

FALL 2023

THE INSIDE SCOOP

FROM THE PRESIDENT'S DESK

Over the last year, I've used this space to touch on each of our strategic priorities and highlight some of the work in each area. The fifth in the series brings me to equitable food distribution – something that is frankly complicated and difficult to achieve. We knew this when we committed to our strategic plan, however, and we have started exploring ways to find success.

We turned first to the community for existing and emerging programs to support and learn from. We provided Racial Food Equity grants to four organizations who were leading the way in distributing food to folx who are disproportionately impacted by food insecurity, including BIPOC (Black, Indigenous, People of Color) and other marginalized identities. A year into this work, we are beginning to gain insights that will help Second Harvest become a better ally and find new ways to hear from communities.

We've also been taking a look at our internal operations through an equity lens, asking whether our own processes and systems could impede progress. One early result has been a change to our ordering system to help

ensure that food distribution partners have more equitable access to our inventory of food. Additionally, we've started implementing a new service to provide greater flexibility in the timing and volume of food deliveries, as well as methods and locations of distributions. We are learning as we go, but are encouraged by the reception of these initial steps.



We knew when we launched our strategic plan that the journey to Nutrition Security and Food Equity meant forging new ways forward. As we dive deeper into tackling each strategic priority, we will keep you updated on our progress, share what we've learned and tell you what's next. We deeply appreciate your partnership as we work together to end hunger in southwestern

Wisconsin.

Thank you!

Michelle Orge
President/CEO

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

SEPTEMBER 2023

HUNGER ACTION MONTH

This Hunger Action Month there are so many ways for you to take action. Check out our 30 Ways in 30 Days calendar, or the following ways to help our community:

VOLUNTEER ALL MONTH

Help neighbors in southwestern Wisconsin by volunteering your time at Second Harvest. Visit our website to learn more.

GO ORANGE SEPTEMBER 15

1. Wear orange
2. Take a selfie or video
3. Post it on NBC15.com for a chance to appear on NBC15 or their social channels

REQUEST-A-THON SEPTEMBER 21

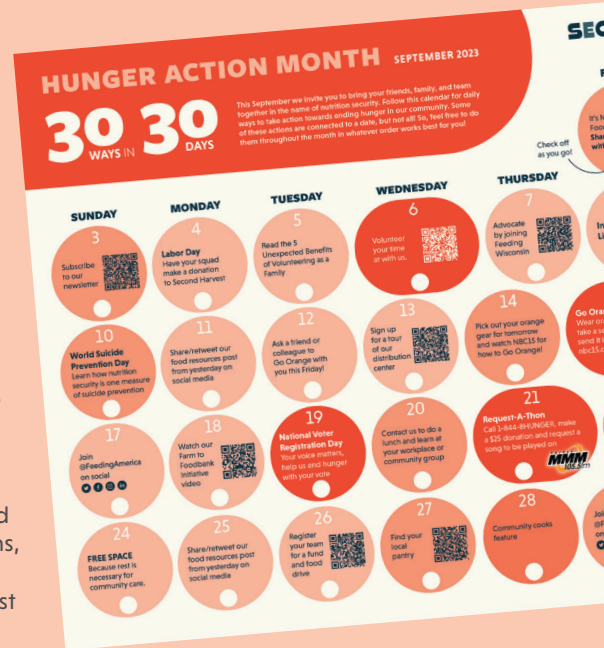
The first \$15,000 raised will be matched! From 6 am to 6 pm 105.5 WMMM listeners who make a minimum donation can pick what songs are played on the station (some restrictions, of course). Visit SecondHarvestSW.org/Request

Thank you, to our generous sponsors!



Lands' End
Tito's Handmade Vodka
Little Potato Company

TASC
Answer Source



DOWNLOAD THE CALENDAR TODAY!
SecondHarvestSW.org/30ways

FOODBANK NEWS

Every year, to meet the need in our community, Second Harvest supplements the amount of food that is donated to us with food we purchase.

Despite food donations remaining strong, to help meet the increase in the number of families supported by our network we are having to purchase more food than ever before.

Thanks to your generosity, we're better able to meet the increased need and help more of our neighbors thrive!

"We're serving 5 times the number of families compared to pre-pandemic and 2.5 times more than we served last year at this time. The combined impacts of the pandemic, inflation, immigration, underemployment, and high housing costs have sent an unprecedented number of families to our food pantry. We rely on the food we receive from Second Harvest, either free or at cost, to stretch our limited budget to meet the increase in food insecurity."

– Tracy Burton
Badger Prairie Needs Network, Verona

TOTAL FOOD DISTRIBUTED

To help meet the increased need, the amount of food we've had to purchase has **MORE THAN TRIPLED!**

59%
of all food distributed is donated

41%
of all food distributed is purchased

CURRENT
22.7 MILLION
pounds of food distributed in fiscal year 2023

"Demand on The River Food Pantry has grown over the last year and does not appear to be slowing down. From January to May, we served twice as many families in 2023 than we did in 2022."

– Rhonda Adams,
The River Food Pantry, Madison

84%
of all food distributed was donated

16%
of all food distributed was purchased

PRE-PANDEMIC
14.9 MILLION
pounds of food distributed in fiscal year 2019

We are seeing a **31% INCREASE** in the number of families supported by our partner food providers, in 2023 compared to 2022.

2022



CURRENT



AUGUST IS MAKE-A-WILL MONTH

As the saying goes, "Where there's a will, there's a way." This is the perfect time to create a will that will give you a way to advocate for your future and for nourishing food for our community.

Second Harvest has partnered with FreeWill to provide a tool you can use to create a will FOR FREE, including lifetime access to make changes at no cost! In just 20 minutes you can have peace of mind knowing that your family won't have to wonder about your vision for the future and your assets. Plus, if you choose to include a gift to Second Harvest Foodbank of Southern Wisconsin in your will, you'll ensure that we continue to bring the nutritious meals that allow our neighbors to thrive.

To set up your free will now, visit freewill.com/secondharvestmadison