



Confronting Suburban Poverty

Regional Council of Mayors Meeting

May 11, 2015



second harvest
HEARTLAND

Food changes everything.™



2014 Hunger Data

The Second Harvest Heartland Service Area

Second Harvest Heartland serves 59 counties in Minnesota and western Wisconsin.

We serve about
532,000
people each year.

more than
33%
are **children**
0-18 years old



10%
are
seniors
60+



Many hungry clients had to make these tough decisions at least once in the past year:



63%
choose
housing



71%
choose
transportation/gas



67%
choose
medical
care/
medicine



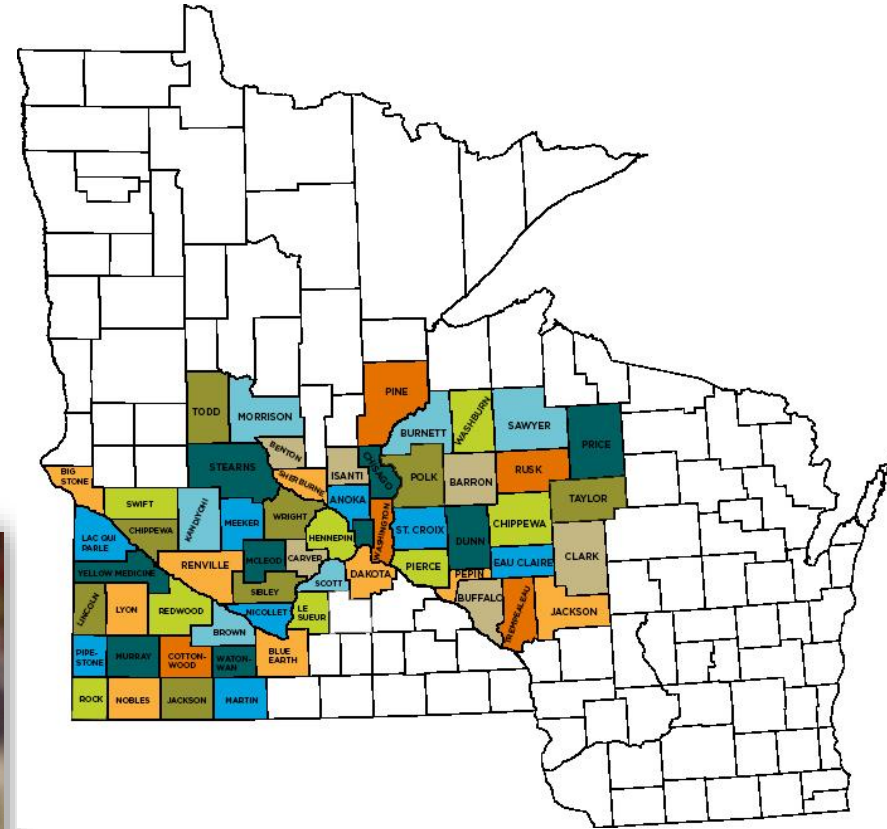
71%
choose
utilities

vs.



Helping Our Hungry Neighbors

- Second Harvest Heartland is one of the largest, most innovative and efficient food banks in the United States.
- Our mission is to end hunger through community partnerships.
- We achieve our mission by focusing on strong results, innovation and thought leadership.
- We serve 41 counties in Minnesota and 18 counties in western Wisconsin.



2014 Impact



Distributed more than **74 million** meals!



49% of the food we distributed was fresh!



Recruited **33,000** volunteers who donated over **147,000** volunteer hours!



Our Landscape and Strategy Are Evolving

Feeding Hungry Neighbors	Then	Now
Philosophy	“Recycling” - Waste is sinful	Hunger relief
Food Type	“Whatever’s left” A calorie is a calorie	Nutritious, Culturally specific
Key Stakeholder	Food donors	Clients
Strategy	Efficient delivery	Effectiveness, Program access
Role	Supplemental	Greater support
Outcome	Pounds (really an output)	Health & Stability



Suburban Hunger

Food Shelf Response:

Suburban Food Shelf partners have responded to increased need in their communities. Since 2009:

More families were visiting their local food shelf in suburban areas

- Suburban Food Shelves: 40% increase in household visits
- Total SHH Service Area: 35% increase in households visits

More unique individuals were accessing food from their food shelf

- Suburban Food Shelves: 56% increase in unique individuals
- Total SHH Service Area: 41% increase in unique individuals

Suburban Food Shelves through their partnership with Second Harvest Heartland were able to respond:

- 66% increase in pounds of food distributed out to families

