



MEMBER OF
**FEEDING
AMERICA**

2017 Annual Report

from the president



The 2017 fiscal year was a year of accomplishment for Second Harvest Foodbank. We provided 13.9 million meals - more meals than ever before - thanks to your generous support.

In addition, our strategic planning process highlighted our need for a significant change to our facility if we are to meet our long-term goals.

Armed with data that showed that millions of meals are needed in southern Wisconsin to meet the needs of our neighbors who struggle with hunger, we embarked on a capital campaign to renovate our distribution facility. The campaign was designed to provide more healthy nutritious **food**, better **health**, and most of all, **hope** to those we serve.

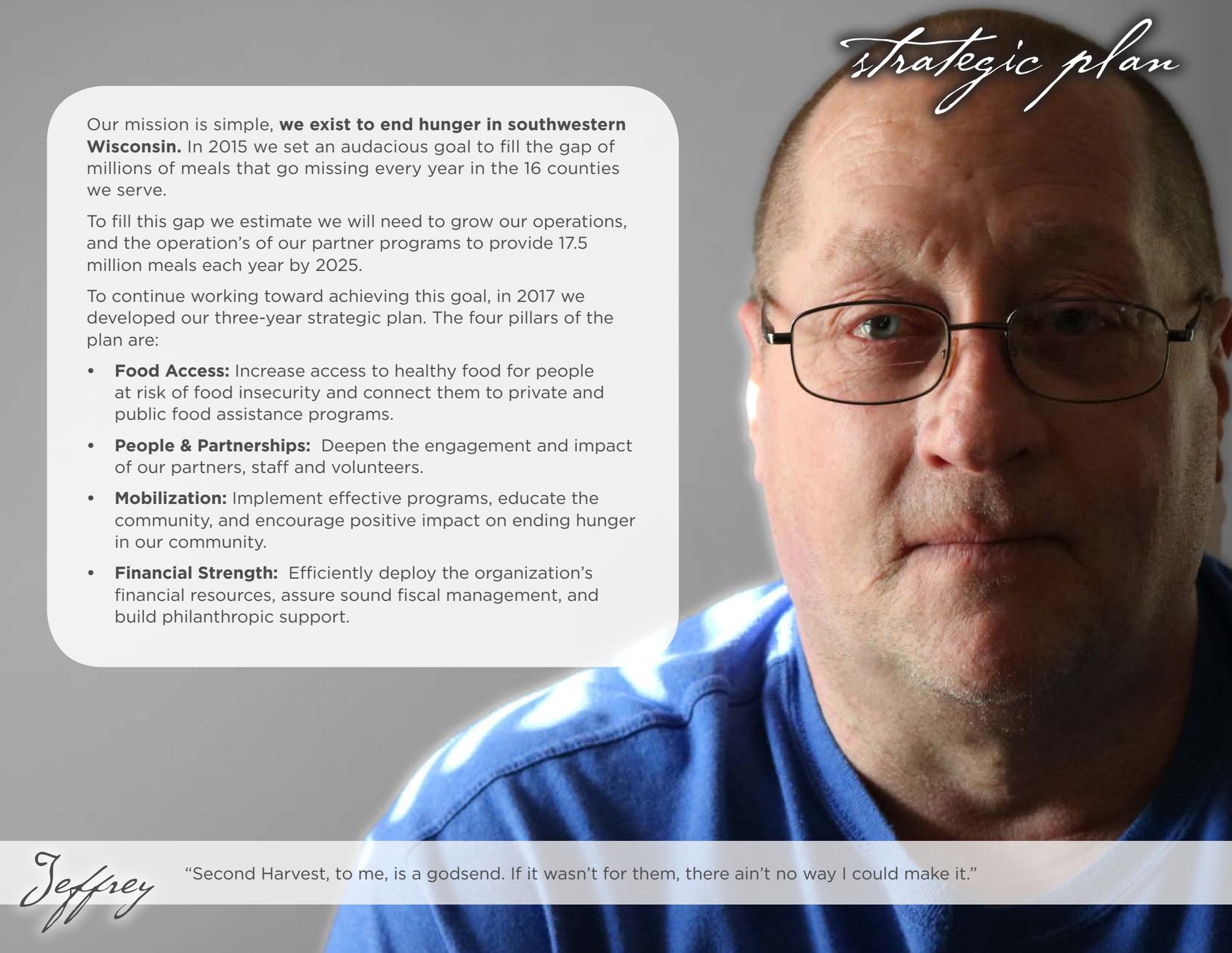
2017 brought a greater focus on expanding and improving our distribution channels, mobilizing more of the community to join our fight to end hunger, and deepening relationships with existing and new partners.

The reality is that despite an improving economy, low unemployment and increases in consumer confidence, the numbers of people seeking assistance didn't change much. **57% of the households we serve have someone working full time, yet 61% have a total income of \$20,000 or less per year.** While helping our clients find good paying jobs is not our focus, helping them stretch their limited resources by providing access to healthy nutritious food is.

I wish to thank all of you, our partners, for your gifts of food, time, voice, and financial support. You helped make a difference and provided hope to so many.

A handwritten signature in black ink, appearing to read "Dan".

Dan Stein,
President & CEO



strategic plan

Our mission is simple, **we exist to end hunger in southwestern Wisconsin.** In 2015 we set an audacious goal to fill the gap of millions of meals that go missing every year in the 16 counties we serve.

To fill this gap we estimate we will need to grow our operations, and the operation's of our partner programs to provide 17.5 million meals each year by 2025.

To continue working toward achieving this goal, in 2017 we developed our three-year strategic plan. The four pillars of the plan are:

- **Food Access:** Increase access to healthy food for people at risk of food insecurity and connect them to private and public food assistance programs.
- **People & Partnerships:** Deepen the engagement and impact of our partners, staff and volunteers.
- **Mobilization:** Implement effective programs, educate the community, and encourage positive impact on ending hunger in our community.
- **Financial Strength:** Efficiently deploy the organization's financial resources, assure sound fiscal management, and build philanthropic support.

Jeffrey

"Second Harvest, to me, is a godsend. If it wasn't for them, there ain't no way I could make it."



Food

From July 1, 2016 through June 30, 2017...

14 million pounds of food
were distributed

FoodShare Outreach Specialists
assisted with **3,850** new and
recertification FoodShare
applications

13.9 million meals were provided
through our food distribution and
our FoodShare Outreach

Amanda

"I get food stamps now, but they aren't enough to cover us for the month. I'm grateful there are other places I can turn to for help."

food

We received food from **473** different sources including grocery stores, farmers, food processors, individuals, organizations, and more

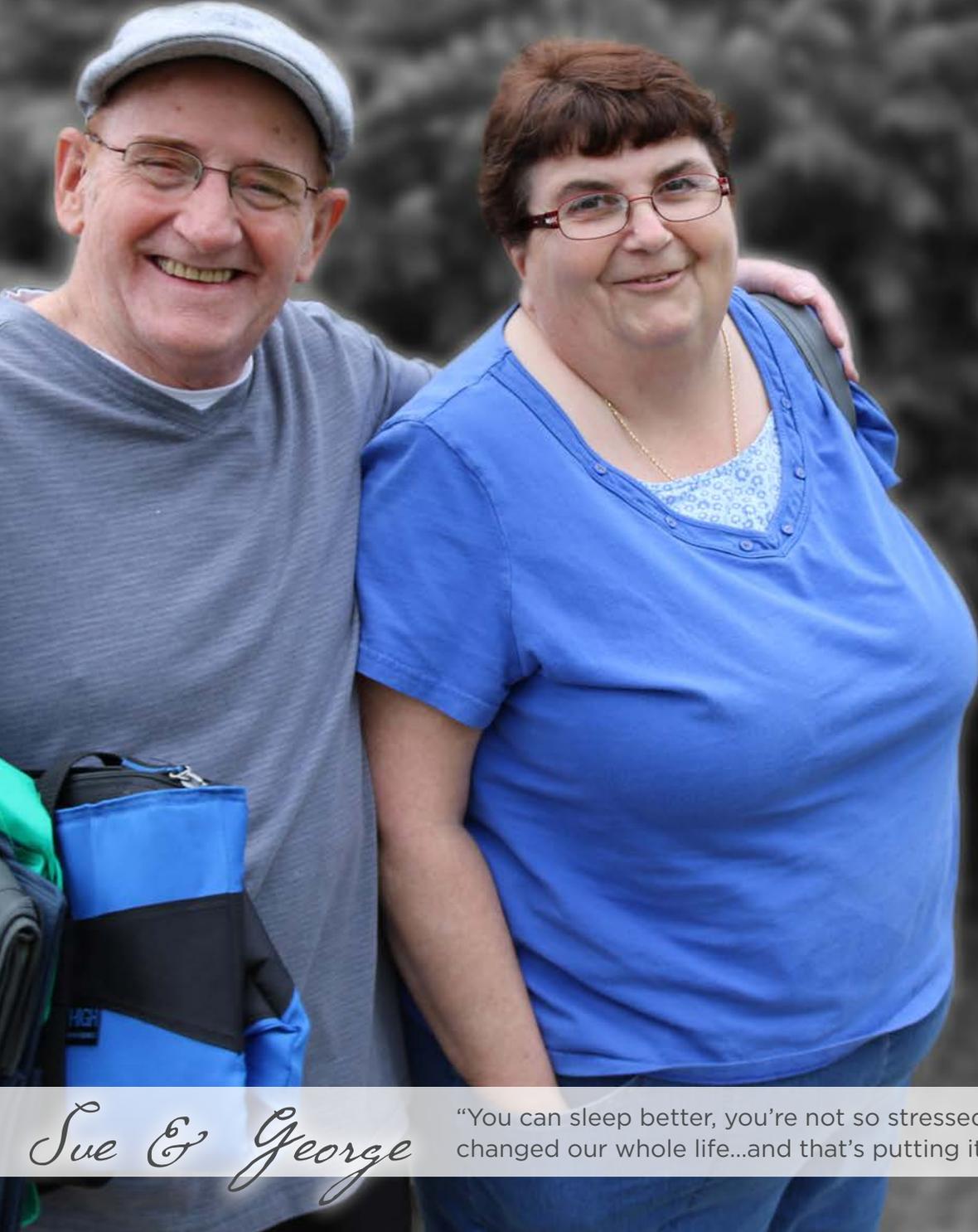
122,000 pounds of food were distributed through our School Pantry program

152,000 requests for help were met through our Mobile Pantry program

Joe

"I can't tell you how much it's changed my life. I was very depressed, sick and losing weight. It's taken the struggle out of my life. This pretty much saved my life."

health



During the pilot of the Diabetes Wellness Program, **1,079** boxes of diabetes-appropriate food were distributed to food insecure individuals struggling to manage Type 2 diabetes

Nearly 70% of the food we distributed was considered “foods to encourage a healthy lifestyle” (fruits, vegetables, lean protein, whole grains, and low-fat dairy products)

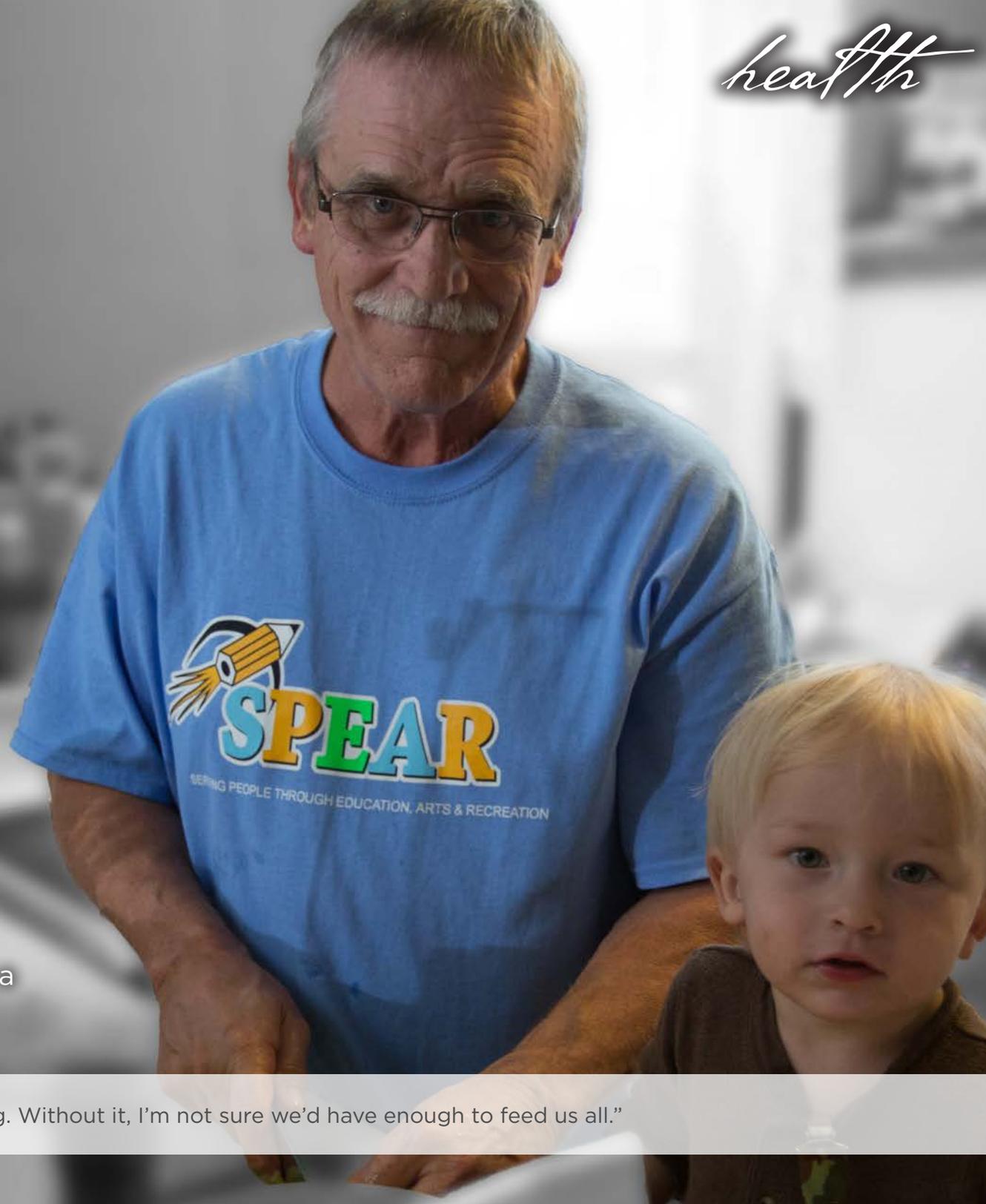
Sue & George

“You can sleep better, you’re not so stressed out, you know you’re going to have food on your table. It changed our whole life...and that’s putting it mildly!”

As part of our HungerCare Coalition, in June, 2017, UW Health and American Family Children's Hospital **became the first hospitals in Dane county to screen for food insecurity**

We worked with the City of Madison and numerous partners to pilot a **Fruit & Vegetable Prescription Program** designed to provide more fruits and vegetables to its recipients

14 diabetes wellness workshops were held to teach food insecure diabetes patients how to manage their diabetes on a limited budget



hope



Together with our partner agencies, we bring **hope** to seniors who are able to stay in their homes because of the food assistance we provide

Our Kids Cafe program brings **hope** to the single working mom whose mind is at ease knowing her child is receiving a meal and snack

Victoria

“The food pantry has been a lifesaver. By giving us nutritious staples to get through the month, it’s turned a situation that could have been one of hopelessness and despair into a hopeful one - where we can feed our family and hold our heads up high through a difficult, but temporary, time.”



hope

Our school pantries bring **hope** to the families that rely on the pantry - located in the heart of their community - for the nutrition their kids need to learn, grow, and achieve

Our Field to Foodbank program brings **hope** to the farmer who knows their excess or imperfect crop will feed families rather than being tilled under

Melissa

“Between the mobile pantry, which continues throughout the summer, and a school-sponsored free summer lunch program, we’re getting by even without the daily free lunch we count on during the school year.”



**FY17 SUPPORT
\$34.9 MILLION**

76%
DONATED FOOD

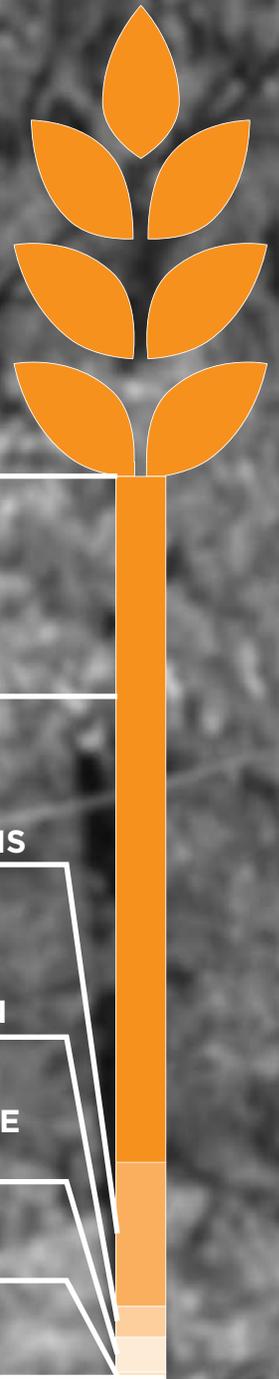
14%
CONTRIBUTIONS -
ANNUAL OPERATIONS

5%
CONTRIBUTIONS -
CAPITAL CAMPAIGN

4%
FOOD MAINTENANCE
FEES

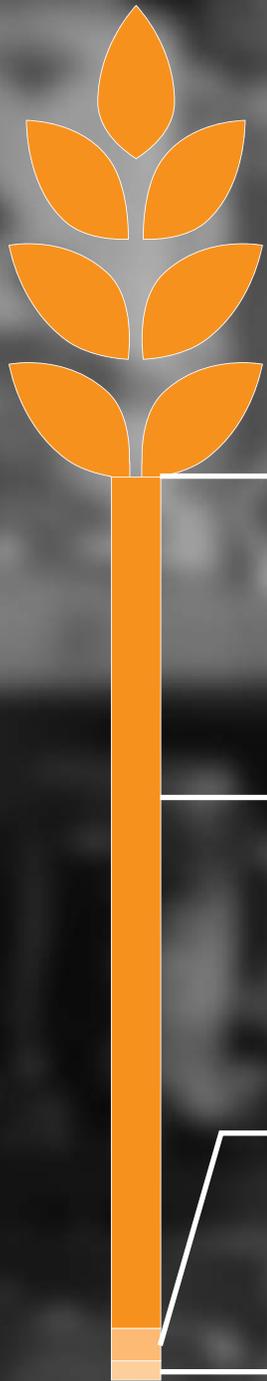
1%
UNITED WAY

<1%
OTHER



Gabby

“If it wasn’t for the food bank, we would definitely have to choose between paying for utilities and buying food.”



**FY17 EXPENSES
\$33.1 MILLION**

**94%
PROGRAMS**

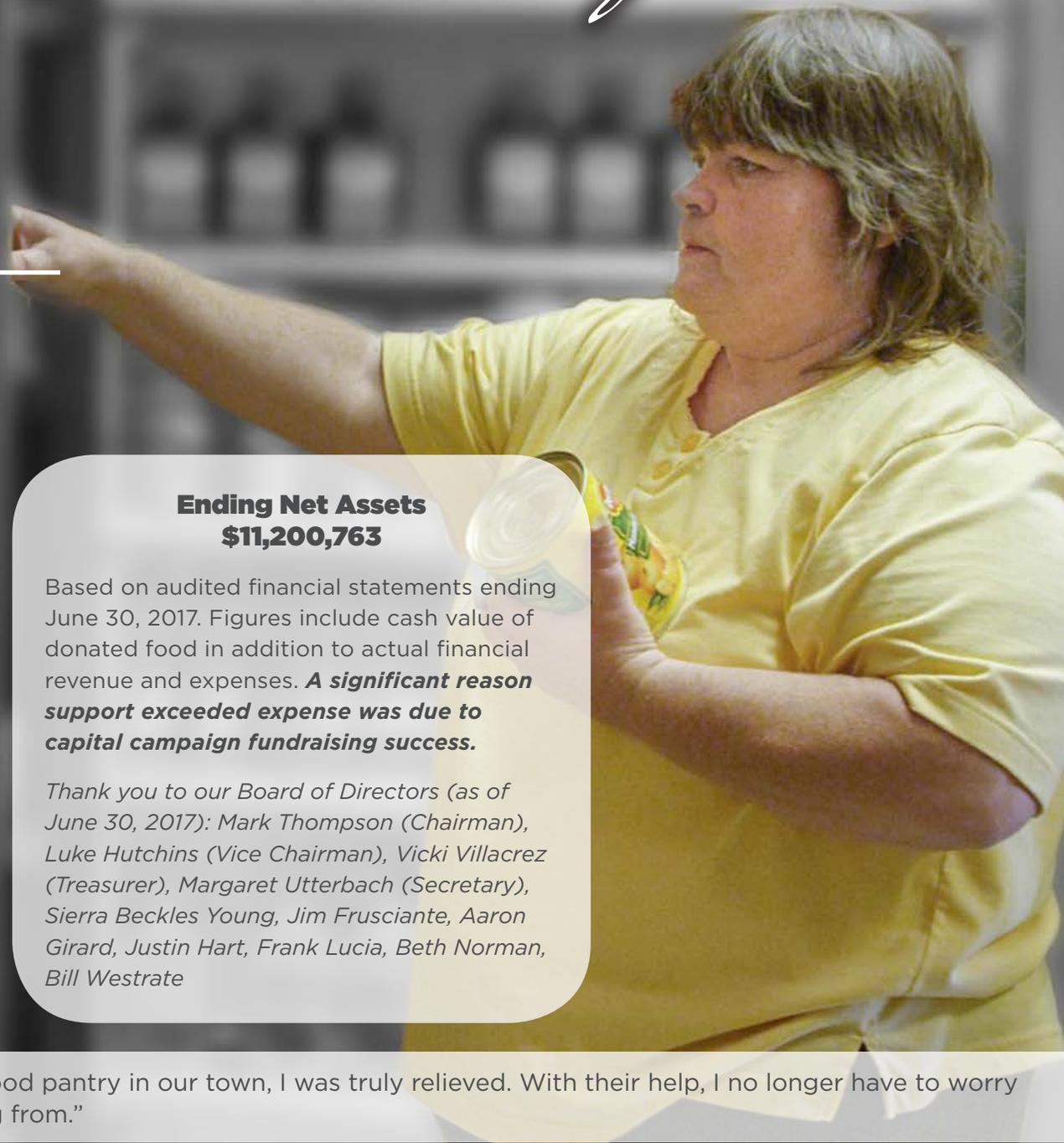
**4%
FUNDRAISING**

**2%
GENERAL
ADMINISTRATION**

**Ending Net Assets
\$11,200,763**

Based on audited financial statements ending June 30, 2017. Figures include cash value of donated food in addition to actual financial revenue and expenses. **A significant reason support exceeded expense was due to capital campaign fundraising success.**

Thank you to our Board of Directors (as of June 30, 2017): Mark Thompson (Chairman), Luke Hutchins (Vice Chairman), Vicki Villacrez (Treasurer), Margaret Utterbach (Secretary), Sierra Beckles Young, Jim Frusciante, Aaron Girard, Justin Hart, Frank Lucia, Beth Norman, Bill Westrate





MEMBER OF
**FEEDING
AMERICA**

*Thank you for helping
us provide more meals
than ever before!*

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