Confronting Suburban Poverty

Regional Council of Mayors Meeting
May 11, 2015
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 vs. 71% choose transportation/gas
67% choose medical care/medicine vs. 71% choose utilities
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

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