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

NBC15 Share Your Holidays
Together, we can solve hunger

Community Stories
Reedsburg School Market
opens to families

NOVEMBER 2022

THE INSIDE SCOOP
In the August edition of The Inside SCOOP I began a series of articles with the intention of reminding you of our strategic priorities and highlight the tangible progress that we've made towards achieving those priorities.

“Sourcing and acquiring nutritious food” is one of the strategic priorities we’ve implemented to help us achieve our strategic goals of nutrition security and food equity. As we work alongside our network of partner agencies and programs toward ending hunger in our community, we are putting an even stronger emphasis on providing food that gives families their best opportunity to thrive.

One initiative that has already helped us bring in millions of pounds of nutritious food AND support the local farm and food production community is Farm to Foodbank.

Farm to Foodbank began in 2020 as a response to the pandemic. With federal funds we were able to build the infrastructure, relationships, and efficient procedures necessary to put millions of pounds of nutritious food on the tables of those facing hunger.

The benefits are clear:

• Second Harvest can strategically plan when food should be available rather than solely being reliant on generous donations to come in.
• Southwestern Wisconsin farmers have a predictable source of revenue, helping to sustain our local agriculture industry for generations.
• Our partner agencies and programs know they will have predictable access to fresh and nutritious food.
• And most importantly — the families facing hunger in our community have access to the fresh food that might be costly to buy or not locally available.

The value of the Farm to Foodbank initiative to our community is tremendous, which is why we are committed to continuing it. The systems and processes we’ve put in place will continue to make our community stronger, ease some of the burdens on families struggling with hunger, and provide a reliable source of funding for local farms. Thank you for supporting Second Harvest and being on this journey towards nutrition security with us!

Michelle Orge
President/CEO

P.S. For further definitions of our strategic goals and priorities, visit [www.secondharvestmadison.org/strategicplan](http://www.secondharvestmadison.org/strategicplan)

Sustain our community with enough nutritious food to thrive. **BECOME A MONTHLY DONOR TODAY.**
Visit [secondharvestmadison.org/sustain](http://secondharvestmadison.org/sustain)
You’re not going to be able to learn if you have a headache from being hungry.” That idea was the catalyst behind the desire to put a free food market inside Reedsburg High School.

We recently sat down with Erica Lehr-Reuber (4k – 5th grade) and Tara Wedel (6 – 12th grade), social workers in the Reedsburg School District, to discuss the connection between nutrition security and a student’s ability to be successful in school, and their new school market.

“How is a student going to sit in a classroom when they’re anxious and worried about where their next meal will come from?” said Erica. “Parents need to have nutritious, healthy meals to be able to provide for their families, and our students need the same to be able to be successful in school, at home, and in the community.”

For students in school, a lack of access to enough nutritious food can have a lasting impact. Faltering grades, short tempers, and longer-term adverse physical outcomes like high blood pressure and obesity can all be traced back to food insecurity in the home.

“[The families] are working hard to provide for their kids,” said Tara. “They’re doing everything they can, but sometimes it’s just not quite enough for the grocery bill, but they’re really trying.”

Erica, Tara, district administrators, and numerous community groups (including Second Harvest) came together to launch a school “market” in the main commons area inside Reedsburg High School. They had two goals in mind, help the community as a whole, and ensure their students have every chance to succeed in school. Now, any community member (not just students) can visit the market five days a week from 3 – 6 pm to receive free food. Additionally, during regular school hours, students can get snacks to tide them over outside school meal times.

“I love the term ‘market,’” said Erica. “We’re hopeful that it’s very welcoming and helps remove the stigma of what people think a pantry may look like.”

Before it opened its doors, the new market had a few barriers to overcome. Beyond the pandemic, they had to find a prominent location in the school for the market, work through logistical hurdles, and acquire refrigeration units. Luckily, one thing that wasn’t a barrier was convincing the district administrators. “We have incredible administrators who understand this is a significant need,” said Erica.

As for Second Harvest’s role in the school market, Tara indicated, “This would not be possible without Second Harvest. We would be lost, and our families would continue to go hungry.”

When asked what they hope for their school market, Tara shared, “I hope that everyone embraces it, and when people come into the space, they recognize that this is a great thing.” Erica responded, “That’s what we hope this market will do for families, that they can feel better, feel supported, and help them feel appreciated, loved, and cared for.”

Thanks to you, Second Harvest can support school markets, backpack programs, mobile pantries, and all our programs designed to end hunger in our community!
For twenty-seven years, the NBC15 Share Your Holidays campaign has allowed us to share community stories, tell you about our work and partnerships, and bring us all together. Check out the many ways that you and your groups can get involved and give back together this holiday season!

**Fund and Food Drives**
Now - December 7
Visit our NBC15 Share Your Holidays page below to find a food donation barrel near you!

**Virtual Food Drives**
Now - December 31
Raise funds remotely!

**Giving Tuesday**
Tuesday, November 29
In partnership with Thrivent Financial, the first $20,000 of Giving Tuesday donations will be matched! Be sure to donate at SecondHarvestMadison.org/GivingTuesday to get your donation matched!

**Give At Your Grocer**
Participating grocers include Metcalfe’s, Hy-Vee, Woodmans, Whole Foods Market, Pick ‘n Save, and Metro Market. Ask your cashier how you can donate!

**Social Media Blitz**
Tuesday, November 16
Take a selfie with a sign that says “#SYH” and share it on social media using #SYH and @NBC15_Madison

**Phone-A-Thon**
Wednesday, December 14
Thanks to generous individual donors and Mike’s Miracle Minute sponsors your donations will be matched all day long! Call in anytime from 6:00 am - 10:30 pm to 844-8HUNGER.

To learn more about these events, visit secondharvestmadison.org/syh