From the President’s Desk
Letter from CEO, Michelle

Volunteer Experiences
And how you can get involved

Adopt-A-Dairy Cow
Our annual dairy campaign kicks off next month!

Strategy and Framing for the Future
Important changes are happening

Our New Look
So much more than a new logo!

Equity, Diversity, Inclusion
Our commitment

Community Stories
Horizon High School Student and Staff

MAY 2022
THE INSIDE SCOOP
As you can see in this newsletter, Second Harvest Foodbank of Southern Wisconsin looks a little bit different. New logo, new color scheme, new messaging.

But our changes are not just cosmetic. Over the last two years, we have learned a lot about who we are and what we mean to the community. More importantly, we’re re-evaluating every aspect of our work to make sure we are supporting those facing hunger with equity and dignity.

While our core identity remains the same, we have made some significant changes:

- We’re becoming more agile, flexible, and responsive to the needs of our communities
- We’re emphasizing the importance of strategic and continuous improvement
- We’ve revised our Core Values (see the p.3)
- We’ve implemented a stronger and permanent commitment to Equity, Diversity, and Inclusion (see p.4)
- We’ve implemented a new Strategic Plan with the goal of Nutrition Security and Food Equity for everyone (see p. 3)

What hasn’t changed is our commitment to the vision of everyone in our community having enough nutritious food to thrive. And, we still exist to end hunger in southwestern Wisconsin.

One of the things we’ve learned these past few years is that we alone do not have all the answers. We need supporters just like you to engage and collaborate with us if we are to realize the kind of community we all want to live in. When you share your insights, feedback, and ideas our whole community has an opportunity to get stronger.

If you would like to know more about our new Strategic Plan, or if you have ideas about how we can support our community, please email me at michelleo@shfbmadison.org.

FROM THE PRESIDENT’S DESK

In the Fall of 2019, Andrew Kehm began volunteering with Second Harvest to help others and help him get into medical school. But, what began in part as an effort to look good to admissions officers has turned into an experience that has impacted how he looks at the world.

“Volunteering at Second Harvest has reinforced my belief that food is a right, not a privilege,” said Andrew. “Everybody should have access to healthy food."

VOLUNTEER STORY

Recently, Andrew became part of a corps of volunteer drivers who deliver food directly to our partner agencies and the Coordinators who manage them. “The Coordinators are very grateful for the food they get from Second Harvest and then distribute to their local community. They really want to help. It’s a beautiful thing to see that there are people who are willing to take the time to make sure people receive adequate nutrition.”

“Volunteering at Second Harvest gives me a big sense of fulfillment because I know at the end of the day that I’ve helped feed people. It’s a beautiful feeling!”

Sign up to Volunteer with us by visiting SecondHarvestMadison.org/Volunteer

ADOPT-A-DAIRY COW

Since it began, the program has raised enough to provide more than 200,000 gallons of milk. Even though 200,000 gallons of milk sounds impressive, it still averages less than 4 (8 oz) glasses of milk annually per person facing hunger in our community.

Here’s how it works:
Choose a cow to symbolically adopt, then decide how many gallons of milk you’d like to provide. Your gift will help Second Harvest Foodbank provide milk, a nutrient-rich product to those facing hunger in southwestern Wisconsin. And, to make it official, you’ll even receive an adoption certificate—a fun and perfect way to let everyone know about your new bovine addition!

And this year, thanks to the Werndli Charitable Fund, the first $20,000 raised for the Adopt-a-Dairy Cow program in the month of June WILL BE MATCHED!

Donate by visiting GIVEDAIRY.COM

A special thank you to our campaign sponsors in 2022:

BIOSENTINEL

Exclusive Match Sponsor

WERNDLI CHARITABLE FUND

Get Involved
Branching out

Since 1986 Second Harvest Foodbank has been supporting our community primarily through food distribution and FoodShare outreach. It is time to refresh how we do our work. Our new Strategic Plan focuses on those we are here to support. It highlights the need to provide that support with dignity, equity, and fairness. Take a look...

VISION
What we are working towards.
Everyone in our community has enough nutritious food to thrive.

MISSION
What we do.
Second Harvest exists to end hunger in southwestern Wisconsin.

STRATEGIC PLAN

Strategic Goals
How we will reach our mission.
Nutrition Security
Food Equity

Strategic Priorities
How we will achieve our Strategic Goals.
Engage collaborators
Strengthen our network
Equitable food distribution
Source and acquire nutritious food
Collect and better utilize data

Values

Equity, Diversity, Inclusion Commitment Statement
Second Harvest Foodbank of Southern Wisconsin is committed to equity, anti-racism, and justice. We know that food insecurity arises from overlapping and interdependent systems of oppression including race, gender, and economic inequity. These systems have been embedded in our public policies and culture since the founding of our nation, forging institutional barriers that create and perpetuate conditions that lead to poverty and hunger.

As we seek to understand our role in dismantling racial and other systemic inequities, we will work to center and uplift the voices and lived experiences of those - Black, Indigenous, People of Color, immigrants, refugees, LGBTQIA2S+ folks, single parents, and other minoritized identities - who most disproportionately experience hunger across our sixteen counties. And we will work to collaborate and redistribute resources to communities with the lived experience of hunger and its root causes.

We know that anti-racist and systemic work takes time and that we will make mistakes along our journey. We will start by examining and addressing our own organizational culture and internal and external practices and policies. We take responsibility and accountability for cultivating a more just, equitable, and inclusive community.

Values

Accessibility features
Smoother user experience
Event information
CHECK IT OUT!
SecondHarvestMadison.org

We are so excited to share our rebrand video. Use this QR code to watch now.
“Most of us are here because of drugs and mental health,” was the response I got from one student when I asked what brought them to Horizon. Many of the students at this school are teens who have experienced addiction and understand that mental health is critical to recovery and staying sober. At Horizon, they can be in a supported space of learning at their own pace in a small group setting. Various life experiences and creative approaches lead to learning everyday skills.

Through an innovative Second Harvest program, once a week, Second Harvest staff members - Brian and Kylie from Youth and Family Initiatives and Jordyn from Health Programs - go to Horizon to spend time with the Horizon students and help them learn an important life skill - how to cook. One student said, “Most of us already knew how to cut up vegetables, but they show us how to put things together to make it into a meal.”

One of the students I sat with said, “My favorite day was when we made those shrimp tacos, I am not a big fish person, but I loaded mine up with shrimp.” Another student excitedly jumped in, “My favorite day was when we made burgers and fries from scratch.” Why is this important? Many of the students have a diet consisting of heavily processed and prepackaged foods. The program is getting these kids to try new things and be excited about learning. This experience shows them how to make simple, healthier, and delicious meals. It invites them to explore their own identities through food, teamwork, and creativity.

Admittedly, sometimes there are recipes they don’t love - “One time we made beet cupcakes, that was SO bad.” To which the rest of the students adamantly agreed. But exploration isn’t always about getting it “just right”, it’s about discovery, creativity, and participation.

When I asked about whether or not they will take these skills with them after high school, they all were quick to respond, “for sure,” “absolutely,” “yes!”