

## **Face of hunger in Northwest Missouri and Northeast Kansas revealed by new Feeding America report**

*Largest, most comprehensive analysis of charitable food assistance in America reports more than 60,000 people served by Second Harvest Community Food Bank annually*

**St. Joseph, MO – August 20, 2014** – A new study by Second Harvest and Feeding America shows that one in five, an estimated 60,000, people in Northwest Missouri and Northeast Kansas turn to food pantries and meal service programs to feed themselves and their families. This includes 17,000 children and 8,400 seniors.

The *Hunger in America 2014* local findings show that more than 7,500 people are served each week by programs supported through Second Harvest. Accounting for multiple program visits, over 500,000 members turned to Second Harvest and its network of 100 partner agencies over the course of the year. This means members are visiting Second Harvest network agencies an average of nearly nine times a year.

Nationally, *Hunger in America 2014* found that more than 46.5 million people turn to agencies and programs of the Feeding America network of food banks every year. Second Harvest is a member of the Feeding America network.

The study documents household demographics and offers a snapshot of the people served by Second Harvest – their circumstances, the challenges they face and the choices they are forced to make living on extremely limited household incomes. It is also the first nationally-representative study that assesses the prevalence of past and current members of the U.S. Military and adult students receiving charitable food assistance.

“The results of this study show us that the face of hunger is one we might recognize,” said Chad Hidgon, Second Harvest Executive Director. “Many of our neighbors who are seeking food assistance have jobs, raise families, work toward education and struggle with health problems, like all of us. Too often, our members also have to make difficult trade-offs to get enough food for their families. As we look ahead to honor Hunger Action Month this September, it is important to remember the critical work Second Harvest does every day, and how much more we can do together to solve hunger in Missouri and Kansas.”

“The *Hunger in America 2014* findings demonstrate the urgent need for all of us to address hunger in our communities,” said Bob Aiken, CEO of Feeding America. “This data provides a factual basis for decisions about how we as a nation approach hunger relief and protect our most vulnerable citizens.”

Key statistics from the Second Harvest report include:

### **Members struggling with health issues**

- 80 percent of households report purchasing inexpensive, unhealthy food because they could not afford healthier options.
- Nearly 60 percent of households report having to choose between paying for food and paying for medicine or medical care in the last year.
- 30 percent of households include a member with diabetes.
- 54 percent households have a member with high blood pressure.

### **Making tough choices and trade-offs to keep food on the table**

Following are the choices client households reported making in the past 12 months:

- 56 percent report choosing between paying for food and paying for utilities.
  - 24 percent of these households are making the choice every month.
- 62 percent report making choices between paying for food and paying for transportation.
  - 21 percent of these households are making the choice every month.
- 43 percent report choosing between paying for food and paying for housing.
  - 11 percent of these households are making the choice every month.

### **Low wages, underemployment and unemployment driving need**

- 72 percent of client households fall at or below the federal poverty level.
- 49 of respondents have an annual income for their household below \$10,000.
- Only 9 percent of respondents have faced foreclosure or eviction in the past five years.
- Among all households served by Second Harvest agencies and programs, 14 percent have at least one member who has been employed in the past year.

*Hunger in America 2014* was conducted using rigorous academic research standards and was peer reviewed by a technical advisory team including researchers from American University, University of Illinois at Champaign-Urbana and the Urban Institute. Nationally, confidential responses were collected on electronic tablets by 6,000 trained volunteer data collectors.

The study was funded by The Howard G. Buffett Foundation.

### **For immediate release**

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### **Second Harvest Community Food Bank to Compete for \$60,000 Walmart Grant Starting Sept. 15 with Daily Online Votes**

**St. Joseph, Mo. (September 12, 2014)** – Starting Sept. 15, local residents can spend just a few seconds a day for a 21 day-period to help potentially feed thousands of children, families and seniors across northwest Missouri and northeast Kansas.

Walmart's "Fight Hunger. Spark Change." campaign is designed to give communities a chance to vote for their local food bank and help in the fight against hunger. The 50 national food banks with the most votes will win \$60,000 to use to serve their community – and Second Harvest is hoping to end up in this category, having landed only a few spots away from being in the top 50 during the 2013 campaign.

There are only seven food banks serving Missouri and Kansas, including Second Harvest Community Food Bank located in St. Joseph. Missouri ranks seventh in the nation for food insecurity and Kansas is 15<sup>th</sup>. In northwest Missouri and northeast Kansas about 1 in 5 people struggle with hunger, including 17,000 children.

Local community members can get involved in this initiative to serve individuals and families who are struggling to put a nutritious meal on the table in Second Harvest's 19 county service area by voting daily. Fifty Feeding America food banks will receive awards. Proceeds from the grant would impact community members across Second Harvest's entire 19-county service region.

Second Harvest's network of 100 partner agencies will have increased funding if they are awarded the grant. Some specific projects across the region that will be impacted include:

**Holt County Community Services, Mound City, MO**

The grants funds are intended to coordinate starting two new food pantries in Maitland, Mo. and Craig, Mo. A county-wide campaign blitz will be used to raise awareness and promote needs for resources and to procure donors for each of the sites.

**Ministry Center of Nodaway County, Maryville, MO**

They will provide nutritional supplementation (such as "Boost") to aid the nutritional needs of approximately 160 elderly and disabled families in the county.

**Bartlett Center, St. Joseph, MO**

To serve low to moderate income families, funding will be provided to three main programs to serve over 1000 meals and snacks for the After School Youth program, the on-site Senior Nutrition program and the children in the Childcare Program.

**Pentecostal Church of the Apostolic Faith, Inc., Leavenworth, KS**

The money will be used to purchase fresh protein for the food pantry that serves over 200 families, which currently has fresh protein available for only two weeks of each month.

**Cathedral Food Pantry, St. Joseph, MO**

Funds will be used to stock new, specific sections of the food pantry that address the special dietary needs of diabetics (sugar-free), as well as gluten-free and low-sodium items.

Facebook users can vote once every day between September 15 and October 5 for "Second Harvest Community Food Bank of St. Joseph MO" at [www.walmart.com/fighthunger](http://www.walmart.com/fighthunger). Voters must have a Facebook account, but will not be required to "Like" Walmart's Facebook page.

To learn more about Fight Hunger. Spark Change., please visit [www.walmart.com/fighthunger](http://www.walmart.com/fighthunger).

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**About Second Harvest Community Food Bank**

Second Harvest Community Food Bank is a nonprofit food Distribution Center serving 19 counties across Northwest Missouri and Northeast Kansas. We distribute food through direct service programs and through a network of over 100 Partner Agencies located throughout our service area. Last year, Second Harvest distributed 5.7 million pounds of food to the community. To learn more about Second Harvest, please visit <http://www.ourcommunityfoodbank.org/>.

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**Apple Market to Donate Truckload of Food to Second Harvest Community Food Bank as part of Corporate Food Fight – Tuesday, Sept. 30th**

**St. Joseph, Mo. (September 29, 2014)** – Apple Market is making a truckload donation of food on Tuesday, September 30 at 10 a.m. to Second Harvest Community Food Bank as part of the Corporate Food Fight competition.

During the Corporate Food Fight 2014, a corporate food drive aimed at building hunger-free communities, businesses throughout Second Harvest’s 19-county service area compete during the month of September to raise the most food and funds to donate to the food bank. The goal is to collect 60,000 pounds of food during this month-long event. That amount of food could provide 46,000 meals to our neighbors in need throughout the region.

Businesses will be divided into categories based on their size. At the end of September the totals will be tallied and the winner will receive the “Golden Can Award” at a private reception hosted by Executive Director, Chad Hidgon.

The Corporate Food Fight is just one of the many events happening during Hunger Action Month. During the month of September, Feeding America food banks nationwide unite to urge individuals to take action to end hunger in their communities.

Media outlets are invited to 915 Douglas Street in St. Joseph, Mo. to document and interview employees from Second Harvest and Apple Market about this donation, the Corporate Food Fight or Hunger Action Month.

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### **Second Harvest Announces Winners of 2014 Corporate Food Fight Challenge**

**St. Joseph, Mo. (October 8, 2014)**—Second Harvest Community Food Bank wrapped up the 2014 Corporate Food Fight Challenge on September 30. This exciting event was designed to inspire corporations and businesses in the area to compete to see who could raise the most in food donations and funds. Funds were converted to pounds to contribute toward a company's total, with each dollar of funds representing two pounds of food donated.

Second Harvest has tallied up the final counts on donations, and is pleased to announce that among 11 competing companies, there were 81,609 pounds of food donated. This total far surpassed the goal of raising 60,000 pounds of food in this year's food fight, which represents 46,000 meals provided to neighbors in need in the Second Harvest service area.

The Food Fight was divided into categories based on the number of employees in each company. The winner of the Spoon category, with 1 to 25 employees, was Northwest Financial Services, who edged out their competition with 514 pounds of food donations.

In the Ladle category, in which participating companies have between 26 and 100 employees, Pepsi Beverage Company again reigned supreme among their competitors with 3,169 pounds of food donations.

The Soup category included companies with between 101 and 200 employees. Apple Market came out on top among their competitors with a total of 43,739 pounds of food donated. Apple Market is also a repeat winner in their category of Food Fight.

The Stock Pot category represents the biggest companies entered into the Food Fight, with organizations with more than 201 employees competing for the title. The winner for 2014 is American Family Insurance with 21,306 pounds of food donated, a repeat performance in the Food Fight.

An awards luncheon will take place at 11:30 on November 5, 2014 at Luna's, where the coveted Golden Cup award will be presented to the winners of each category by the executive director of Second Harvest, Chad Higdon.

**Participants in the 2014 Corporate Food Fight Challenge:**

Northwest Financial Services  
Will Woods State Farm  
Riverbluff Architects (runner-up in the Spoon category)  
Commerce Bank (runner-up in the Ladle category)  
Pepsi Beverage Company  
Omnium (runner-up in the Soup category)  
Hillyard Companies  
Apple Market  
McDonalds  
American Family Insurance  
Altec (runner-up in the Stock Pot category)

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## **Second Harvest Announces Thanksgiving Meal Distribution Day for Monday, November 24;**

Community Members Asked to Help Donate and Distribute 1,800 Thanksgiving Meals

**St. Joseph, Mo (October 29, 2014)** – Second Harvest Community Food Bank is excited to offer its Thanksgiving meal distribution on Monday, Nov. 24, from 1 p.m. to 6 p.m. at the Second Harvest building located at 915 Douglas Street. Second Harvest plans to provide 1,500 Thanksgiving meal boxes in Buchanan and Andrew counties, plus another 300 turkeys to be distributed among partner agencies in the Second Harvest service area of Northwest Missouri and Northeast Kansas.

Each St. Joseph member with a valid yellow card and a voucher for the Thanksgiving meal will receive a 10- to 12-pound turkey, as well as a box of food to complete the Thanksgiving meal. In order to give members time to update or renew their yellow cards, Second Harvest is notifying them with the details of the distribution throughout the months of October and November. Vouchers for the Thanksgiving meal are available at Fresh Start beginning November 3, 2014.

“Our Thanksgiving meal distribution provides a great opportunity for individuals, businesses and other groups to contribute to the fight against hunger by giving food, monetary donations or by volunteering to help,” says Chad Higdon, Second Harvest Community Food Bank executive director. “We appreciate Grace Evangelical Church, Apple Market and Heartland/Mosaic Life Care their support. It’s an event the whole community can look forward to as the Thanksgiving holiday approaches.”

Community members can support Thanksgiving Meal Distribution Day in several ways:

**Donate specific food items for the meal boxes.** Donations of green beans, Jello, yams, stuffing, cranberries, chicken broth, pumpkin pie mix and cream of mushroom soup are needed. All donations should be non-perishable.

**Volunteers are needed** for a food drive on Saturday, November 8 from noon to 4 p.m. at the local Apple Market stores.

**Help sponsor a box for \$10.** In addition to donations of boxed and canned goods, Second Harvest is also encouraging community residents to assist in the Thanksgiving Meal distribution effort by providing financial donations. Just \$10 will sponsor a Thanksgiving box for a food insecure family in the St. Joseph area.

**Gather to help distribute packed meal boxes.** On November 24<sup>th</sup>, volunteers are needed for distributing boxes. In order to create an orderly and streamlined process, Second Harvest sets up a drive-up assembly line so that members can receive their boxes in an efficient process.

For more information about Thanksgiving Meal Distribution Day, please visit Second Harvest at <http://www.ourcommunityfoodbank.org> or by calling 816-364-FOOD (3663).

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### **Second Harvest Community Food Bank receives Walmart Foundation Grant to Support Nutritious Food for our Neighbors in Need**

*Donation brings additional food resources to 15 Missouri counties of the Second Harvest service area*

**St. Joseph, MO – November 10, 2014** – Second Harvest Community Food Bank received a \$45,000 grant from the [Walmart Foundation's State Giving Program](#) to assist with providing nutritious food to area families. Specifically, this grant will positively impact the local community by providing for food acquisition and distribution in the 15 Missouri counties Second Harvest serves. Funding will assist with acquisition, storage, transportation and delivery of the food.

“We are excited to receive this support from the Walmart Foundation,” Chad Higdon, Executive Director of Second Harvest said. “Walmart’s support is sincerely appreciated and extremely valuable in helping us to fulfill our mission to nourish our neighbors through sustainable initiatives, education and advocacy.”

Second Harvest is a food bank that serves 19 counties in Northwest Missouri and Northeast Kansas. It acquires and distributes to 100 partner agencies and through direct service programs. The programs are guided by four initiatives: Nourishing Families, Nourishing Children, Nourishing Seniors and Nourishing Neighborhoods. Second Harvest was founded in 1981 by a group of concerned citizens who saw a great need for food assistance in the region. Since then, Second Harvest has distributed over 65 million pounds of food to the service area.

The Walmart Foundation's State Giving Program supports organizations that create opportunities so people can live better, awarding grants that have a long-lasting, positive impact on communities across the U.S.

“At the Walmart Foundation, we understand that organizations such as Second Harvest Community Food Bank are essential to building stronger communities. They share our values and are committed to helping Missourians in need live better,” Anne Hatfield, Walmart Director of Communications said. “Through this donation, we are hopeful that residents in need in Northwest Missouri will benefit from the purchase and distribution of nutritious protein and low fat dairy foods.”

As part of Walmart's \$2 billion commitment to fight hunger through 2015, the 145 Walmart stores in Missouri donated a total of 23.7 million pounds of food, in fiscal year 2014, or the equivalent of 19.7 million meals. In fact, Walmart reached \$260 million in cash and \$2.6 billion in in-kind donations nationwide, delivering on its commitment one year early. Additionally, just in the last fiscal year, Walmart and the Walmart Foundation gave \$43.3 million to Missouri nonprofits. For more information on Walmart's fight against hunger, visit <http://foundation.walmart.com/our-focus/hunger>.

To be considered for support, perspective grantee organizations must submit applications through the Walmart Foundation State Giving Program's online grant application. Applicants must have a current 501(c)(3) tax-exempt status in order to meet the program's minimum eligibility criteria. Additional information about the program's funding guidelines and application process are available online at [www.walmartfoundation.org/stategiving](http://www.walmartfoundation.org/stategiving).

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#### **About Philanthropy at Walmart**

*Walmart and the Walmart Foundation are committed to helping people live better through philanthropic efforts. By operating globally and giving back locally, Walmart is uniquely positioned to address the needs of the communities it serves and make a significant social impact within its core areas of giving: Hunger relief and healthy eating, sustainability, career opportunity and women's economic empowerment. Walmart and the Walmart Foundation are leading the fight against hunger in the United States with a \$2 billion commitment through 2015. Walmart has donated more than 1 billion meals to those in need across the country. To learn more about Walmart's giving, visit [foundation.walmart.com](http://foundation.walmart.com).*

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**SECOND HARVEST RECEIVES DONATION FROM KCP&L OF MORE THAN 18,000 CFLs**

**St. Joseph, Mo.** (November 14, 2014) – To kick off a new initiative, KCP&L donated 18,576 ENERGY STAR® certified compact fluorescent light (CFL) bulbs to Second Harvest. The bulbs will be distributed to Second Harvest member families through area food pantries in Tarkio, Maryville, King City, Stewartsville and St. Joseph in the coming months. Each family will receive two four-packs of CFLs, which last an average of 10,000 hours each.

“This is a great opportunity for us to partner with KCP&L to help get these light bulbs to families in need and we are very thankful for their contribution,” said Chad Higdon, Second Harvest Community Food Bank’s Executive Director. “Especially around the holidays we see families struggling, and this distribution effort will not only help offset the cost of light bulbs these individuals would have to purchase, but the families will see savings in their monthly utility bills as well.”

CFLs use 75% less energy than incandescent light bulbs and over the course of the bulbs lifetime can save a household an average of \$40. This partnership between Second Harvest and KCP&L will provide these savings to low-income customers free of charge. KCP&L is also working with Harvesters in Kansas City and Ozarks in Springfield to provide these savings to customers in other parts of the region.

“We are excited to be partnering with Second Harvest to get these energy-saving light bulbs in the hands and homes of our customers who need them most,” said Brian File, KCP&L Senior Manager of Products & Services. “These bulbs will provide our customers with the opportunity to not only save energy but ultimately save money.”

Other customers who are interested in switching to energy-efficient lighting should check out KCP&L’s Home Lighting Rebate Program. This program offers discounted, energy-efficient lighting through participating retailers. The goal is to help customers reduce their energy usage, save money, and protect the environment. To learn more visit <http://www.kcpl.com/save-energy-and-money/for-home/home-rebates/mo/home-lighting-rebate>.

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### **About KCP&L:**

Headquartered in Kansas City, Mo., Great Plains Energy Incorporated (NYSE: GXP) is the holding company of Kansas City Power & Light Company and KCP&L Greater Missouri Operations Company, two of the leading regulated providers of electricity in the Midwest. Kansas City Power & Light and KCP&L Greater Missouri Operations use KCP&L as a brand name. More information about the companies is available on the Internet at [www.greatplainsenergy.com](http://www.greatplainsenergy.com) or [www.kcpl.com](http://www.kcpl.com).

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## **Second Harvest Announces Official Accreditation from Better Business Bureau; *Second Harvest is First Non-Profit Organization in Northwest Missouri to Receive the Accreditation***

**(Saint Joseph, MO) Dec. 5, 2014** – During a season when individuals may look for charitable organizations to support before the year comes to a close, one area nonprofit organization has just announced a new seal of approval from the Better Business Bureau – and has become the first nonprofit organization in the region to achieve this accreditation.

Second Harvest Community Food Bank, a non-profit food distribution center serving nineteen counties in Northwest Missouri and Northeast Kansas, announces that it has met the Better Business Bureau's (BBB) Wise Giving Alliance's Standards for Charity Accountability and is now an official BBB Accredited Charity.

"We are excited that Second Harvest is the first Better Business Bureau accredited charity in the St. Joseph area," said Chad Higdon, executive director. "The Better Business Bureau accreditation is an

honor, and we are pleased to announce we have met these high standards to help provide trust and confidence for our donors, partner agencies and members who depend on us for services.”

Higdon says Second Harvest participated in the voluntary program because it believes in the importance of accountability and transparency for a non-profit organization. By being evaluated by BBB’s Charity Review Program, Second Harvest allowed an outside, third-party to take an objective look at the organization. The Standards for Charity Accountability examine a charity’s governance and oversight by its board of directors, how the organization measures its effectiveness in achieving its mission, its finances, and its fundraising and informational materials.

“BBB’s Accredited Charity seal provides a clear, concise way to communicate to existing and potential donors and clients Second Harvest’s status as part of a select group of charities in the community that adhere to BBB’s strong and comprehensive standards,” says Higdon.

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