

HARVEST FROM THE HEART

Annual Overview:

Harvest from the Heart had an amazing first full year as a resource center for all of South Minneapolis! We have provided **weekly Covid/Influenza vaccine clinics**, worked in collaboration with **Hennepin County Social Services** to have bi-lingual assistance on-site every Wednesday, and we provided a venue for Spanish-speaking representatives of assistance providers as diverse as **Hazelden Addiction Treatment Center, CAPHC Energy Assistance, St. Mary's Clinic** and the **City of Minneapolis Health Department's Food Action Plan**. If all that was not enough, visitors took home **451 TONS of food** in 2022!

The word is out and **Harvest from the Heart is growing!** Look through the attached charts to see the true scope of the growth experienced in 2022. Here is an anecdote that sums it up well: we served 972 families in *one week of December 2022*, which is 167 more families than we served in the **entire month of January, 2022!** Another example of the growing need? The **first week of 2022**, 163 families shopped for 6,074 pounds of food. On the **first DAY of 2023**, 152 families shopped for 5,897 pounds of food! This growth will be supported in the construction of a **6-Door Retail Cooler** and a **Dry-Storage Food Annex**, both set to be built in 2023. It is wonderful to be able to help so many new families, but this growth must be sustained with your help!

Harvest from the Heart lets each shopper decide what they want on their family's table by offering a choice shopping model. This model has our staff and volunteers running across the Metro (and even into Wisconsin) to rescue food daily from places like Target, Costco, Kowalski's, US Foods, Trader Joe's, Untiedt's, Colonial Market and UNFI to keep up with demand. The food is displayed in our food center much like it is at the retailer that donated it, making the shopping experience a positive for all. This can be seen through the entire process-- from the way families gather in line for hours at a time and bond with strangers, to the way they help each other load up their car. It is also seen in the tearful gratitude of first-time shoppers, the holiday gifts regulars give our staff and in the Google reviews left online. It takes more time and effort to make it work this way, but it makes all the difference to those that visit.

If you would like to support us this year, please visit our site and see all the ways you can give!

www.HarvestfromtheHeart.org (English)

www.CosechadelCorazon.org (Spanish)

**COSECHA
 DEL
CORAZÓN**

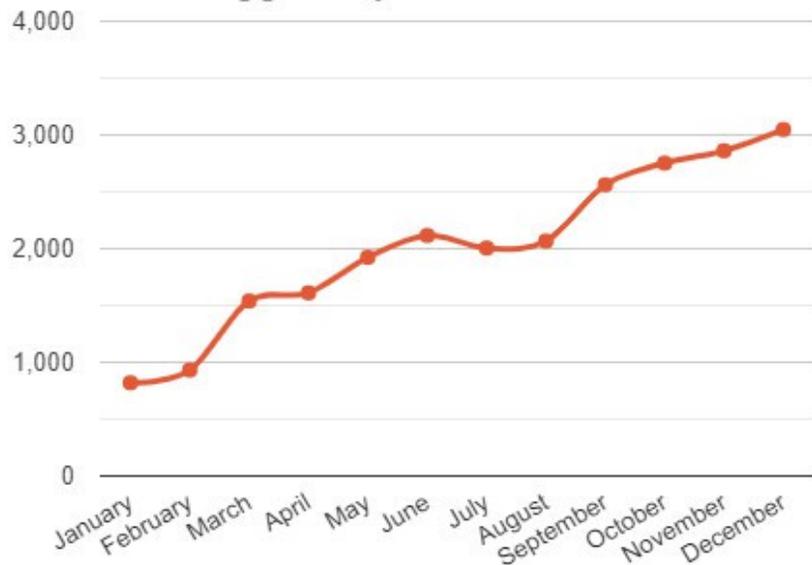
3817 Pleasant Avenue S
Minneapolis, MN 55409

The Growth of Harvest from the Heart

The number of people served in December 2022 was nearly a 380% increase over January 2022. Each month this past year saw a double-digit percentage increase over the last. Below, you can see the steady increase of families that came in throughout the year. At the beginning of 2022, we set a goal to serve 15,000 families by year's end-- and we far surpassed that goal!

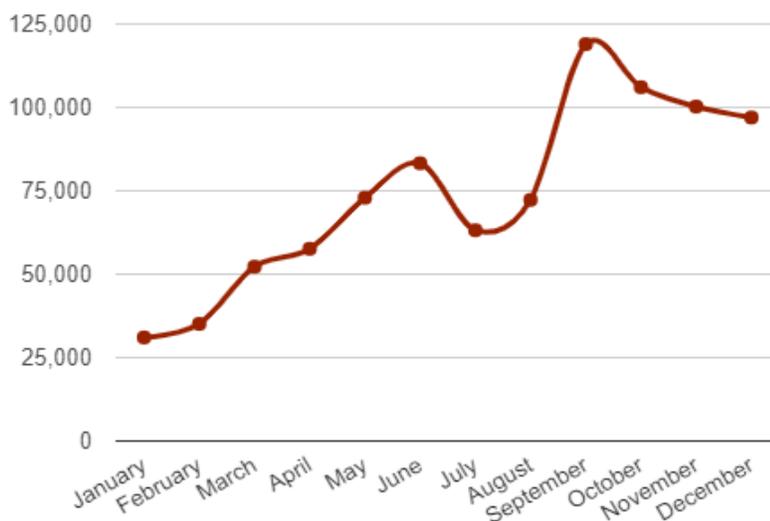
The need has outpaced inflation. With minimal advertising through social media, **24,083 families** found **Harvest from the Heart** in 2022. That is nearly 10,000 more families than we had planned to serve.

Shoppers by Month in 2022



The larger number of families required an increase of food to offer them. Second Harvest Heartland provided more food rescue options, Hennepin County provided funding opportunities and The Food Group awarded **Harvest from the Heart** a grant to purchase culturally specific items. This met only a fraction of the need. New partnerships were made with suppliers like Untiedt's who donated more than 3 tons of food each week during the produce growing season. We contacted the newly constructed Trader Joe's in Eagan and asked them to be a partner in bringing food to the city center where it is most needed. We rented a refrigeration truck from St. Vincent de Paul and made food pick-ups wherever they were offered.

Food Distributed



offered.

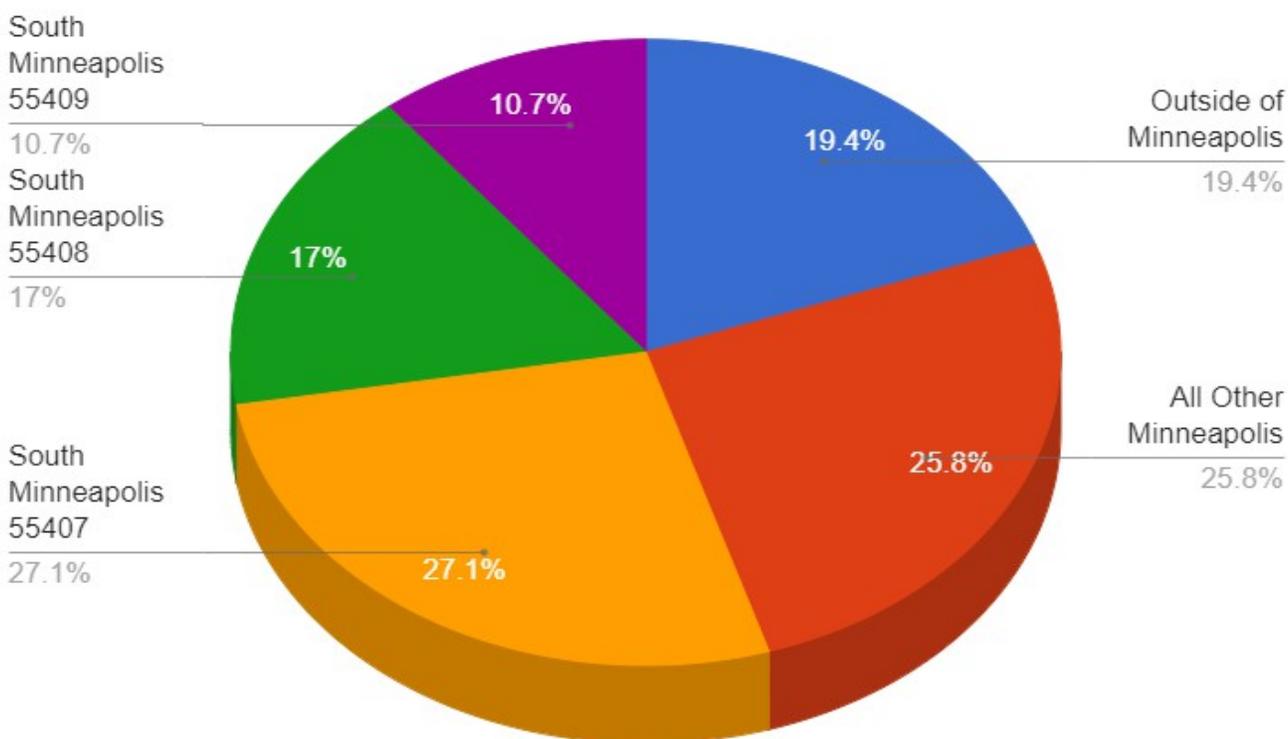
Harvest from the Heart closed out the year with shoppers taking home **889,984 lbs of food** from our shelves! That is almost double the projected 450,000 lbs we had projected.

The Reach of Harvest from the Heart

Harvest from the Heart does not turn anyone away. Over 90% of our shoppers fall below the federal poverty level used to determine food insecurity. Unlike other food shelves, we encourage our families to return if they are in need of food. We provide halal meat for our Muslim shoppers and plant-based proteins for vegetarian / vegan friends. We conduct surveys twice a year to make sure the food we are getting is the same food our shoppers need. This empathetic model attracts people from all around the Metro Area. Approximately 55% of our shoppers come from our three surrounding zip codes and 6.5% come to us from the remaining zip codes that comprise South Minneapolis.

The remaining shoppers are split evenly among the rest of Minneapolis (19.3%) and those that reside outside of the city (19.4%).

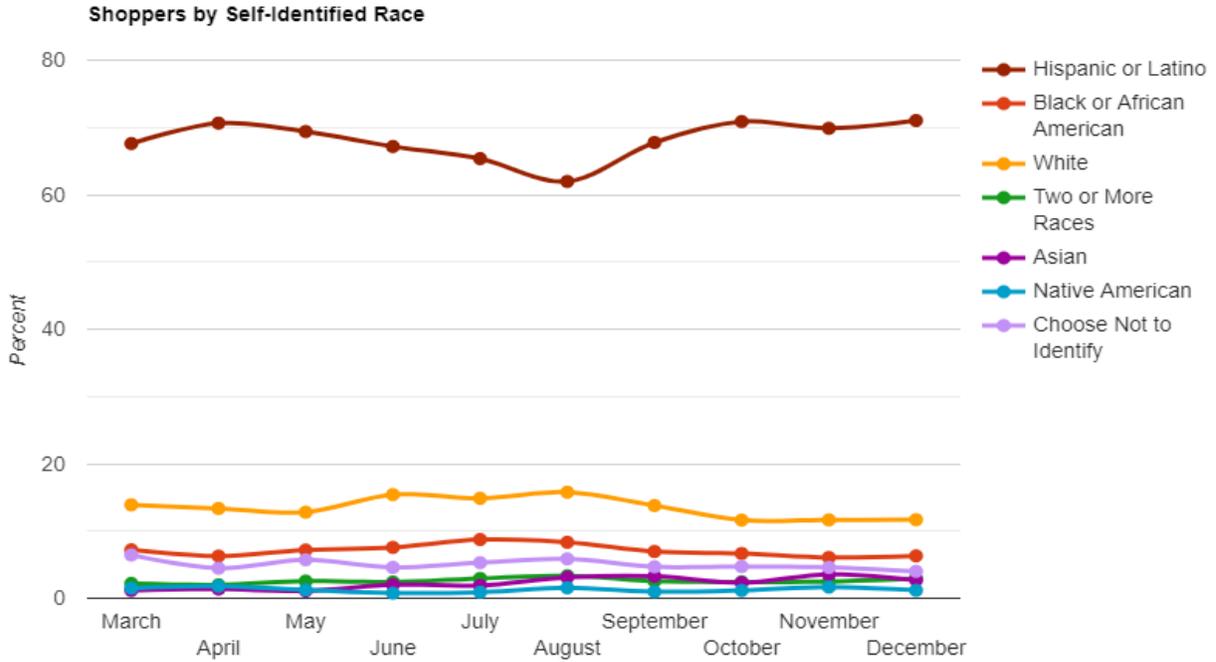
Clients Served by Zip Code



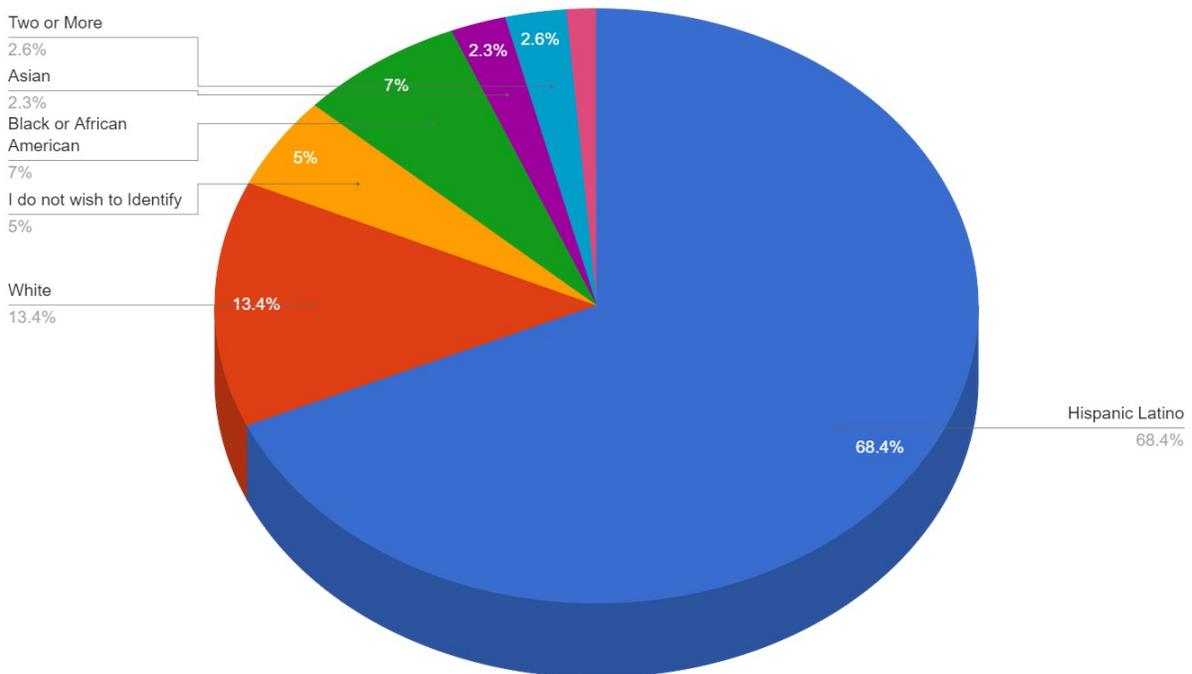
Of the three largest zip codes represented, those that identify as “*Hispanic or Latino*” make up 45.1% of our shoppers from 55409, 66.21% of our shoppers from 55408, and 86.95% of our shoppers from 55407. The need among our Spanish-speaking community was identified early and is the reason why **Harvest from the Heart** has Spanish-speaking staff onsite daily and strives to bring in culturally relevant food year-round.

The Composition of Harvest from the Heart

Using the demographic options of the United States Census Bureau, **Harvest from the Heart** updated our computer system in February to ask shoppers to self-identify race. This data has allowed us to see trends in the groups we serve. Not only does this underline the systemic issues facing Minnesota as a whole, it is also a tool to help us identify the needs in our immediate community and address any concerning declines in represented groups.



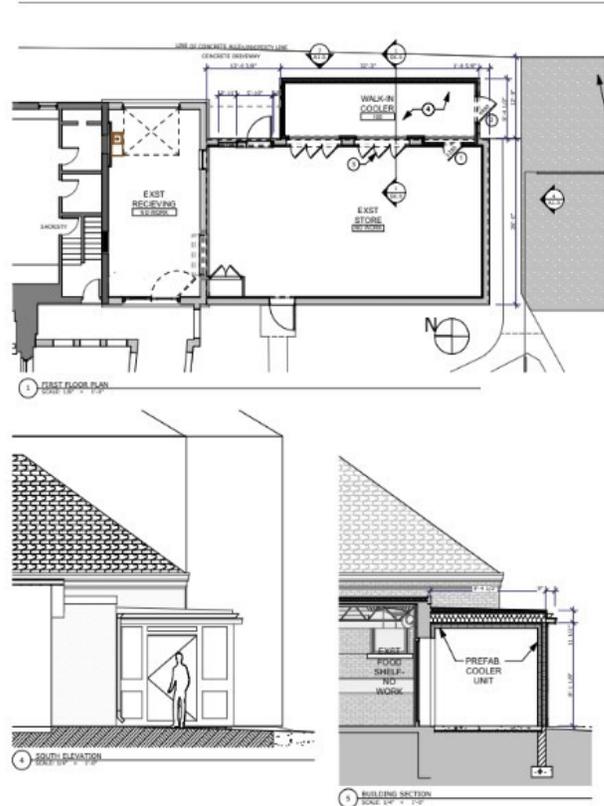
Self-Identified Demographics of Shoppers



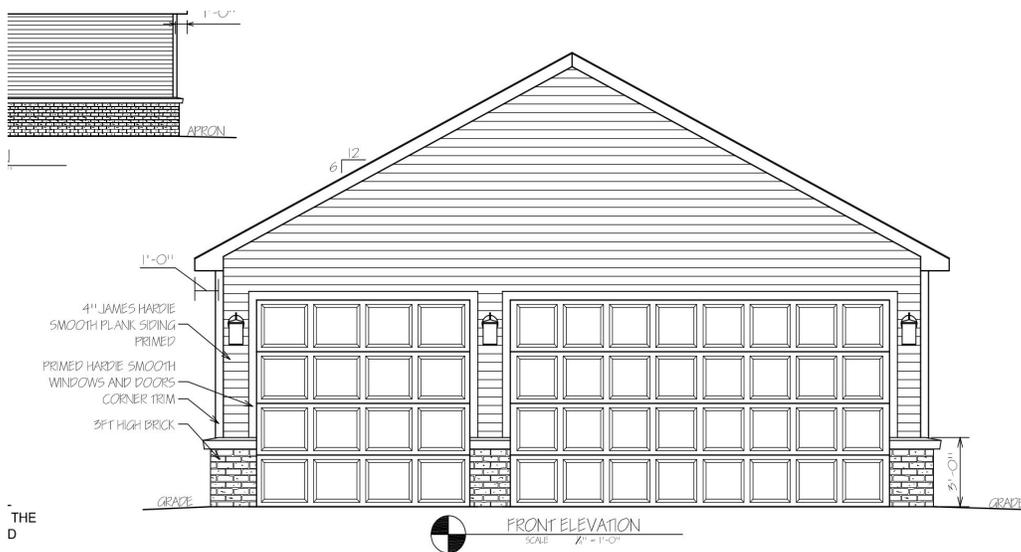
The Expansion of Harvest from the Heart

In March, Second Harvest Heartland collaborated with other food shelves in South Minneapolis and asked, “*What would be the most useful thing for your site?*” Seeing our growth increasing through the the year, **Harvest from the Heart** realized the ability to safely store more food would be essential to serving the growing community. The Neighborhood Grant allotted \$40,000.00 (just over half of the needed cost) for building the retail walk-in. The materials are onsite and the additional \$30,000+ has been earmarked for this project. Once Spring arrives, watch for the expansion of our new cooler that will provide MUCH needed space and an even greater retail-feel for our shoppers to enjoy!

Extra storage for refrigerated food is half of the solution. The other half is creating more space for the safe storage of excess dry goods.



Harvest from the Heart hopes to build our new Food Annex area before next winter. Minnesota snowfall can be difficult to navigate and we need a safe, warm place to secure all the excess rescue we receive. If funding allows, you will see this new construction starting soon!



The Funding of **Harvest from the Heart**

Harvest from the Heart was built to address the critical need that was highlighted in the wake of the global pandemic. At that time, many government funds were made available for non-profits who were trying to meet this need. Unfortunately, much of that funding has diminished.

The reality of our current inflation crisis is two-fold for food shelves. Rising costs have left many more families food-insecure and desperately seeking solutions to their climbing food bills. But food shelves are not immune to rising costs. The food we buy has risen in step with retail food. Now, more than ever, **Harvest from the Heart** is looking to the community to help keep this vital resource for South Minneapolis growing.



As 2023 begins with greater economic uncertainty, know that **Harvest from the Heart** will be here to help any family— regardless of income, race or creed –and we will continue to grow to meet this demand. If you or someone you know is facing food insecurity, please stop in and see us. You do not need an appointment; we are open five days a week. Visit us online for location and hours.

If you are fortunate to be in a position to help your neighbors, please consider a donation of your time or money to **Harvest from the Heart**. If 2023 brings another increase of 380% of families in need, we want to be ready to serve everyone who comes through our doors! Consider being a part of the solution.



**HARVEST
FROM THE
HEART** 

www.HarvestfromtheHeart.org
(English)

www.CosechadelCorazon.org
(Spanish)

**COSECHA
DEL
CORAZÓN** 