Ending hunger in the Heartland is within reach. Second Harvest Heartland envisions that enough food will be available in the SHH service area, so that no one goes to bed hungry and no one wakes up wondering where their next meal will come from. Second Harvest Heartland will strive for an annual 15% compound growth rate in pounds of food and grocery products distributed to reach 93 million pounds in 2017, effectively ending hunger in the Heartland.

This is Second Harvest Heartland’s promise to you, the donors of time, money and food and the families living in our communities who are challenged daily or monthly with not having enough food to eat. Second Harvest Heartland will escalate efforts with an aggressive 10-year plan to close the gap that exists in our communities: the gap between the rising need for emergency food and the amount being distributed to those in need. It is a measurable achievement with benchmarks that will gauge the progress. Aspiring to reach this aggressive goal by 2017 is a challenge. SHH is reaching into unknowns as we energetically look at innovative ways to increase food distribution. Second Harvest Heartland will have to develop new methods to get food distributed to those who need it in order to reach the goal of closing the gap.

Of this we are thankful: Second Harvest Heartland is positioned to fulfill our goal to end hunger in the Heartland by the year 2017. Thanks to the generosity of our many donors and the commitment of the SHH volunteers and employees, SHH can accomplish our mission by 2017.

Second Harvest Heartland has already taken giant steps towards reaching the goal. In fiscal year 2007 (Oct. 1, 2006 – Sept. 30, 2007) SHH set a goal of 33 million pounds of food and grocery products distributed to our 950 member agencies and programs. That goal was surpassed by 1.5 million pounds. One venue that helped Second Harvest Heartland exceed its food distribution goal last year is the pioneering mobile Food Outreach program that distributed an additional 2 million pounds of food this year. SHH has expanded freezer/cooler space and is planning the purchase of new trucks to further the efficiency of food delivery in the SHH service area.

Continued on page 3...
Second Harvest Heartland was thrilled when Famous Dave’s approached us last year about kicking off its Annual Meeting for 75 staff from around the country with a teambuilding/volunteer activity at the Maplewood Distribution Center.

The only potential problem? Keeping such a large group busy.

The Famous Dave’s team was like a “storm of energy and enthusiasm,” according to Ray Ahlgren, Second Harvest Heartland Controller. “It took them an hour to do what we had planned for three hours. They blew our expectations away!”

To keep the large group busy, the Food Bank operations staff asked the restaurant team to take a pallet of mixed, frozen foods and repackage the items into various product categories (for example: mixed entrees, breakfast items and ice cream novelties). As a result: SHH now provides more convenient packaging and more accurate descriptions of its grocery product items.

The event led Second Harvest Heartland to re-position the corporate volunteer experience as a great opportunity for teambuilding. “Famous Dave’s raised the bar and set an expectation for other volunteer groups,” said Ray. “They helped us be a better motivator and became a benchmark in terms of productivity and enthusiasm for other groups.”

For the second consecutive year, Famous Dave’s kicked off its Annual Meeting with a memorable team-building experience in the SHH food bank.

Second Harvest Heartland cannot achieve its mission to end hunger without the legions of volunteers who offer their time and talent to assist with everything from packing boxes of food and to helping with administrative projects to coordinating special events or making deliveries to home-bound clients. Many private, civic and corporate groups find volunteering at SHH makes a great team building activity!

The recent Volunteer Recognition Event celebrated these partners who have contributed to SHH’s mission of ending hunger in the Heartland.

For more information about volunteering at Second Harvest Heartland, contact Dennie Scott, Volunteer Manager, at dscott@2harvest.org or 651.209.7939.

The Farm Bill Isn’t Just About Farming

The 2007 Farm Bill being considered in Congress comes around just once every five years and contains funding for vital nutrition programs that are provided by Second Harvest Heartland. The Senate Agriculture Committee completed work on the 2007 Farm Bill the end of October that included $4.3 billion in additional funding authority for nutrition programs.

The bill reauthorizes the Commodity Supplemental Food Program (CSFP) and authorizes up to $50 million over five years to make grants to food banks and other organizations for maintenance and to improve food distribution. A $1.1 billion fruit and vegetable program was included to promote child health and nutrition for low-income children. Provisions of the Food Stamp program were amended to remove barriers to participation and prevent inflation from eroding the values of food stamps.

Second Harvest Heartland is providing training and leadership to a national network of food bank executives who are advocating for the stronger nutrition title. The full Senate is expected to consider a vote after Thanksgiving, before moving to a conference committee to reconcile differences with the House Farm Bill passed in July 2007. Final action on the bill, including the President’s signature, is not expected before mid-December 2007 or January 2008.

The full Senate is expected to consider a vote on the Farm Bill after Thanksgiving. This bill, which comes around every five years, contains funding for vital nutrition programs that are provided by SHH.
More Success with Recent Fundraisers

**Bremer Banks**
For the second year, Bremer Bank partnered with Second Harvest Heartland and Hubbard Radio to promote awareness of hunger relief in May and June. The multifaceted promotion included radio announcements and a Radio-A-Thon on June 5, newspaper and magazine advertising, letters to the editor, truck advertisements, awareness at a Twins baseball game, and strong men doing the “heavy lifting” in the fight to end hunger. The Otto Bremer Foundation issued a challenge grant to match donations up to $50,000. A grand total of $138,454.66 was raised through this creative and innovative partnership. Cub Foods hosted a $1 breakfast on Hunger Awareness Day on the Minneapolis Nicollet Mall to round out the many events that made so many more people aware of the nearly invisible problem of hunger in our communities.

**ASID**
The American Society of Interior Designers (ASID) showcase home tour held in May raised $8,837.51 to support SHH hunger relief efforts.

**Cub Foods’ Round-Up**
This fundraiser netted an amazing total of $157,000! Customers donated $107,000, and Cub matched $50,000. This is double last year’s donation of $78,500.

Ending Hunger

**Bremer Bank’s “Make Change” campaign was the cornerstone of Hunger Awareness Week.**

**Ending Hunger continued from page 1**

With your help and support, Second Harvest Heartland looks to the future with creative, enthusiastic vigor. SHH is committed to closing the gap between need and supply and aspiring to the goal of ending hunger in the Heartland.

**Transfer Funds from your IRA:**
**Help Feed More Hungry People!**

Last summer, the Pension Protection Act of 2006 was signed into law. This new opportunity allows you to contribute IRA funds without tax penalties. But the deadline is December 31, 2007, so you must act now!

If you (or someone you know) are age 70-1/2 or older, and you own a traditional or Roth IRA, you may directly transfer it to Second Harvest Heartland without considering it in your taxable income.

Contact your tax professional for more information.

**Prefer to Receive This Newsletter Via Email?**
If you’d like to receive our quarterly newsletter as a PDF via email, rather than a hard copy, please contact Nicki Kruszka at 651.209.7941 or nkruszka@2harvest.org.

**Upcoming Events**
Mark your calendar for these upcoming special events. For more information, please visit www.2harvest.org and click on “Events.”

**Canadian Pacific Railway Holiday Train**
December 11, 2007
Two freight trains decorated with thousands of Christmas lights carry musicians who will entertain crowds from boxcars that convert into performance stages. Money and non-perishable food will be collected. Call 800-766-7912 or visit www.cpr.ca for complete schedule.

**Mpls.St.Paul Magazine Best of the Best Party**
February 18, 2008
An annual party that celebrates the best of the Twin Cities. Proceeds from advance ticket sales go directly to Second Harvest Heartland.

**DISH: Cuisine for Change**
Mark your calendar for Thursday, April 24th, 2008. For DISH: Cuisine for Change, SHH’s annual gala. Look for more information soon on www.2harvest.org.
A good-intentioned Bar Mitzvah project yielded big results for Second Harvest Heartland.

Eli Finkelstein of Plymouth raised $1,766 and collected 224 pounds of food, all of which he and his mother delivered to Second Harvest Heartland. “That’s where a mini-van comes in very handy,” chuckled Eli’s mother, Stacy Finkelstein.

Eli and his family came up with a fundraising idea that connected with their Annual Neighborhood Campout in June. Eli distributed bags for food and fund donations to all of the 31 homes in his neighborhood. Eli also asked for donations from the guests of his Bar Mitzvah.

“It makes me feel great to know that I’ve helped to bring food to others who are less fortunate than me so that they can feel good too,” said the Wayzata East Middle School eighth grader.

A Mitzvah (pronounced MITZ-vah) is a Hebrew word that means “commandment” or “connection”. When one performs a positive Mitzvah, such as giving to charity, it is an expression of a connection to God. Eli’s good deed, in turn, is a gift of hope to the children, families, seniors and others in need who are counting on Second Harvest Heartland to provide food for their Thanksgiving meal or other meals this holiday season.

Eli Finkelstein is the son of Steve and Stacy Finkelstein. His family is a member of Adath Jeshurun Synagogue in Minnetonka, Minnesota.

When not doing good deeds, Eli enjoys golfing, skiing and bicycling, things you might expect from a new teenager.

Second Harvest Heartland deeply appreciates the support of Eli and others like him, who donate their time, talents and treasures to help end hunger in our communities.