



**A Collaborative Initiative to Close
the Missing Meal Gap in Minnesota
2011-2015**



Hunger in Minnesota

- Hunger in Minnesota has doubled in five years - *it is an urban, suburban and rural dilemma.*
- Struggling Minnesotans miss *100 million* meals per year.
- Hunger-associated costs in health care and education total at least *\$1.2 billion annually.*
- Minnesota misses out on *\$200 million annually* in grocery store spend when federal food programs (MN Food Support) are underutilized by eligible.

Hunger's Impact on Education

- *Hungry school-age children* are twice as likely to repeat a grade.
- *Hungry school-age children* are more likely to have lower math scores and reading scores.
- *Hungry school-age children* are three times more likely to be suspended from school.
- *Hungry school-age children* are more likely to be absent from or late to school.
- *Hungry school-age children* show a heightened propensity for having isolating or anti-social behaviors, and a greater need for special education.

Hunger's Impact on Health

- *Hungry adults* are twice as likely to be diabetic and three times more likely to be obese.
- *Hungry infants and children* suffer from nutritional deficiencies affecting their cognitive and physical development.
- *Hungry teens* are twice as likely to suffer from depression and five times more likely to commit suicide.
- *Hungry mothers* suffer from stress, depression and anxiety –conditions that contribute to multi-generational hunger.

Hunger's Impact on Community Vitality

- 85% of food shelves reported increased utilization.
- 73% of households with children under three also use the Women's Infants & Children's Program (WIC) – a 15% increase over five years.
- 40% of those seeking emergency hunger relief are children under the age of 18.
- 35% of households seeking emergency hunger relief include at least one employed adult.

Hunger-Free Minnesota

Campaign Overview

- *Statewide Effort*
 - Unprecedented collaboration – reaching across all 87 counties.
 - Two waves of statewide listening sessions with over 500 community partners attending.
- *Business Plan*
 - Leverages best practices, local innovation and national precedents.
 - Sustainability as a guiding principle.
 - Focused on results and replicable learning.
- *Time-limited* - prioritized for impact over three years

Statewide Strategic Goals

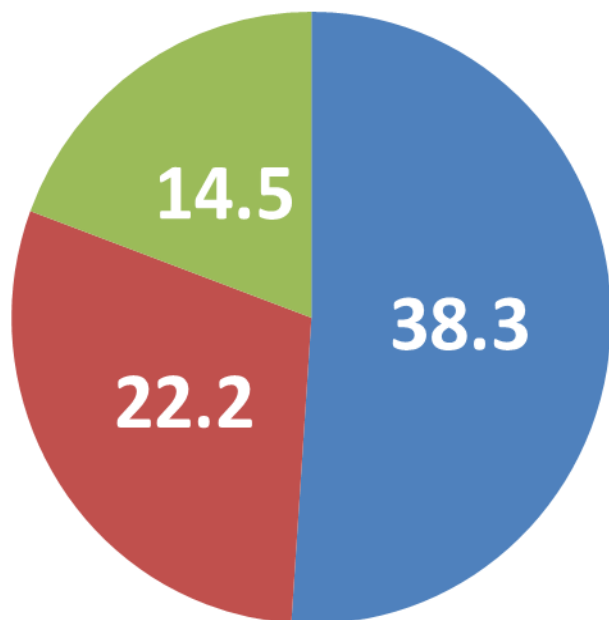
Key Area - Number of Meals to Add

- *Emergency Food System - 50M meals*
 - 80,000 Minnesotans seek emergency food assistance per week.
 - Execute increased food sourcing, capacity-building and cost-savings strategies.
- *MN Food Support Program (SNAP) - 30M meals*
 - Minnesota ranks in bottom half of fourth quartile in utilization.
 - Execute awareness and activation strategies.
- *Child Hunger & Nutrition Programs - 20M meals*
 - 290,000 school-age children eligible for free or reduced-price meals.
 - Execute maximized participation in child nutrition programs and create programs for non-school periods.

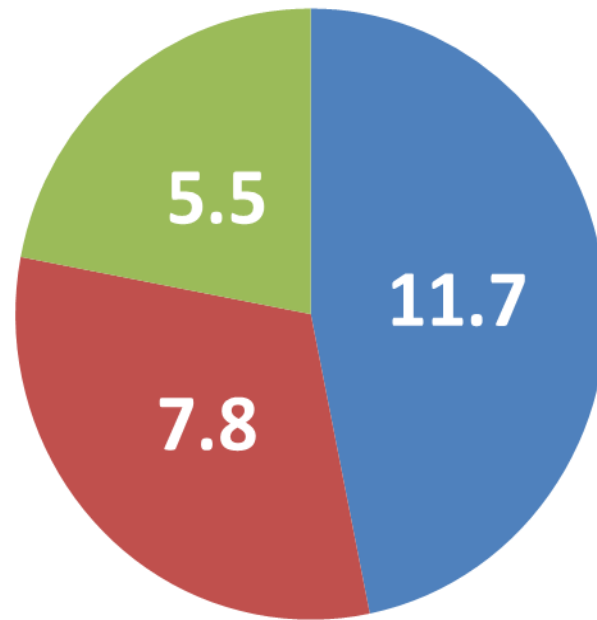
Investment Priorities

12 Initiatives - Add 75M Meals

10 Initiatives - Add 25M Meals



- Emergency Food System
- MN Food Support Initiatives
- Child Nutrition Initiatives



- Emergency Food System
- MN Food Support Initiatives
- Child Nutrition Initiatives

Campaign Funding

- *FUNDING STRATEGY*

- Transformational gifts from large corporations
- Foundations interested in a statewide and unified effort
- New, incremental money to create sustainable results

- *FUNDING PARTNERS - 2011, 2012*

- Cargill
- General Mills
- Greater Twin Cities United Way
- Hormel Foods
- Blue Cross and Blue Shield of Minnesota
- UnitedHealth

Campaign Leadership

Current

Steering Committee - Statewide Influence

Greg Page
Ettinger

CEO, Cargill
Foods

Ken Powell

CEO, General Mills
President, UnitedHealth

Sarah Caruso

Pat Donovan

CEO, Greater Twin Cities United Way
Bremer Financial

Pam Wheelock, Interim

CEO, Blue Cross and Blue Shield of MN

Rob Zeaske

ED, Second Harvest Heartland

Terry Scully

President, Target Financial

Jeff

CEO, Hormel

Jack Larson

CEO,

Implementation Committee

- Channel One, Inc.
- Great Plains Food Bank Services
- North Country Food Bank
- Greater Twin Cities United Way
- Keystone Community
- Hunger Solutions

Strategic Partnerships

- *Media Partnership* - Minnesota Public Radio/MPR
 - Statewide media and awareness via events and promotions
 - Editorial resources and dedicated reporter telling the stories of hunger and the impact of Hunger-Free Minnesota
- *Evaluation Partner* - EnSearch, Dr. Stacey Stockdill
 - Impact: Determine accomplishment of intended outcomes
 - Process: Gather feedback from partners for modification and improvement
 - Funding Allocation: Develop system to evaluate processes
 - Replication: Process evaluation to share with other states

Strategic Partnerships

- *Business Advisors* - The Boston Consulting Group
 - Research, Analysis, Planning and Strategy
- *General Mills - Good Works Project Team*
 - Insight market research
 - Food Support Awareness Campaign
 - Governor Engagement
- *GiveMN.org* - innovative online resource for Minnesota nonprofit organizations and their supporters
 - In-kind services to help create "Give where you live" search engine on www.hungerfreemn.org
- *State of Minnesota* - Government Agencies
 - MDHS/OEO, MDE, MDA and MDH
- *University of Minnesota*
- *State Associations*
 - MN Dairy Association; School Nutrition Association

*It's Easy - Join the Movement and
give where you live!*

www.hungerfreemn.org

Click on



Then

I represent an organization

Or

I am an individual