From the President’s Desk
Letter from the CEO, Michelle

Adopt-A-Dairy Cow
Support access to milk during June, National Dairy Month

Community Voices
GLO pantry brings hope and community

MAY 2023

THE INSIDE SCOOP
One of the keys to our ability to reach our strategic goals of nutrition security and food equity in the communities we support is acknowledging that we can’t do it alone. That’s why we identified “engaging collaborators” as one of our strategic plan priorities.

For us, “collaborators” can mean many things. Volunteers, our partner food providers, donors, media, farmers, those who are seeking support, and many more are all collaborators in our work. And all are vital in our vision, mission, and work supporting the thousands of families facing food insecurity in southwestern Wisconsin.

I want to share two specific examples of recent collaborations:

• We are working with the Community Advisors on Research Design and Strategies (CARDS) to help us put diverse voices and community feedback at the center of our work. CARDS groups are composed of community members recruited from community center programs such as senior meals, women’s groups, food pantries, and parenting programs. The feedback we have received from CARDS sessions has helped us improve the overall experience of our web and mobile app users. Facilitators from CARDS will help us gather feedback from our recent food equity capacity grant recipients, and they will help us develop a co-learning session about the importance of community feedback to our work.

• We recently worked with the Goodman Center in Madison to present an education session for their volunteers on hunger in our community and how they can help. Beyond sharing information, the session was an opportunity to discuss how we are working collectively to end hunger and deepen our longstanding relationship with the Goodman Center.

Thank you for being our collaborator – in so many ways! As you can see, collaborations can - and do - produce powerful results. When collaborators work together, everyone in our community will have enough nutritious food to thrive.

Michelle Orge
President/CEO

P.S. For further definitions of our strategic goals and priorities, visit www.secondharvestmadison.org/strategicplan

Sustain our community with enough nutritious food to thrive. BECOME A MONTHLY DONOR TODAY. Visit secondharvestmadison.org/sustain
ADOPT-A-DAIRY COW

Did you know? Second Harvest has to purchase most of our milk, because it is rarely donated.

This June, you can help our neighbors experiencing food insecurity gain access to fresh, nutrient-rich milk.

Through our programs and our network of food providers throughout southwestern Wisconsin we support our community with enough diverse, fresh, and nutritious food to thrive. When you “adopt” a cow, you are helping our guests have an essential food staple, fresh milk.

This year, thanks to our 2023 campaign sponsors, the first $65,000 raised for the Adopt-a-Dairy Cow program in the month of June WILL BE MATCHED!

Donate by visiting GIVEDAIRY.COM

Choose a dairy cow to symbolically adopt, then decide how many gallons of milk you'd like to provide. Once you've donated, download and print your cow's certificate to celebrate your new bovine addition!

A special thank you to NBC15 and our 2023 campaign sponsors:

Looking for meaningful ways to spend your summer? 
MAKE A PLAN TO VOLUNTEER!

Volunteer shifts are now open for May - August 2023

*Youth ages 12-16 must be accompanied by an adult.
*Youth Ages 16+ are invited to join without adult supervision.
Southwestern Wisconsin is stronger when we all come together. There’s no better example than our partnership with Lodi’s Gospel Lighthouse Outreach (GLO) mobile food pantry.

Once a month, Cynthia McDonald, GLO’s energetic and passionate Coordinator, and her dedicated volunteers help unload a Second Harvest truck filled with nutritious food and set up a drive-through line for their guests. Over the next three hours, car after car will pull up, be greeted with a smile, get their food put in their trunk, back seat, or pickup bed, and head home.

At first, GLO supported about 50 families per month. But now, increased living costs and job loss in the area have driven those numbers up to about 450 families per month. Additionally, the fact that their guests live in a rural area, with fewer grocery stores than more urban areas and no public transportation to help get residents to and from the grocery stores presents additional challenges.

According to Cynthia, GLO is about their guests. “It’s about healing the soul,” she says. “If you come through that line, we will help you.”

“We see people who had a lot and lost everything,” said Cynthia. “Once all the bills are paid, the money for food just isn’t there.”

Joleen, a guest turned volunteer at GLO, talks about how GLO has helped her family. “It’s helped us a lot. Some months the bills add up quickly. But I know that I can rely on Cynthia. I wish more people wouldn’t be embarrassed to ask for help.”

GLO has helped Joleen in other ways too. One day, after driving through the line and picking up her food, Joleen noticed that Cynthia was short a few volunteers. She asked if she could help. “Now I’m helping others,” Joleen recalls. “That’s huge!”

In addition to helping distribute food in the line, Cynthia, Joleen, and other volunteers regularly do home deliveries to families that can’t make it to GLO.

When you ask Cynthia why she’s so passionate about GLO and the families it supports, it’s personal. For 40 years, Cynthia’s family helped other families facing food insecurity by running a pantry in another part of Wisconsin. And when Cynthia started her own family, she shared that they “wouldn’t have been able to get by without family and community support.”

Today, thanks to Cynthia’s mom convincing her to re-ignite the family legacy of supporting those struggling with hunger, and a strong commitment from Lodi community leaders, Cynthia works with Second Harvest to support families in the Lodi area and beyond. “The great thing about working with Second Harvest is they provide so much food for free.”

Thanks to our partner food providers like GLO, volunteers, community leaders, food provider guests, Second Harvest, and our supporters like you coming together, we are making our community stronger. Thank you!