WE'RE DOING MORE THAN EVER TO END HUNGER
Because everyone should have enough to eat
One hundred million missing meals leave no doubt: hunger is more prevalent than ever before, right here in our community.

Today, 1 in 10 of our neighbors is at risk of missing a meal on any given day, and the face of hunger isn’t the person you might expect.

She is the widow down the street, struggling to survive on her fixed income. He is the young man on your son’s basketball team whose mother is working 60-hour weeks just to make ends meet. They are our neighbors, our friends, even our family members—they are our region's hungry and they need our help.

Second Harvest Heartland is one of the nation’s largest, most efficient and most innovative food banks. We work to relieve hunger by distributing food into the community through 1,000 partner agencies in Minnesota and western Wisconsin. We drive results through data-driven thought leadership, partnership and innovation, helping to improve the region’s larger hunger relief system.

In this community report, you’ll learn more about Second Harvest Heartland’s community impact—about the meals we’ve distributed thanks to benevolent partners, the transformational impact of data-driven innovation, and perhaps most importantly, you’ll learn how you can become a part of this important movement. Join us, won’t you?

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**A Message from our CEO**

Each spring, when we take time to reflect on the collective impact we’ve been able to make on the community in the past 12 months, I can’t help but be equal parts inspired and motivated: Inspired by the impact of the contributions of so many of our partners, and motivated by the vast opportunities before us that we have yet to capture. While we’ve doubled our distribution over the past five years, with thousands of volunteers and donors responding by doubling and tripling their contributions, we owe it to our community—to the families, children and seniors we serve—to do even more...to capture the available, underutilized resources in this land of plenty and steward the safe delivery of food to dinner tables across our 59-county service area.

In this community report, you’ll read stories of new partnerships and transformational initiatives: A pilot initiative that gleaned more than 600,000 pounds of sweet corn; the opening of Second Harvest Heartland West, our hub for new and expanding volunteer activities; and you’ll read about compelling research and system innovation via “Community Close-Up” from Hunger-Free Minnesota that will help our hunger relief work by identifying high-need, low resourced areas at the census tract level, thanks to our partners at the Boston Consulting Group.

If you’re a part of the Second Harvest Heartland community of supporters—whether through financial contributions, volunteer hours or corporate employee engagement—thank you. Partnerships like yours are imperative to our work. And if you haven’t yet had a chance to contribute during this important time for so many of our neighbors, I hope the information contained in this report will compel you to join us.  

- Rob Zeaske, Chief Executive Officer
Despite the recession that began in 2008, Second Harvest Heartland—thanks to the generosity of community partners and new resources—has been able to forge ahead and continue to innovate in an effort to meet the ever-increasing demand for food.

Because of its innovative ideas in food sourcing and the generosity of community partners, Second Harvest has more than doubled the amount of food it distributes since the recession began. As the largest hunger relief organization in the Upper Midwest, Second Harvest distributed 76 million pounds of food in 2012—up from 38 million pounds in 2008.

“One of the key reasons for our growth is our success in finding new food avenues,” explained Rob Zeaske, CEO of Second Harvest Heartland. “Some of our traditional food sources have declined in recent years, challenging us to discover new frontiers.”

As we analyze the data that has been collected, we can see that hunger in our state is both more prevalent and more solvable than most of our neighbors realize,” Zeaske noted. “In this land of plenty, we have to make sure that people have access to this nutritious food. Ensuring every one of our neighbors has access to three meals per day is more than possible. We can do this.”

In addition to new food streams and initiatives, Second Harvest prospered during the recession years by increasing its volunteer base. In fact, the number of hours volunteers have contributed sorting, packaging, labeling and delivering food in the past three years has nearly tripled. In 2009, volunteers donated around 37,000 hours of time—and in 2012, the total hours surpassed 99,000.

Yet another new frontier for Second Harvest is expanded food distribution. Two recent programs are the Summer Food Service Program, administered at the federal level but supported locally by Second Harvest Heartland in partnership with the Minnesota Department of Education, which served over 2.2 million meals to Minnesota kids at 600 different sites. In addition, Meals for Minds, supported by Target, is a school pantry program that distributes fresh produce and grocery items once a month at nine schools in low-income areas (Meals for Minds just served its one-millionth pound of food!).

“Even as we come out of the recession, we know it is vital to keep the momentum going,” explained Zeaske. “There were hungry neighbors before the recession and there will be hungry neighbors in the future. It is important to stay focused, expand current programs, push into new areas and continue to break new ground.”
At retail grocery stores, there is product that is perfectly edible yet unable to be sold to customers for various reasons. These produce, meat, bakery, dairy and deli items collectively represent both the fastest-growing program and the second largest source of food for Second Harvest Heartland.

Today, more than 300 retail grocery stores donate food through Retail Food Rescue including Cub Foods, Target, Walmart, Sam’s Club, Coborn’s and Byerly’s (among others)—and 2012 marked the kickoff for the first convenience store pilot program with Kwik Trip. Cub Foods alone, our Hunger Hero in the Green category for this year, contributed more than 7 million pounds of food through Retail Food Rescue in 2012.

While shelf-stable foods—boxed cereals, canned fruits and vegetables, canned proteins—provide a valuable staple on the tables of those in need, Second Harvest Heartland is also focused on a well-rounded offering of food choices for families, including fresh, nutritious product through programs like Retail Food Rescue.

Community Outreach Programs

- **Supplemental Nutrition Assistance Program (SNAP) Outreach** - One in three people who qualify for SNAP (food stamps) don’t access their benefits. Our team of outreach specialists helps break down barriers through screening and application assistance, helping connect more people with more food in their time of need.

- **Meals for Minds School Pantry Program** - With funding from Target, we distribute food at schools in low-income areas across the Twin Cities each month during the school year through Meals for Minds. Families can receive groceries for each child enrolled at the school.

- **Summer Food Service Program (SFSP)** - During school, approximately 375,000 Minnesota children receive free or reduced-price meals. But when summer arrives, only about 20% of these kids continue to access similar meal programs. To fill this gap, we team up with the Minnesota Department of Education to help connect kids with summer meals.

- **Commodity Supplemental Food Program (CSFP)** - Each month, we provide a box of nutritious food to income-eligible women, children and seniors 60 years and over, through the Nutrition Assistance Program for Seniors (NAPS) and MAC (Mothers and Children) programs.
You have to love it when a plan comes together – especially when the result is 465,000 meals for hungry people.

In Minnesota, an estimated 210 million pounds of sweet corn, peas and potatoes go unharvested every year. Nothing is wrong with this produce. Sometimes growing conditions don’t cooperate with a food processor’s schedule and there just isn’t enough time to can or freeze the vegetables before they spoil. Second Harvest’s agriculture surplus initiative—called Harvest to Home—recovers surplus crops that would otherwise go unharvested and delivers them to needy families via local food shelves.

“We are in the breadbasket of the world,” explained Ellie Lucas, chief campaign officer for Hunger-Free Minnesota, an organization dedicated to closing the annual 100 million missing-meal gap in Minnesota. “There is no reason that produce should go to waste simply because there is no system in place to recover it.”

The operative word is “system.” When the call came last September that 600,000 pounds of sweet corn in western Minnesota was available, a coalition of Minnesota food companies and food relief organizations was ready. It mobilized and coordinated corporate donations including facilities, equipment and refrigerated trucks with volunteers who sorted and packed the corn for shipment.

Spearheaded by Second Harvest Heartland and Hunger-Free Minnesota, along with Cargill, General Mills, SUPERVALU and Seneca Foods (a vegetable processing plant with several locations in Minnesota), the coalition’s first large-scale agricultural recovery project was a remarkable success.

“On very short notice, all our partners stepped up and pitched in,” said Tony Mans, director of food sourcing at Second Harvest Heartland. “It was definitely a team effort. And it was a success. We filled the shelves of food pantries in Minnesota, Wisconsin, North Dakota and South Dakota.” Altogether, food banks in 10 states received nutritious corn-on-the-cob from western Minnesota farms.

Thanks to the collaboration of these generous partners, Second Harvest Heartland was able to reduce waste and leave 465,000 people smiling ear-to-ear.

Sweeeeeeet! Saving 600,000 lbs of sweet corn
- by Tam Westover, Pioneer Press

Some of our new or expanded pioneering programs include:

**Harvest to Home**
an agricultural surplus program that gathers and distributes crops that would go to waste. In 2011, 2.3 million pounds of surplus produce were captured; in 2012, more than 4.3 million pounds were collected.

**Pallet-of-the-Month Club**
featuring donations of first-run, newly produced product on a pallet-per-month basis from nine local food manufacturers, translating into 390,000 meals a year.

**Prepared Food Rescue**
Still in the planning stage, this pilot program will rescue and distribute some of the prepared cooked food donated by hotels, restaurants and convenience stores.

**Food Rescue Program**
the fastest growing source of food at Second Harvest, this program collects food donations from more than 300 retail stores in the region.
Soon to celebrate its first birthday, Second Harvest Heartland West has vastly exceeded expectations in terms of accommodating more volunteers, handling and distributing more food and expanding opportunities for future growth. Conveniently located ten minutes from downtown Minneapolis in Golden Valley, the new Second Harvest volunteer-focused facility is nearly 50 percent larger than its previous site and provides space for at least four times the number of volunteers.

“Second Harvest West gives us the opportunity to think bigger – much bigger,” explained Bob Chatmas, Chief Operating Officer at Second Harvest Heartland. “This year was our pilot year and we are already processing foods that we couldn’t handle before.”

A case in point is the dramatic growth of Harvest to Home, an agricultural surplus program that rescues fresh produce that would otherwise go to waste. In 2011, Second Harvest collected 2.3 million pounds of produce from 40 regional farms. In 2012, that amount almost doubled – to 4.3 million pounds of everything from apples to zucchini, from 60 farms. Prompt processing of the perishable produce was possible because of the additional space – and volunteers! – at Second Harvest Heartland.

In addition to being bigger, the new facility was also designed to provide a premier volunteer experience. Last year, throughout the organization, 20,000+ people volunteered a total of 99,000 hours—the equivalent of 47 full-time employees. Without its cadre of dedicated and enthusiastic volunteers, Second Harvest Heartland would not be able to source and distribute the mass quantities and large variety of foods it does.

CAUSE MARKETING: Lunds & Byerly’s – Reuse & Reward Program a Success

Lunds and Byerly’s “Reuse and Reward” program, where 5 cents is donated to Second Harvest Heartland for every reusable bag used to pack customers’ groceries, hit the 4 million bag mark this year, translating to financial support of more than 740,000 meals to those in need in our community since the program began in 2009.

According to Bea James, senior manager of organic, natural and sustainable programs at Lunds and Byerly’s, “Reusable bags help lessen our customers’ impact – and our company’s impact – on the environment by reducing the amount of paper and plastic bags entering the waste stream. Now, through our Reuse and Reward program, that impact extends to those less fortunate who also benefit from customers using reusable bags at our stores.”
“We want Second Harvest to be the first place people think of when they decide to volunteer somewhere,” said Chatmas. The new location is open and inviting, boasting lockers, safe food practices, spacious bathrooms, plenty of elbow room for sorting and packing, plus convenient parking. A large meeting room can accommodate groups of up to 100. The smaller “Celebration Room” is ideal for casual get-togethers, such as birthday parties. Both rooms are open to the community.

“When we tell them how many meals they provided, they whoop and holler,” said Chatmas. “We encourage them to come back, and many do. Some become regulars. It’s a very rewarding experience.”

### ON THE HORIZON
The year 2012 marked some significant advances in the regional hunger relief system and at Second Harvest Heartland as a whole—but it also saw the beginnings of some groundbreaking studies and projects that are sure to change the landscape for the future of our work.

#### Community Close-Up
Past research has allowed Second Harvest Heartland (and Feeding America nationally) to get a snapshot of the hunger problem as locally as each county. But thanks to in-kind support from the Boston Consulting Group and the coordination by Hunger-Free Minnesota, we now can understand both hunger and resource prevalence down to the census tract level. This groundbreaking research is called the Community Close-Up, and it contains census tract-specific meal gap and resource data for the entire state.

#### TCHI Collaborative Client Intake Database
Second Harvest Heartland is a participant in the Twin Cities Hunger Initiative Technology Collaborative, led by the Greater Twin Cities United Way, helping develop a standardized client intake database for regional hunger relief organizations. The database will help the emergency food system capture and share consistent data about the individuals served, as well as ensure clients are able to maximize available resources for their families—meaning, the awareness and utilization of all food sources for which they are eligible.

#### Prepared Food Rescue
In late 2012, Hilton Worldwide announced multi-year partnerships with Feeding America and local food banks to redirect safe, surplus food from conferences and daily food and beverage operations to the dinner tables of families in need. Pilot activities are focusing on optimizing food and beverage operations to minimize food waste, educating local hotels (seven in Minneapolis) on opportunities for donations and establishing food-safe systems for donating food.
Cub Foods  Cub Foods is helping build stronger communities beyond its store walls by bringing more nutritious food to more people every day. In 2012, it contributed more than 7 million pounds of fresh food through our Retail Food Rescue Program. In addition to its donation of food and grocery products, Cub Foods has generously given time, funds and expertise to significantly help Second Harvest Heartland’s hunger-relief efforts through campaigns and events such as the “Give a Little, Feed a Lot” cause marketing campaign during Hunger Action Month, the Stamp Out Hunger food drive and as the presenting sponsor at Dish, Second Harvest Heartland’s annual gala.

UnitedHealth Group  UnitedHealth Group is a company focused on health and well-being, and that spirit is shared by its employees through their gifts of time to help improve the communities in which they live and work. As a testament to UnitedHealth Group’s commitment to service, its employees contributed 2,800 volunteer hours to Second Harvest Heartland in 2012—the equivalent of 350 full business days. They’ve also been instrumental in outreach campaigns to help raise awareness of senior hunger and have hosted food drives at Minnesota Vikings games.

Target  Supporting communities through giving has always been a cornerstone of Target’s business, and its widespread support of Second Harvest Heartland is a testament to that commitment to community. In 2012, Target was Second Harvest Heartland’s largest financial donor. Target provides invaluable support to Second Harvest Heartland in more visible ways through employee volunteerism, food donations and sponsorship of the Target Meals for Minds school pantry program that has distributed over 1 million meals to local kids and families in the last two years.

THANK YOU TO OUR CORPORATE, FOUNDATION AND EVENTS PARTNERS

Leadership ($200,000+)

Cub Foods
The Curtis L. Carlson Family Foundation
Dri Pepper Snapple Group
Ecobol
Ergotron
Frey Foundation
F.R. Bigelow Foundation
Let’s Kick Hunger Day
Lored Foundation
Minnesota Vikings Children’s Fund/Taste of Vikings
Otto Bremer Foundation
The Richard M. Schulze Family Foundation
UnitedHealthcare
Walmart

Mission ($100,000 - $199,999)

Alerus Mortgage, Division of Alerus Financial
Ameriprise Financial
Bremer Bank
Fidelity Foundation
The RRW & Florence Berglund Family Foundation
Margaret Rivers Fund
Open You Heart to the Hungry and the Homeless
Vintner Ball

Abbot Downing
Alfred A. Iverson and Family Foundation
Alliant Energy Foundation’s Drive Out Hunger Golf Classic

($25,000 - $49,999)

Feeding America thanks to Kraft Foods
Fred C. and Katherine B. Andersen Foundation
The Bank of America Foundation
Cargill
Carl and Eloise Pohlad Family Foundation and the Eloise and Carl Pohlad Family Fund of the Minneapolis Foundation
The Evert Foundation
Infosoft Group
Land O’Lakes
MOM Brands
Northern Lights Combined Federal Campaign
The Schwan Food Company
Sit Investment Associates Foundation
Wells Fargo

($10,000 - $24,999)

AdvisorNet
Aloysius Foundation

($5,000 - $9,999)

Andersen Corporate Foundation
Bankcard Services Worldwide
B1 Worldwide
Birmingham-Dorsey Charitable Trust of the US Bank Private Client Reserve
CB2
CenturyLink Clarke M. Williams Foundation
CHS
Cornwell Family Fund of The Minneapolis Foundation
CHS
Cornwell Family Fund of The Minneapolis Foundation
Crate & Barrel
D’Amico Holding Company
Dean Foods
Deluxe Corporation Foundation
Dovenberg Family Foundation
Eide Bailly
Feeding America thanks to American Express
Feeding America thanks to ConAgra Foods
Boston Consulting Group  The Boston Consulting Group (BCG), in conjunction with Hunger-Free Minnesota, designed a unique data analysis tool, “Community Close-Up,” that combines data on food insecurity and missing meals within each census tract in Minnesota.

This tool provides insight into how we can fight and understand hunger at a very local level, and allows us to better target high-need, underserved populations in our communities. BCG’s leadership on this project will continue to have a significant influence on hunger-fighting strategies across our state and region.

The Sweet Corn Rescue Team  Six hundred thousand pounds of sweet corn made their way to hungry families last summer, thanks to the partnership of local food relief groups and corporations in a new food rescue pilot project.

Cargill, General Mills, Hunger-Free Minnesota, SUPERVALU and Seneca Foods Corporation came together in partnership with Second Harvest Heartland to provide transportation, equipment, warehouse space and financial support to rescue corn that would have otherwise gone to waste and deliver to those in need. This first-of-its-kind agricultural surplus initiative is planned to be repeated this year.

Edling Farms  Edling Farms, a family-run potato grower in Clear Lake, Minnesota, has donated over 4 million pounds of potatoes to Second Harvest Heartland since 2003 and continues to be one of our largest suppliers of fresh food grown right here in the heartland.

Through generous donations, the growers helped spearhead a key initiative to efficiently collect excess produce, enabling Second Harvest Heartland and partners to provide locally grown, farm fresh food to our neighbors in need—and in turn, Edling Farms has help set an important example for growers and processors alike.
### FOOD DONORS

- Agropur Inc.
- Amport Foods
- Arden Culinary
- Barrel O’ Fun
- Best Maid Cookie Company
- Catellina Mexican Foods
- Coca-Cola Refreshments
- Dean Foods
- DeChene Corporation
- Edling Farms, Inc.
- Ewing Farms, Inc.
- Five Star Potato
- Four Rivers Produce
- Frito-Lay
- General Mills
- GNP Company
- Gray Potato Farm
- Del Hayes & Sons
- J.M. Smuckers
- Hartford Potatoes, Inc.
- Svihel Vegetable Farm, Inc.
- Kaiser International
- Lettieri’s
- Minneapolis Farmers Market
- Mission Foods
- MOM Brands
- Morningstar Foods, Inc.
- Novak’s Grown-Right Vegetables
- Pahl Farms, Inc.
- Pan O Gold Baking Company
- Pepin Heights Orchard
- Pepperidge Farms
- Pepsi Beverage Company
- Peterson Potato Co.
- Prairie Potato Company
- Premium Waters Inc.
- Reinhart Foodservice
- Renpure, LLC
- Riverside Potatoes, Inc.
- Schweigert Meats
- Seneca Foods
- Stoney Brook Farms, Inc.
- SunOpta
- SUPERVALU
- The 7UP Bottling Company
- The Schwan Food Company
- Tom Petron Potato Farm
- Tony Downs Food
- US Foods
- Vee’s Marketing, Inc.
- Viterra
- Walgreens
- Wholesale Produce Supply Co.
- Wingard Farms

### CORPORATE, FOUNDATION AND EVENTS CONT.

- Johnson & Condon, P.A.
- Johnson & Johnson
- Kraus-Anderson Construction
- KSTP Summer Harvest for Kids
- Le Jeune Investment
- Leprino Foods
- Mackall Crouse & Moore
- Macy’s
- Margaret H. and James E. Kelley Foundation
- Martin/Williams
- McVay Foundation
- Memorial Blood Centers
- Midstate Reclamation SD
- Milestone AV Technologies
- Minnesota State Wireless Association
- Mt. Carmel Lutheran Church
- Northrock Partners
- Old Dutch Foods
- Olympus
- Oppenheimer Wolff & Donnelly
- Padilla Speer Beardsley
- PCL Construction Services, Inc.
- Pepsi/Frito-Lay
- Punch Pizza
- RC Lilly Foundation
- Savvis
- Shirdi Sai Baba Prayer Center
- Sodexo Foundation
- St. Paul USBC Association
- Steeler Fans of Minnesota
- Surscrips
- Tankenoff Families Foundation
- TCF Bank
- The Cade Foundation
- The Jay & Rose Phillips Family Foundation of Minnesota
- The Ron and Kathy Colby Family Foundation
- The Seven Up Bottling Company
- TOSA Foundation
- Venture Bank
- WellPoint Associate Giving Campaign
- Win and Christy Neuger Family Foundation
- Windsor Financial Group
- Xcel Energy

### INDIVIDUAL DONORS

#### $25,000+

- David and Judy Buerkle
- The J. Randal and Sharon Cochrane Charitable Fund of the Vanguard Charitable Endowment Programs
- Kate and Mark Hanson
- Morton and Merle Kane
- Hazel P. Perkins*
- Mr. and Mrs. Fred Pritzker
- Otto C. Winzen Memorial Advised Fund of the Catholic Community Foundation

#### $10,000 - $24,999

- Mr. and Mrs. Mark Bakke
- Shirley R. Boyd and John Estall
- Josephine Carpenter
- Cornwell Family Fund of The Minneapolis Foundation
- Teri and Robert Crosby
- Jill Doescher
- Harold Feigel Family Trust
- Bonita and William Frels
- Jonathan Guyton
- Phil and Nicole Hadley
- Eric and Wendy Hawkins
- Mr. and Mrs. Larry Johnson
- Tinae Kurth
- Harold Laurent*
- Joel C. Moline
- Katherine Payne
- Walter E Sawicki & Bean Robinson
- Robert and Kimberly Scott
- Kathryn Shaw and Larry LaBonte
- Alice Hummer*
- Erica and Gregory Sitton
- The Emil J. and Emily D. Slowinski Fund of The Saint Paul Foundation
- Doris Techudy
- Jim and Julie Wohlford

#### $5,000 - $9,999

- Mr. and Mrs. Clifford Anderson
- Mr. and Mrs. Rick Atterbury
- Mr. and Mrs. Norman Baer
- Ralph and Charlotte Bearman Family Philanthropic Fund of the Jewish Community Foundation
- Mrs. Shirley Birr
- Bill Bluhm and Christine Sand
- Mr. and Mrs. Dean Broadhead
- Deborah and Scott Brown
- Dr. and Mrs. Brian Campion
- Erin and Keith Carnish
- Teresa Crockett and Jeff Vangsness
- Marie-Andree and Patrick Deconinck
- Cathy and David DeSutter
- Carol Deutsch*

*Indicates a bequest gift

We have made every attempt to ensure the accuracy of these lists, and apologize for any errors or omissions.
VOLUNTEERS

1,000 + hours
Rich McDonough

999-500 hours
Jason Griffith

499-100 hours
Dick Anderson
Jan Bartels
Patricia Blaskowski
Russ Bockstedt
Bruce Bodelson
Roger Bromander
Axel Cabrera
Kristin Carriere
DeAnthony Clark
Kristin Carriere

99-60 hours
Andrews Allen
Pierre Armeil
Ron Aus
Dartanion Bennett
Sue Bockstedt
Jeanette Brandt
Jackie Breeze
Samanta Brown
Kaylin Clark
John Clifford
Noah Curalnd
Mike Debak
Sandra Dekka
Loan Duong
Michael Erdman
Anthony Fierro
Audrey Freeman
Krista Garry
Elizabeth Graven
Herman Gutze
John Hanson
Constance Jackson
Jill Johnson
Corkey Kaiser
Jim Kappel
Bridgette Kelly
Andrea Kemple
Sam Kieh
Erie Kinnen
Liz Koncker
Kelly Krapf
Christine Linde
Hilary Linderman
Robin Loken
Gregg Lowe
Gene Mammmenga
Rebecca McGee
Barb Miller
Richard Montgomery
Linda Moore
Paula Muehlenkamp
David Murphy
Nick Neiss
Cindy Nelson
Pauline Nguyen
Heidi Olson
Jan Page
Amit Patel
Ralph Paulson
Antojuette Pearson-Ettinger
Jade Ptecek
Kris Sawyer
Anna Schmidt
Jerry Schoiten
Dan Schuba
Tamaara Seefert
Pam Suedkamp
Charles Swanson
Diane Syverson
Russell Taylor
Gail Todd
Ali Vandercook
Anthony Watson
Ed Weingartner
Kimberly Weiler
Mark Wilhlemi
Shelby Yoakum

Food & Fund Drive Coordinators

$1,000 + hours
3M Foundation
3M Engineering
AdvisorNet Financial
Affinity Plus Federal Credit Union
Alerus Mortgage
Allina Diabetes Education
AmeriPride Services
Ameriprise Financial
Arch Insurance Group
Aristan
Arthur, Chapman, Kettering,
Smetak & Pikala
ATMI
BI Worldwide
Blue Plate Restaurant Company
Braden Masonic Lodge #18
Brocade
Capitol Lien Records & Research
Carlson Capital Management
Crane & Barrel
CBIZ & Mayer Hoffman McCann
CenturyLink Clarke M. Williams Foundation
CHS
City & County Credit Union
College Nannies & Tutors
Colon & Retctal Surgery Associates
Cunningham Group Architecture
Deloitte Services
Delta Dental of Minnesota
Discount Tire Company
Ecolab
Edina High School Fastpitch
Edina Realty
Eide Bailly
Faegre Baker Daniels
Gander Mountain
General Mills
Gotta Go Gotta Throw

Guy Carpenter & Company
HB Fuller
HCC Life Insurance Co
IDeaS
ING
Jenna Simon
Johnson & Condon
KPMG
Kraus-Anderson Construction
Infor
Lee Lynch and Terry Saario
Linden Hills Co-op Community
Market
Mackall Crouse & Moore
Macy’s stores
McDonald Remodeling
McKesson
Memorial Blood Centers
Mercer
Merjent
Midwest Ear Nose & Throat Specialists
Miller Entertainment & Events
Minnesota Department of Education
Minnesota Pollution Control Agency
Minnesota Vikings
Minnesota Wild
Monroe Moxness Berg
National Association for Public Health
Statistics and Information Systems
Neurosurgical Associates
Patterson Companies
Perkins + Will
Punch Pizza
RBC Wealth Management
ReliaStar Life Insurance Company
Riverbridge Partners
Schwan’s Consumer Brands
Smith Schafer & Associates
Sons of Norway
Sr Saibaba Mandir
St. Paul USBC Association
Pittsburgh Steeler Fans of Minnesota
Surescripts
Syngenta Seeds
TCI Business Capital
The Opus Group
Thrivent Financial for Lutherans
Twin City T.J.’s
Unisys
University of Minnesota Creative Writing Program
Valleyfair
Wells Fargo BBSG Loan Operations
Wells Fargo Equipment Finance
WSB & Associates

Monthly Givers

For the full list of our generous Monthly Givers, visit 2harvest.org/monthlygiverlist.

For more information on Monthly Giving visit 2harvest.org/monthlygiver or call 651.209.7950.
## MEASURING SUCCESS:
### ESTIMATED GROWTH IN POUNDS OF FOOD COLLECTED

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<th>Year</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
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<td>Food Donations, In Kind</td>
<td>49.1 million lbs</td>
<td>59.6 million lbs</td>
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## Financial Statements - FY12

### REVENUE

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<th>Source</th>
<th>F2011</th>
<th>F2012</th>
<th>% Change 12-11</th>
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<tbody>
<tr>
<td>Food Donations, In Kind</td>
<td>$82,632,801</td>
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<td>Program Services</td>
<td>$7,142,772</td>
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<td>Contributions</td>
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<td>Government Contracts</td>
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<td>Other revenue</td>
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<td>$103,689,805</td>
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### PROGRAM EXPENSES

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<td>8.9%</td>
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<td>Programs</td>
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<td>Administrative expenses</td>
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<td>Fundraising expenses</td>
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<td>$103,827,431</td>
<td>$112,092,135</td>
<td>8.0%</td>
</tr>
<tr>
<td>Net Excess (or Deficit)</td>
<td>$127,646</td>
<td>$2,380,719</td>
<td></td>
</tr>
</tbody>
</table>

### ASSETS

<table>
<thead>
<tr>
<th>Category</th>
<th>F2011</th>
<th>F2012</th>
<th>% Change 12-11</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Assets:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and Cash Equivalents</td>
<td>$1,139,315</td>
<td>$3,116,577</td>
<td>173.5%</td>
</tr>
<tr>
<td>Investments</td>
<td>$1,131,084</td>
<td>$507,782</td>
<td>-55.1%</td>
</tr>
<tr>
<td>Accounts Receivable:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade</td>
<td>$897,482</td>
<td>$860,881</td>
<td>-4.1%</td>
</tr>
<tr>
<td>Grants</td>
<td>$590,841</td>
<td>$460,499</td>
<td>-22.1%</td>
</tr>
<tr>
<td>Other</td>
<td>$1,336,238</td>
<td>$1,361,504</td>
<td>1.9%</td>
</tr>
<tr>
<td>Inventory</td>
<td>$4,664,084</td>
<td>$6,142,369</td>
<td>31.7%</td>
</tr>
<tr>
<td>Prepaid Expenses</td>
<td>$110,309</td>
<td>$16,123</td>
<td>-85.4%</td>
</tr>
<tr>
<td>Total Current Assets</td>
<td>$9,869,353</td>
<td>$12,456,735</td>
<td>26.3%</td>
</tr>
<tr>
<td>Land, Buildings and Equipment Net</td>
<td>$4,909,448</td>
<td>$4,603,755</td>
<td>-6.2%</td>
</tr>
<tr>
<td>Other Assets</td>
<td>$5,214</td>
<td>$1,012,128</td>
<td>19311.7%</td>
</tr>
<tr>
<td>Total Assets</td>
<td>$14,784,015</td>
<td>$18,081,618</td>
<td>22.3%</td>
</tr>
</tbody>
</table>

### LIABILITIES AND NET ASSETS

<table>
<thead>
<tr>
<th>Category</th>
<th>F2011</th>
<th>F2012</th>
<th>% Change 12-11</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Liabilities:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts Payable</td>
<td>$501,257</td>
<td>$940,208</td>
<td>87.6%</td>
</tr>
<tr>
<td>Current Maturities of Long-Term Debt</td>
<td>$182,458</td>
<td>$280,913</td>
<td>54.0%</td>
</tr>
<tr>
<td>Fiscal Agent Payable</td>
<td>$25,328</td>
<td>$40,474</td>
<td>59.8%</td>
</tr>
<tr>
<td>Accrued Expenses</td>
<td>$586,418</td>
<td>$592,358</td>
<td>1.0%</td>
</tr>
<tr>
<td>Total Current Liabilities</td>
<td>$1,295,461</td>
<td>$1,853,953</td>
<td>43.1%</td>
</tr>
<tr>
<td>Long Term Debt,</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net of Current Portion</td>
<td>$1,152,434</td>
<td>$1,500,826</td>
<td>30.2%</td>
</tr>
<tr>
<td>Total Liabilities</td>
<td>$2,447,895</td>
<td>$3,354,779</td>
<td>37.0%</td>
</tr>
<tr>
<td>Net Assets:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrestricted</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operations</td>
<td>$7,793,345</td>
<td>$8,501,711</td>
<td>9.1%</td>
</tr>
<tr>
<td>In Kind</td>
<td>$4,106,516</td>
<td>$5,275,610</td>
<td>28.5%</td>
</tr>
<tr>
<td>Temporarily Restricted</td>
<td>$11,899,861</td>
<td>$13,777,321</td>
<td>15.8%</td>
</tr>
<tr>
<td>Total Net Assets</td>
<td>$12,336,120</td>
<td>$14,726,839</td>
<td>19.4%</td>
</tr>
<tr>
<td>Total Liabilities and Net Assets</td>
<td>$14,784,015</td>
<td>$18,081,618</td>
<td>22.3%</td>
</tr>
</tbody>
</table>

## PROGRAM EXPENSE:

- Food Donations, In Kind: 95.9%
- General & Administration: 1.6%
- Fundraising: 2.5%

## GENERAL & ADMINISTRATION EXPENSE

- 1.6%

## FUNDRAISING EXPENSE

- 2.2%
The RRW & Florence Berglund Family Foundation has provided significant support that has had an immediate impact on our ability to transform hunger relief. In addition to generous financial support, the foundation has helped us purchase two key pieces of storage equipment—a new refrigerated tractor/trailer unit and a large refrigeration unit at our Golden Valley facility.

The new truck allows us to recover fresh meat, produce and dairy products and safely deliver them to our partner agencies through our fast growing Retail Food Rescue Program. The refrigeration unit allows us to increase the quantity of fresh, nutritious products from retailers and farmers, so our hungry neighbors get the fresh, wholesome food they need.

We, and all the families we serve, are forever grateful to the RRW & Florence Berglund Family Foundation for all they have done for Second Harvest Heartland.
MONTHLY GIVER: Jackie Fabel

Jackie Fabel became a monthly giver because she knew there was a big, ongoing need to fight hunger in our local community. She also knew that giving a monthly contribution would be the easiest and most cost-effective way to contribute. “While worldwide hunger is an issue, I think people tend to forget about the local need and don’t recognize it. A one time set-up is so easy, and your monthly contributions fill the need continuously, not only during the holidays,” said Jackie.

On behalf of Second Harvest Heartland, thanks to Jackie for her ongoing support of our work.

FOOD & FUND DRIVE: Food Mania

Food Mania began in 2008 when local accounting firm Eide Bailly approached us with an idea: create a friendly competition among local accounting and law firms in a contest to raise food and funds for Second Harvest Heartland. From this initial idea, Food Mania was born, and has grown to include employees from food companies and credit unions. Since Food Mania began, competitors have raised nearly $200,000 and collected over 42,000 pounds of food to provide nearly 800,000 meals.

“It’s fun, with entertaining and engaging activities happening during the entire Food Mania program,” said Deb Nelson, nonprofit tax manager, Eide Bailly. “But perhaps more importantly, staff and partners recognize the good work – the necessary work – being done by Second Harvest to help feed Minnesota’s hungry neighbors.”

Thank you to all participating Food Mania companies, past and present. Your enthusiastic support helps ensure all Minnesotans have access to the food they need to thrive.

FOOD DONOR: Gary Pahl

When Gary Pahl, a commercial vegetable grower in Apple Valley, Minnesota, found himself with extra corn in 2011, he called Second Harvest Heartland to see if it could be put to use. The next morning, we sent out trucks to pick up the corn and the fresh food was quickly distributed to food shelves across the state and beyond. Gary and his team felt so good about supporting their community that last year they planted crops specifically for donation, amounting to more than 240,000 pounds of corn, cabbage, green beans, cucumbers and peppers.

The donations we receive are often unpredictable, but Gary’s steady, consistent supply of fresh produce all summer long is truly appreciated—not only by us, but by our agency partners and the people they serve. Our agency partners are always in need of healthy food, and the feedback we’ve received about Pahl’s produce has been overwhelmingly positive.

Thank you, Gary Pahl, for your continued donation of fresh, nutritious produce!
EVENT:
Dish: Cuisine for Change

Since 2004, the best chefs in the Twin Cities have partnered with Second Harvest Heartland, sponsoring companies, donors and volunteers on our successful premier fundraising gala, “Dish: Cuisine for Change.”

Each year, the event raises $500,000 to support our work toward a hunger-free community, and continues to be the highest yielding fundraising event for Second Harvest Heartland. This year marks the 10-year anniversary for Dish—a milestone that would not be possible without the efforts and generosity of all partners involved.

JD Fratzke, executive chef and partner of The Strip Club Meat & Fish in St. Paul, has been involved with Dish since the event began in 2004. “In the years I’ve been involved with the Dish event, I’ve made and maintained a lot of friendships. It’s always a great time, the volunteers and donors are sincerely appreciative, and in terms of civic pride, the payoff is immense,” said JD.

Special thanks to all the chefs and restaurants that support the event each year. Their donation of time and culinary talents help to make each year’s event a success!
PLANNED GIVING:
Charles Schiller

There are many ways to support our work at Second Harvest Heartland, but legacy gifts help us to sustain ongoing and new initiatives for years to come. We are fortunate to have a special group of donors who have chosen to make a lasting difference in the lives of many. Charles Schiller and his late wife are part of this special group of planned givers.

Charles and his wife have always been passionate about three things in their lives: their family, the environment and giving back to those less fortunate in their community. Through volunteering and providing financial support as a monthly giver to Second Harvest Heartland, Charles gives back to those in need today. But Charles also feels strongly about ensuring that their support continues long after they are no longer here to help. By being planned givers and leaving a legacy gift, The Schillers will be providing food for families in need long into the future.

Thank you to the Schiller family for their thoughtful and impactful planned giving.

SPONSORSHIP:
Truck Sponsorship Program and Gold’n Plump®

Second Harvest Heartland’s fleet of trucks travels nearly half a million miles a year, picking up food donations and delivering them to our 1,000 agency and program partners who then distribute food directly to clients. The trucks are a sign of hope for many of our neighbors in need. Now, with our truck sponsorship program, companies can visibly and easily show their support of hunger relief in the communities they serve. Gold’n Plump® was the first company to support the program in 2011 by sponsoring two trucks that display the bright Gold’n Plump® poultry logo.

“We partner with Second Harvest Heartland to help provide much-needed, nutritious chicken products to those in need. Because both organizations are well known in Minnesota and Wisconsin and committed to hunger relief, we thought this was a great opportunity to feature our partnership,” said Lexann Reischl, corporate relations manager, Gold’n Plump®.

Thank you to Gold’n Plump® and all of our truck sponsors for supporting hunger relief in our community.
YOU CAN DO MORE THAN EVER TO FIGHT HUNGER.
Every $1 provides $8 worth of food!

☑ Yes! I want to help provide food for hungry families in my community.

Enclosed is my tax-deductible contribution of:
☐ $10  ☐ $25  ☐ $50  ☐ $100  ☐ Other $

☐ Please find my check, payable to Second Harvest Heartland, enclosed

Please charge my:  ☐ Visa  ☐ MasterCard  ☐ American Express  ☐ Discover

Account # _______ _______ _______ _______ CSV _______ Exp Date ___ / ___

Signature (Required) ____________________________________

Name: ___________________________________________________

Address: __________________________________________________

City: __________________________________ State: ______ Zip: ______

Phone: (___)___-_____   Email: ________________________________

Please mail your donation to Second Harvest Heartland
PO Box 64051 • St. Paul, MN 55164-4051 • 2harvest.org

Or give online at 2harvest.org/impact. Thank you for your generosity!

This Annual Report is available online at 2harvest.org/annualreport