



# S.L. Gimbel Foundation Fund Holiday Food Program Grant Application

Internal Use Only:
Grant :

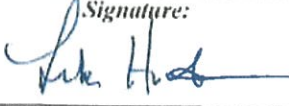

## Organization / Agency Information

Organization/Agency Name: <i>Second Harvest Foodbank of Southern Wisconsin</i>		
Physical Address: <i>2802 Dairy Drive</i>		City/State/Zip: <i>Madison, WI 53718</i>
Physical Address: <i>2802 Dairy Drive</i>		City/State/Zip: <i>Madison, WI 53718</i>
CEO or Director: <i>Michelle Orge</i>		Title: <i>President/CEO</i>
Phone: <i>608-216-7232</i>	Fax: <i>608-223-9840</i>	Email: <i>michelleo@shfbmadison.org</i>
Contact Person: <i>Tami Lee</i>		Title: <i>Grants Manager</i>
Phone: <i>608-512-3971</i>	Fax: <i>608-223-9840</i>	Email: <i>tanul@shfbmadison.org</i>
Web Site Address: <i>www.secondharvestmadison.org</i>		Tax ID: <i>39-1490691</i>

## Program / Grant Information

Program/Project Name: <i>Food Purchase</i>			Amount of Grant Requested: <i>\$15,000</i>
Total Organization Budget: <i>\$33,475,044</i> (with food valuation) OR <i>\$6.2M</i> operating budget	Per 990, Percentage of Program Service Expenses (Column B / Column A x 100): <i>95%</i>	Per 990, Percentage of Management & General Expenses Only (Column C / Column A x 100): <i>2%</i>	Per 990, Percentage of Management & General Expenses and Fundraising (Column C+D / Column A x 100): <i>5%</i>
Purpose of Grant Request (one sentence):  <i>Second Harvest Foodbank of Southern Wisconsin, with a \$15,000 grant, will purchase approximately 10,000 half-gallons of fresh milk for distribution through our Mobile Pantry Program that reaches urban and rural food deserts.</i>			
Gimbel Holiday Grants Received: List Year(s) and Award Amount(s)  <i>2018, \$15,000</i>			

## Signatures

Board President / Chair: (Print name and Title)  <i>Luke Hutchins, Chairman, Board of Directors</i>	Signature: 	Date:  <i>11/5/19</i>
Executive Director/President: (Print name and Title)  <i>Michelle Orge, President/CEO</i>	Signature: 	Date:  <i>11/5/19</i>

## **S.L. Gimbel Foundation Fund Holiday Grant Application**

Please provide the following information for items I. through III. by answering all questions in ONE PAGE-12 Font. Please be thorough, clear, specific, and concise.

**I. Organization/Agency Background: State your mission, vision, purpose, and provide a brief history. What are your core programs and activities? How many people do you serve? How many paid staff, full time and part-time? How many volunteers?**

Second Harvest Foodbank of Southern Wisconsin exists to end hunger in southwestern Wisconsin. We are the largest hunger-relief charity in southwestern Wisconsin. From July 1, 2018 to June 30, 2019 Second Harvest, together with its partner agencies and programs, provided 14.2 million meals to over 100,000 individuals and families in need through direct food distribution and FoodShare (food stamp) Outreach, with 95 cents of every dollar donated going to programs. We operate with 44 full-time and 9 part-time staff. Nearly 70,000 hours of service are contributed annually. As a Feeding America member food bank, we leverage our diverse community relationships to ensure that more nutritious food reaches more people who need it.

**II. Project Information: Describe your food distribution program. ANSWER ALL QUESTIONS. Explain the community need including demographics, geographic characteristics of the area or community to be served, community conditions and income level. What are the specific activities of the food program?**

According to Map the Meal Gap, Feeding America's annual food insecurity study, 122,830 individuals (10% of the population) face hunger in Second Harvest's 16-county territory, including 41,970 children. The 2014 Feeding America Hunger Study found the picture of hunger for those we serve sobering: 61% of the households have less than \$20,000 in household income; 1 in 3 households has a member living with diabetes, and; 53% has a member with high blood pressure. The Study also reported that when faced with the threat of food insecurity, our clients are forced to engage in various coping strategies such as purchasing inexpensive, unhealthy food (83%) and eating food past expiration date (65%).

We work on behalf of hundreds of charitable food programs (food pantries, meal sites, shelters) in 16 southwestern Wisconsin counties to acquire, store and deliver food so that the programs themselves can focus on providing food and other services at the local level to individuals and families facing hunger. We also help individuals and families access government benefits, such as FoodShare Wisconsin.

**How do you identify/qualify those in need? How often is the food distribution offered?**

For charitable food distribution, which occurs at varying frequencies (weekly, monthly, appointment-basis), Second Harvest Foodbank feels that those, for example, that find their way to a food pantry or waiting in line at a mobile pantry should have access to charitable food donations. We don't ask questions about their situation, be it permanent or temporary, or in an attempt to quantify or qualify need. National studies show the importance of health and proper nutrition. No matter the client's situation in life, we want to help them attain their full potential. If they are in line, they are served.

When we help clients with government programs, such as FoodShare Wisconsin (food stamps), eligibility as required by the government is based on monthly income and household size.

**How many people will be served by the food distribution program (children, youth, adults, seniors)? Please explain how you keep track of number of people served.**

For each program, such as Kids Cafe, Mobile Pantry, and School Pantry, Second Harvest keeps monthly statistics on the number of children, individuals, seniors, and households served. Data is collected by partner agencies (food pantries, meal sites, shelters) and their volunteers at the local level and reported and tabulated by Second Harvest monthly. Second Harvest, in turn, reports our statistics to Feeding America quarterly to ensure program effectiveness.

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**S.L. Gimbel Foundation Fund  
Holiday Grant Application**

**III. Project Budget**

Please provide a detailed line-item budget for your project by completing the budget form below. **The maximum requested amount is \$15,000** or 25% of your operating budget, whichever is less. You can request for less than \$15,000. You may delineate your line items requests per examples below:

- 85% of total request for the purchase of food items only. (Ex. Total request of \$15,000; 85% is \$12,750 for food)
- 15% of total request for female hygiene products and/or diapers. (Ex. Total request of \$15,000; 15% is \$2,250 for diapers and female hygiene products)
- 100% of total request for the purchase of food items
- Canned tuna will not be funded.

**Food items must be delineated (i.e. canned vegetables, soup, pasta, dried beans, rice, etc.). For each food item, indicate the cost per unit (pound, carton, case, etc.) and the quantity. See attached example.**

Line Item	Line Item Description	Requested Amount
<i>Fresh Milk</i>	½ gallon; 1% & 2%; approximately \$1.50/unit; 10,000 units	\$15,000
<b>TOTAL:</b>		<b>\$15,000</b>

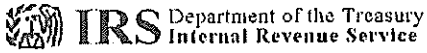
**IV. Administrative Expenses Percentage**

This section calculates how much the organization spent for general management, overhead, indirect items as a percentage of the organization's total expenses. The figures are based on your most current **990 form that you submitted, Part IX Statement of Functional Expenses.**

Management & general expenses (Column C only)	/Total expenses (Column A)	= Administrative Percentage
\$609,184	\$33,475,044	2%

**V. Supplemental Documents Checklist:** Submit the following as attachments

- ☒ Your current 501(c) (3) final determination letter from the IRS
  - ☒ List of your Board members and their affiliations
  - ☒ Your most recent, filed 990 report.
  - ☒ Part IX only of the 990 form, Statement of Functional Expenses (one page)
  - ☒ Your current operating budget (Current calendar or fiscal year)
  - ☒ 2018 Holiday Food Program Grantees: Include your evaluation report
  - ☐ Other past Holiday Food Program Grantees: Include your **most recent** evaluation report
-



Department of the Treasury  
Internal Revenue Service

P.O. Box 2508  
Cincinnati OH 45201

In reply refer to: 0752435463  
Feb. 15, 2017 LTR 4168C 0  
39-1490691 000000 00

00022439  
BODC: TE

SECOND HARVEST FOODBANK OF SOUTHERN  
WISCONSIN  
2802 DAIRY DR  
MADISON WI 53718-6751



038441

Employer ID Number: 39-1490691  
Form 990 required: YES

Dear Taxpayer:

We issued you a determination letter in NOVEMBER 1984, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

Our records also indicate you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading of this letter, we indicated whether you must file an annual information return. If a return is required, you must file Form 990, 990-EZ, 990-N, or 990-PF by the 15th day of the fifth month after the end of your annual accounting period. IRC Section 6033(j) provides that, if you don't file a required annual information return or notice for three consecutive years, your exempt status will be automatically revoked on the filing due date of the third required return or notice.

For tax forms, instructions, and publications, visit [www.irs.gov](http://www.irs.gov) or call 1-800-TAX-FORM (1-800-829-3676).

If you have questions, call 1-877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific Time).

0752435463  
Feb. 15, 2017 LTR 4168C 0  
39-1490691 000000 00  
00022440

SECOND HARVEST FOODBANK OF SOUTHERN  
WISCONSIN  
2802 DAIRY DR  
MADISON WI 53718-6751

Sincerely yours,

A handwritten signature in cursive script, appearing to read "Teri M. Johnson".

Teri M. Johnson  
Operations Manager, AM Ops. 3



## Second Harvest Foodbank of Southern Wisconsin Board of Directors as of 7/01/19

**Margaret Utterback (Secretary)**

(2/21)\*

Quarles & Brady  
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[Margaret.Utterback@quarles.com](mailto:Margaret.Utterback@quarles.com)

**Mark Thompson**

(3/21)\*

Retired  
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(608) 513-1044 (personal Cell)  
[Marksunprairiefoodpantry@gmail.com](mailto:Marksunprairiefoodpantry@gmail.com)

**Mark Gavigan**

(1/22)\*

Store Brand Sales Manager  
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**Justin Hart**

(1/20)\*

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608-445-6648 ©  
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**Beth Norman (Vice Chair)**

(2/22)\*

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**Jessie Stauffacher**

(1/22)\*

COO  
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(1/20)\*

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(1/21)\*

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**Luke Hutchins (Chair)**

(3/22)\*

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**Vicki Villacrez (Treasurer)**

(3/22)\*

Vice President & CFO  
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**Sverre Roang**

(1/21)\*

Chief Administration Officer  
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**David de Leon**

(1/21)\*

VP Operations - WISC  
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**Laura Doolin (NRSSH – President)**

**(1/21) \* only eligible as President**

Policy Initiatives Advisor  
Dept of Workforce Development  
201 E. Washington Ave  
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608-818-6440  
[lauramdoolin@gmail.com](mailto:lauramdoolin@gmail.com)

\*Denotes: current term/term expiration date

**Part IX Statement of Functional Expenses**

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response or note to any line in this Part IX ☐

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21	360,045.	360,045.		
2 Grants and other assistance to domestic individuals. See Part IV, line 22				
3 Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16				
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	275,057.	102,535.	85,037.	87,485.
6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7 Other salaries and wages	2,010,071.	1,589,099.	151,304.	269,668.
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)	81,508.	61,029.	6,453.	14,026.
9 Other employee benefits	488,408.	352,169.	44,470.	91,769.
10 Payroll taxes	167,818.	117,473.	18,460.	31,885.
11 Fees for services (non-employees):				
a Management				
b Legal				
c Accounting	17,500.		17,500.	
d Lobbying				
e Professional fundraising services. See Part IV, line 17	278,899.			278,899.
f Investment management fees				
g Other. (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Sch O.)	157,939.	72,375.	23,360.	62,204.
12 Advertising and promotion	341,313.	131,545.	61,013.	148,755.
13 Office expenses				
14 Information technology				
15 Royalties				
16 Occupancy	177,868.	162,087.	5,087.	10,694.
17 Travel	59,614.	54,389.	5,152.	73.
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings	29,733.	14,295.	15,342.	96.
20 Interest				
21 Payments to affiliates	9,248.	9,248.		
22 Depreciation, depletion, and amortization	320,994.	305,600.	3,079.	12,315.
23 Insurance	106,870.	17,497.	80,143.	9,230.
24 Other expenses. Itemize expenses not covered above. (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.)				
a <b>FOOD FOR DISTRIBUTION</b>	28,063,744.	28,063,744.		
b <b>TRUCK EXPENSE</b>	254,108.	254,108.		
c <b>EQUIP AND WAREHOUSE REP</b>	161,748.	91,220.	45,803.	24,725.
d				
e All other expenses	112,559.	15,961.	46,981.	49,617.
25 <b>Total functional expenses. Add lines 1 through 24e</b>	33,475,044.	31,774,419.	609,184.	1,091,441.
26 Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation.				

**Second Harvest Foodbank of Southern Wisconsin****FY20 Budget****July 1, 2019 - June 30, 2020**

	FY20 <u>Budget</u>
<b>REVENUES</b>	
Fees for Products Distributed	2,250,000
Cost of Product Distributed	<u>(1,776,400)</u>
Total Maintenance Fees	473,600
Less: Grants Applied	<u>(620,780)</u>
Net Maintenance Fees	<u>(147,180)</u>
Contributions	5,621,708
United Way	235,200
Miscellaneous	22,524
Rent Income	66,528
Donated Food Valuation	
Donated Food Distribution	
FSO From State	<u>210,781</u>
<b>Total Revenue</b>	<u><b>6,009,561</b></u>
<b>EXPENSES</b>	
Salaries & Benefits	3,332,565
Payroll Taxes	208,504
Outside Staffing Services	3,600
Direct Mail Service	308,242
Other Outside Services	296,429
Insurance	127,031
Conference/Meeting/Travel	149,874
Printing & Postage	169,976
Ads, Dues & Subscriptions	58,493
Affiliate Fees	9,600
Supplies/Equip./Maintenance	185,498
Telephone/Occupancy	264,393
Truck Expense	307,629
Grant Expense	402,500
Depreciation Expense	362,518
Interest Expense	785
Miscellaneous	<u>58,618</u>
<b>Total Expenses</b>	<u><b>6,246,255</b></u>
<b>Change in Undesignated Net Assets</b>	<b>(236,694)</b>
Contributions to Endowment Fund	0
Gain (loss) on Endowment Investments	8,436
Investment Fees	<u>(8,000)</u>
<b>Change in Endowment Net Assets</b>	<u><b>436</b></u>
<b>Change in Total Net Assets</b>	<u><u><b>(236,258)</b></u></u>



#200

COMPLETE

**Collector:** Gimbel Holiday Food Grant (Web Link)  
**Started:** Monday, September 16, 2019 11:16:59 AM  
**Last Modified:** Tuesday, October 08, 2019 4:29:22 AM  
**Time Spent:** Over a week  
**IP Address:** 104.48.189.120

Page 1: Organizational Information

**Q1** Name of your organization.

Second Harvest Foodbank of Southern Wisconsin

**Q2** Grant #

20181985

**Q3** Grant Period

January 1 - September 30, 2019

**Q4** Location of your organization

City	Madison
State	Wisconsin

**Q5** Name and Title of person completing evaluation.

Tami Lee

**Q6** Phone Number:

608-512-3971

**Q7** Email address.

tamil@shfbmadison.org

**Q8** Total number of clients served through this grant funding:

87802

**Q9** Approximate volume of food purchased with grant funds? (i.e 10 lbs of fresh produce; 1000 boxes; 10 cases, etc)

105,363 pounds of frozen pork products

## Page 2: Key Outcomes and Results

**Q10** Describe the project's key outcomes and results based on your goals and objectives:

We are incredibly grateful for this grant which allowed us to purchase frozen meat products from our sister food bank, Virginia Peninsula Foodbank, in Hampton, VA. Their operations are very close to Smithfield, VA, which is the home of the world's largest pork processor, Smithfield Foods. The Virginia Peninsula Foodbank receives regular donations of packaged pork product from Smithfield, which they generously offer to share with other food banks.

In our proposal, we set a goal to acquire 75,000 pounds with \$15,000. We are happy to report, due to decreased freight costs, that we were able to acquire 105,363 pounds with \$15,000. Thank you again!

**Q11** Please describe any challenges/obstacles the organization encountered (if any) in attaining stated goals & Objectives.

Not really a challenge and instead a welcome surprise for food banks was the decrease in freight costs this year. Rates remained lower because of the widely increased capacity available this year. This is great news for food banks who rely on shipments of nutritious protein, fruits, and vegetables from afar in order to provide healthy options all year long to their clients.

**Q12** How did you overcome and/or address the challenges and obstacles?

We were able to stretch our purchasing power further due to decreased freight costs!

**Q13** Describe any unintended positive outcomes as a result of the efforts supported by this grant.

As stated above, decreased freight costs was an unintended positive outcome, allowing us to stretch this grant even further than predicted.

In doing so, we were able to acquire 105,363 pounds of meat. With the USDA stating that there are 1.2 pounds per meal, this means we were able to provide over 87,000 people protein for at least one meal.

**Q14** Briefly describe the impact this grant has had on your organization.

Because this Smithfield meat is almost always in retail packages, it does not take a lot of handling (versus bulk frozen meat donations that need thawed and split before sending out) in our warehouse before it gets to the tables of those that need it. Also, meat donations have down these last few years as retailers have implemented in-store mark-down strategies in order to sell meat before donating it. Having a grant to specifically reverse this trend was critical; thank you.

Therefore, we were able to distribute 105,363 pounds of meat. With the USDA stating that there are 1.2 pounds per meal, this means we were able to provide over 87,000 people protein for at least one meal.

## Page 3: Budget

## S. L. Gimbel Foundation Fund Holiday Food Grant

**Q15** Please provide a narrative on how the funds were used to fulfill grant objectives. Explain what was purchased and how funds were utilized based upon the budget that was submitted. Support documents (receipts or expense reports) can be emailed to [grant-info@thecommunityfoundation.net](mailto:grant-info@thecommunityfoundation.net) or faxed to 951-684-1911.

With this grant, we were able to acquire, store and distribute retail-size packages of Virginia-based Smithfield Foods pork products, including

but not limited to hams, loins, ribs, hot

dogs, bologna, and bacon. In total, 105,363 pounds were acquired, stored, and distributed with this \$15,000 grant at 11 cents per pound.

### Page 4: Success Stories

**Q16** Please relate a success story:

"Joseph (7) used to have an empty refrigerator at home. But that has changed since his family discovered Second Harvest Foodbank's Mobile Pantry which deliver fresh groceries once a month to underserved rural and urban communities. Mobile Pantries are set up 'farmers-market' style, allowing patrons to 'shop' and pick foods to their liking. Recently Joseph and his family took home fresh carrots, squash, potatoes, onions, and meat. Joseph's face lit up when his mom said she could make some meat stew."

**Q17** Please relate a success story here:

Respondent skipped this question

**Q18** Please relate a success story here:

Respondent skipped this question

### Page 5: Demographic Information

**Q19** Which category best describes your organization. Please choose only one.

Basic Needs Support

**Q20** What is your organizations primary Program Area of Interest?

Food  
Bank

**Q21** Percentage of clients served through grant in each Ethnic Group Category. Total must equal 100%

Unknown 100

**Q22** Approximate percentage of clients served from grant funds in each age category.

Children Birth-05 years of age	5
Children ages 06-12 years of age	15
Youth ages 13-18	11
Young Adults (18-24)	6
Adults	40
Senior Citizens	23

## S. L. Gimbel Foundation Fund Holiday Food Grant

<b>Q23</b> Approximate percentage of clients served with disabilities from grant funds.	Other Disability	100
<b>Q24</b> Approximate percentage of clients served in Economic Group	At/Below Poverty Level	100
<b>Q25</b> Approximate percentage of clients served from grant funds in each population category.	Respondent skipped this question	