have a hard time meeting the sometimes daunting task of affording enough food to feed their family.

“Connections” also refers to the connection of healthy and nutritious food to being able to maintain a healthy and fulfilling lifestyle.

It’s where the two connections meet that makes the difference to those we serve. For Second Harvest, the mixing center is a big part of our ability to connect healthy produce with those who need it.

Born of a desire to find a way to provide not only more fresh fruits and vegetables to those served by Second Harvest, but more variety throughout the year, the mixing center is a cooperative of 16 Midwestern food banks. Together we work with growers and other food banks from across the country to source, transport, store, and distribute millions of pounds of nutritious food to those facing hunger.

“People are hungry,” says Heidi Coe, Produce Strategy Manager at Second Harvest Heartland in Minnesota (managers of the mixing center). “When people who are hungry purchase food, they’re going to purchase the food that costs the least.”

By working cooperatively with our sister food banks, we can foster relationships with partners that we could never handle individually. With the mixing center, participating food banks can receive a truckload that includes many different types of produce, rather than just one type.

“It’s a way of making sure that all food banks and agencies have access to things they traditionally may not have had access to,” says Bob Branham, Director of Produce Strategy at Second Harvest Heartland.

The mixing center, however, isn’t a one-way street. During the traditional growing seasons for produce here in the Midwest, truckloads of produce like potatoes,

onions, and carrots find their way to struggling households across the country.

“We’re working closely with the food banks in Texas, they have more surplus product (especially watermelons, citrus, cucumbers, and tomatoes) than what the Texas food banks can take,” said Theresa McCormick, Produce Strategy Manager with Second Harvest Heartland. “At times, we have surplus potatoes, onions and other product, and they have surplus citrus, so how do we coordinate better together. It’s been a really positive connection.”

Food bank clients aren’t the only ones to benefit from the mixing center. In addition to some tax incentives designed to help farmers recoup a small portion of the costs they incur for product that is donated, according to Branham, farmers get something even better than money. “Farmers involved receive the value of knowing that the product that they’ve put a lot of heart and soul into isn’t going to waste.”

Expenses related to transportation, storing, and handling are shared across all member food banks. The average cost to bring in a truckload of product – around 42,000 pounds – can range from \$6,000 to \$7,000. In fiscal year 2019 (July 2018 – June 2019) Second Harvest Foodbank of Southern Wisconsin is budgeting to bring in 30 truckloads of produce from the mixing center. **If you would like to support our efforts to provide more healthy and nutritious produce to the clients we serve, visit SecondHarvestMadison.org/Donate.**



Thank you to the Alliant Energy Foundation for recently sponsoring **two truckloads** of healthy nutritious food from the mixing center!