



February 2010



HUNGER IN SOUTHWESTERN WISCONSIN 2010

The results of the *Hunger in America 2010* study, which are being released as we write, indicate what most of you already know: Hunger is on the rise in Second Harvest’s 16 counties, and more people are turning to you for help, many for the first time in their lives.

According to Mathematica Policy Research, the study’s author:

- More than 140,600 individuals are being served in southwest Wisconsin, as a result of the partnership between Second Harvest Foodbank and our member agencies. That represents a stunning 83% increase from 2006, when the study was last conducted. Throughout Wisconsin, the Feeding America food bank system now serves 573,800 individuals a year.
- 43% of those served were children. 10% were our youngest, from birth to 5 years old.
- 54% of households include at least one employed adult.
- 75% have at least a high school education.
- Many clients interviewed aren’t applying for FoodShare (food stamp) benefits because they assume they’re not eligible or are only eligible for a low amount (43%); it’s too much hassle (11%); and they associate a social stigma with benefits (8%). These figures confirm the significant need for the work of our FoodShare outreach program, which launched in summer 2009.

Something else you already know: the study reports that 94% of food pantries, 89% of kitchens/meal sites and 90% of shelters use volunteers. Many programs rely entirely on volunteers; 68% of pantry programs and 50% of kitchens have no paid staff at all.

We are deeply grateful to the 239 agencies who completed your survey, the 40 sites that

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NEW ORDERING DEADLINES—EFFECTIVE MARCH 1st

It’s probably hard to believe that nearly 2 years have passed since the order system was implemented. You met the challenge head on and with excellence. As a result, distribution to you, our partners, expanded during this period by 28%, from 5.3 million pounds to 6.8 million.

As expected, this increase has caused some growing pains, and we now face the need to change some of our procedures in order to ensure that your orders are picked accurately and assembled on time. Therefore, ordering deadlines must change so that those agencies that are picking up food are in line with those who receive delivery.

Starting March 1, you will need to place your order earlier than before. We apologize in advance for any inconvenience this causes you. Please trust that the change was made in order to accommodate the growing needs of all our partner agencies while ensuring that costs don’t increase.

Please use the chart below as your guide starting March 1:

Order Pick-up or Delivery Day	Order Must be Received by:
Monday	Previous Wednesday by 2:00pm
Tuesday	Previous Thursday by 2:00pm
Wednesday	Previous Friday by 2:00pm
Thursday	Previous Monday by 2:00pm
Friday	Previous Tuesday by 2:00pm



Although this change goes into effect March 1, it is a good idea to start getting in the habit as soon as possible! Thank you so much for your support and cooperation.

HUNGER IN SOUTHWESTERN WISCONSIN 2010, *continued*

kindly hosted our 53 volunteers over a three-month period last year, and the 455 clients who generously shared their time and personal information. Without you, this research would not have been possible.

To learn more findings visit:
www.secondharvestmadison.org.

WE GIVE YOU PRAISE & CREDIT

Despite the tough economic times (or perhaps because of), people throughout our 16-county territory opened their hearts and made the Share Your Holidays food and fund drive the greatest success in its history! Look on your January statement (enclosed with this issue of Agency Notes) for your program's credit, which was determined by the amount of poundage you received from Second Harvest in 2009. Please use your entire credit by December 31, 2010. If you have any questions about your credit, please contact Gina at x113 or ginaw@shfbmadison.org.

AGENCY EXPRESS IS COMING: UPDATE YOUR SHOPPERS

2010 is off to a fresh start. With the arrival of Agency Express this spring, it is a good idea to make sure that your agency will be prepared for the switch to the new ordering system.

One way you can help is to clean up your approved shopper list. Frequently shoppers are left on lists long after they leave an organization. Not only does this clutter up our records, but it is a potential risk to your agency. Individuals could place an order for uses other than your program, and you will still be billed for them. Please help us out by emailing a list of people that are approved shoppers based on program number. Or feel free to call Carl Rue at (608) 223-9121 ext 107 to confirm over the phone.

Finally, please remember to train your new shoppers or have them sign up for shopper training to ensure that they are ready to shop. Untrained shoppers that are unaccompanied by approved shoppers will be asked to reschedule their appointments until they have been properly trained. Thank you for helping us make this a smooth transition!

SPICY SWEET POTATOES

Ingredients:

- 3 large sweet potatoes peeled and cut into 1 inch cubes (about 6 cups)
- 2 tablespoons olive oil or canola oil
- 2 tablespoons brown sugar
- 1 teaspoon chili powder
- 1/2 teaspoon salt
- 1/4 teaspoon cayenne pepper

Directions:

1. In a zip-top plastic bag, toss potatoes and oil.
2. Combine remaining ingredients – add to bag; toss to coat.
3. Transfer to a greased 11"x7" baking pan.
4. Bake uncovered at 400 degrees F for 40-45 minutes or until potatoes are tender. Stir potatoes every 15 minutes.



A Member of Feeding America



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