Doing more with your contributions every year!
Each spring, we release our annual financials and recap all of our accomplishments from the year prior. And each time we compile the information for our annual report, I’m humbled by the magnitude of what we’re able to accomplish together.

As a food bank, we’re proud of our efficiency, and the more than 95% of every donation we’re able to apply directly to our programs. But as a hunger relief organization, we’re perhaps even more astounded by the number of you—our contributors of time, energy and dollars – who continue to step up to the plate in huge ways to fight for our neighbors in need. You’re helping us find new and innovative ways to unlock our community’s abundance, such as sourcing local food from farmers and growers right here in the heartland.

As you’ll see later in this report, we’re distributing double the amount food we were just four years ago. We would not be able to source this food without your support, and we wouldn’t be able to distribute it without the nearly 12,000 individual volunteers who gave their time to help sort, pack and label it for delivery into the community.

No matter what type of contribution you make to Second Harvest Heartland, please know how very much we appreciate your support. You play a crucial role in our mission to end hunger through community partnerships, and we thank you.

-Rob Zeaske
A LOOK INSIDE THE NUMBERS

Percentage of every donation that goes to programs

- 2010: 94%
- 2011: 95.2%

Getting better at what we do every year.

- Total Volunteers:
  - 2009: 7,533
  - 2010: 9,068
  - 2011: 11,962

- Total Hours:
  - 2009: 37,397
  - 2010: 45,707
  - 2011: 61,000

2012 Projection:
- Volunteers: 15,000
- Hours: 72,700

Price per pound distributed:
- 2008: $0.207
- 2009: $0.226
- 2010: $0.250
- 2011: $0.209

Meals provided:
- 2008: 32,265,625
- 2009: 38,359,375
- 2010: 46,562,500
- 2011: 54,687,560
### REVENUE

<table>
<thead>
<tr>
<th></th>
<th>F2010</th>
<th>F2011</th>
<th>% Change 11-10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Donations, In Kind</td>
<td>$71,273,239</td>
<td>$82,632,801</td>
<td>15.9%</td>
</tr>
<tr>
<td>Program Services</td>
<td>$6,461,154</td>
<td>$7,142,772</td>
<td>10.5%</td>
</tr>
<tr>
<td>Contributions</td>
<td>$12,239,745</td>
<td>$11,845,647</td>
<td>-3.2%</td>
</tr>
<tr>
<td>Government Contracts</td>
<td>$2,281,039</td>
<td>$1,952,934</td>
<td>-14.4%</td>
</tr>
<tr>
<td>Other revenue</td>
<td>$60,610</td>
<td>$115,651</td>
<td>90.8%</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>$92,315,787</td>
<td>$103,689,805</td>
<td>12.3%</td>
</tr>
</tbody>
</table>

### PROGRAM EXPENSES

<table>
<thead>
<tr>
<th></th>
<th>F2010</th>
<th>F2011</th>
<th>% Change 11-10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Distributed, In Kind</td>
<td>$77,883,379</td>
<td>$89,262,552</td>
<td>14.6%</td>
</tr>
<tr>
<td>Programs</td>
<td>$9,230,635</td>
<td>$10,353,839</td>
<td>12.2%</td>
</tr>
<tr>
<td>Administrative expenses</td>
<td>$2,277,020</td>
<td>$1,620,841</td>
<td>-28.8%</td>
</tr>
<tr>
<td>Fundraising expenses</td>
<td>$3,234,952</td>
<td>$2,590,199</td>
<td>-19.9%</td>
</tr>
<tr>
<td><strong>Total Functional Expense</strong></td>
<td>$92,625,986</td>
<td>$103,827,431</td>
<td>12.1%</td>
</tr>
</tbody>
</table>

Net Excess (or Deficit) $ (310,199) $ (137,626)

### ASSETS

#### Current Assets

<table>
<thead>
<tr>
<th></th>
<th>F2010</th>
<th>F2011</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and Cash Equivalents</td>
<td>$1,642,252</td>
<td>$1,139,315</td>
<td>-30.6%</td>
</tr>
<tr>
<td>Investments</td>
<td>$2,196,149</td>
<td>$1,131,084</td>
<td>-48.5%</td>
</tr>
<tr>
<td>Accounts Receivable:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade</td>
<td>$844,059</td>
<td>$897,482</td>
<td>6.3%</td>
</tr>
<tr>
<td>Grants</td>
<td>$499,587</td>
<td>$590,841</td>
<td>18.3%</td>
</tr>
<tr>
<td>Other</td>
<td>$240,667</td>
<td>$1,336,238</td>
<td>455.2%</td>
</tr>
<tr>
<td>Inventory</td>
<td>$4,713,907</td>
<td>$4,664,084</td>
<td>-1.1%</td>
</tr>
<tr>
<td>Prepaid Expenses 1</td>
<td>$28,679</td>
<td>$110,309</td>
<td>284.6%</td>
</tr>
<tr>
<td><strong>Total Current Assets</strong></td>
<td>$10,165,300</td>
<td>$9,869,353</td>
<td>-2.9%</td>
</tr>
</tbody>
</table>

#### Land, Buildings and Equipment Net

<table>
<thead>
<tr>
<th></th>
<th>F2010</th>
<th>F2011</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>$5,338,921</td>
<td>$4,909,448</td>
<td>-8.0%</td>
<td></td>
</tr>
</tbody>
</table>

Other Assets: $10,309 $5,214 $-49.4%

**Total Assets**: $15,514,530 $14,784,015 $-4.7%

### LIABILITIES AND NET ASSETS

#### Current Liabilities

<table>
<thead>
<tr>
<th></th>
<th>F2010</th>
<th>F2011</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts Payable</td>
<td>$917,169</td>
<td>$501,257</td>
<td>-45.3%</td>
</tr>
<tr>
<td>Current Maturities of Long-Term Debt</td>
<td>$172,200</td>
<td>$182,458</td>
<td>6.0%</td>
</tr>
<tr>
<td>Fiscal Agent Payable</td>
<td>$16,662</td>
<td>$25,328</td>
<td>52.0%</td>
</tr>
<tr>
<td>Accrued Expenses</td>
<td>$599,860</td>
<td>$588,418</td>
<td>-2.2%</td>
</tr>
<tr>
<td><strong>Total Current Liabilities</strong></td>
<td>$1,705,891</td>
<td>$1,295,461</td>
<td>-24.1%</td>
</tr>
</tbody>
</table>

#### Net Assets

<table>
<thead>
<tr>
<th></th>
<th>F2010</th>
<th>F2011</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted Operations</td>
<td>$8,291,203</td>
<td>$7,793,345</td>
<td>-6.0%</td>
</tr>
<tr>
<td>In Kind</td>
<td>$4,100,760</td>
<td>$4,106,516</td>
<td>0.1%</td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td>$12,391,963</td>
<td>$11,899,861</td>
<td>-4.0%</td>
</tr>
</tbody>
</table>

#### Program Expense: 94.0% 95.9%

#### General & Administration Expense: 2.5% 1.6%

#### Fundraising Expense: 3.5% 2.5%
The Mosaic Company has made a significant impact on the lives of our hungry neighbors through various generous financial contributions. In 2011, Mosaic was the lead supporter of our Fellowship of the Fresh initiative at the Minneapolis Farmers Market as well as the second annual matching sponsor for GiveMN.org’s Give to the Max Day.

The Schwan Food Company is known for providing good food with a community focus, and now that focus centers on local families in need. Food is the core of our business, and generous donors like Schwan who contribute healthy, nutritious food are crucial to our work.

General Mills has a long-standing commitment to hunger relief at both a corporate and an employee level. The manufacturer of many beloved brands encourages personal philanthropy among employees, and about 83 percent of domestic General Mills employees volunteer, accounting for 851 hours contributed to Second Harvest Heartland in 2011.

The National Association of Letter Carriers Branch 9, Minneapolis and Branch 28, St. Paul has been a strong force in raising awareness of hunger relief in our community. As part of Stamp Out Hunger 2011, 2,000 letter carriers collected nearly 1 million pounds of donated food in a single day.

The Minneapolis Farmers Market has partnered with Second Harvest to increase the amount of fresh food available to food shelves, securing more than 275,000 pounds of fresh-picked fruits and vegetables that otherwise would have gone to waste. The partnership has set a strong example of out-of-the-box thinking for food shelves looking to start their own market collections.

With more than 5 million pounds of fresh food donated to our Food Rescue program, Target continued a strong tradition of fighting hunger. Target is dedicated to hunger relief on a local and national level, piloting the Meals for Minds initiative and encouraging employees to volunteer in the fight against hunger.
CORPORATE • RESIDENTIAL MORTGAGE GROUP

Since 2007, Residential Mortgage Group has offered a special incentive to its customers: For each referral-based loan that they close, RMG donates $100 to the referred client’s choice of school, police station or fire department. The “Refer a Friend. Build Your Community.” program has resulted in $1 million donated to these great causes. But in 2010, RMG realized that the cause of hunger was going overlooked in our community, so they added Second Harvest Heartland as a choice for donation. RMG has contributed more than $86,000 to the fight against hunger in just over a year.

RMG President Steve Sherwood puts the effort into perspective. “We’ve been blessed, and we’re able to. Why not give back?”

RMG and their clients have helped provide more than 420,500 meals to the hungry children, seniors and families in our community. We sincerely thank them for their efforts.

FOOD • KOWALSKI’S

The Second Harvest Heartland Food Rescue Program is an innovative solution for grocery retailers seeking to eliminate waste and also give something back to the community. Fresh food through this program accounted for nearly 20% of our distribution in 2011, thanks in large part to donations from nine Kowalski’s Markets.

“With so many people who could use this food, it’s a shame when it goes to waste,” said Kowalski’s Executive Assistant Deb Kowalski. “The reward is in knowing that it’s going to people in our community who need it. It could be anyone who needs help, so it’s important to do anything we can – as a community – to help those who need help.”

Kowalski’s is a pioneer in food recovery that has partnered with Second Harvest Heartland for more than two decades. As the need for fresh, nutritious food grows, Kowalski’s contributions are an invaluable resource.
INDIVIDUAL • ANN PEDRETTI

Second Harvest Heartland has experienced tremendous success for GiveMN.org’s Give to the Max Day event the past couple of years. In 2011, a special group of donors stepped up to generate an additional pool of matching funds—and Ann Pedretti of Pedretti Consulting, Inc. was one of those donors.

As an independent contractor and owner of a consulting business, Ann understands how important it is to run on a budget. “I am very careful about the charities I choose to support,” she told us, “and Second Harvest Heartland’s expense ratio and efficiencies are impressive.”

“My business is a community partner and we like to support Second Harvest Heartland as one of the most efficient providers in helping people in need,” Ann said. She also challenges other businesses to support local organizations in the same way. “It’s a win-win.”

Special thanks to Ann and Pedretti Consulting, Inc. for the generous commitment.

CAUSE MARKETING • GIVE A LITTLE, FEED A LOT

The inaugural Give a Little, Feed a Lot campaign launched in 2011 and was a great success, raising nearly $150,000 and nearly 750,000 pounds of food for Second Harvest Heartland, Minnesota Feeding America food banks and local food shelves and pantries. The campaign’s success is thanks to unique contributions from Cub Foods, Dr Pepper Snapple Group, KSTP and MOM Brands, who partnered to drive donations as well as awareness.

“Hunger relief is a critical social responsibility issue for Cub Foods,” said Cub Food President Brian Audette. “Along with our partners at Snapple, MOM Brands, and KSTP, we were able to join forces to raise much needed food, cash, and awareness during September’s Hunger Action Month. Give a Little, Feed a Lot drive is one of many programs Cub supports to address food insecurity.”

The campaign was a true partnership, bringing together many great organizations in creative ways.

EVENT • TASTE OF THE VIKINGS

For more than 20 years, the Taste of the NFL organization has been working to kick hunger. Spearheaded and founded by local restaurateur and Second Harvest Heartland supporter Wayne Kostroski, the party with a purpose has been making a huge impact on hunger relief both locally and nationwide.

“We’re proud to be able to make a difference in the hunger relief community through Taste of the NFL events like Taste of the Vikings,” Wayne told us. “These events could not exist without tremendous support from teams like the Vikings, dedicated chefs and players, countless volunteers and food banks like Second Harvest Heartland doing important work in our communities.”

Special thanks to Wayne and the rest of the Taste of the NFL organization for the ongoing support of our work.

VOLUNTEER • BARB MILLER

For the past five years, Barb Miller has dedicated countless hours of time to make our annual gala, Dish: Cuisine for Change a tremendous success. Barb has assisted with event preparation and setup as well as participating in the event as an attendee and generous contributor. She’s also a part of the auction committee, helping secure items for the event’s live and silent auction.

“Barb is such an important part of the Dish team, but is also a great friend to Second Harvest Heartland and to me,” said Heidi Yankovec, Events Manager for Second Harvest Heartland. “She always has such a positive attitude—everyone just loves working with her.”

On behalf of all of us at Second Harvest Heartland, thank you, Barb for your generous gifts of all kinds, and for your positive spirit!
From all of us at Second Harvest Heartland and on behalf of those we serve, we extend our sincerest gratitude to the donors listed on the following pages, as well as the thousands of other organizations and individuals who contribute generously to the fight to end hunger in the heartland.

For your efforts in 2011 and beyond, we thank you.
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Leadership ($250,000 +)
- General Mills
- Greater Twin Cities United Way
- Target

Mission ($100,000 +)
- 3M
- Ameriprise Financial
- Bremer Bank
- ConAgra Foods Enterprise Services, Inc.
- Kraft Foods
- Margaret Rivers Fund
- Minnesota Vikings Children’s Fund
- The Mosaic Company
- Open Your Heart to the Hungry and Homeless
- Walmart Foundation

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- SUPERVALU

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($5,000 - $9,999)
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- AgriBank
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Dakota Growers Pasta Co., Inc.
Feed My People Food Bank
Fish & Richardson
Frito Lay
FRWD, Co.
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Herr Family Foundation
Information Builders
ING Community & Volunteer Matching Program
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Kopp Family Foundation
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Cargill Kitchen Solutions
Catallia Mexican Foods
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