



Spring 2019

Our mission is to offer hope
as we provide assistance to our neighbors in need.

JOIN US IN STOCKING OUR SHELVES THIS MARCH!

Each March, we see a flurry of activity in the food shelf, as dozens of businesses, schools, community organizations, and neighborhoods host their annual food drives -- helping to stock ICA's shelves for the months to come.

The Minnesota FoodShare March Campaign began over 25 years ago, to help restock food shelves as they see donations drop after the holidays. Since then, the March Campaign has grown to become the largest grassroots food and fundraiser in the state.

We're hoping to raise \$150,000 and 150,000 pounds of food this year, and we need your help! Here are a few ways to get involved and help our community:



Host a Food Drive. Gather your family, friends, neighbors, coworkers, or congregation and host a food drive! Food drives make everyone feel good! We've put together a Food Drive Toolkit to help you plan. View it at icafoodshelf.org/march-campaign.



Shop our Silent Auction. From March 1st to the 9th, we're hosting an online silent auction. We have lots of great items, including bikes, kitchenware, home décor, gift certificates, and more! View it at icafoodshelf.org/silent-auction.



Donate Funds. Contribute financially to ICA's mission. It's simple, immediate, and has a huge impact. Did you know that we can purchase up to 10 times the amount of food due to our access to special programs and prices? Donate online at icafoodshelf.org/donate or send a check in the enclosed envelope.



Attend Empty Bowls. Join us on Tuesday, March 12th at the Hopkins Center for the Arts. Enjoy a simple meal of soup and bread, bid on the fine art silent auction, and take home a free bowl handmade by a local student. This family friendly event is such a wonderful experience! Everyone is invited. Freewill donations accepted.

Thanks for helping neighbors in need and supporting ICA! Your donation has a huge impact in our community!

Need help? We're here to support you! Contact Development Manager Patti Sinykin to discuss ways to get involved: patti@icafoodshelf.org or 952.279.0280.

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ICA's Impact: October - December 2018

Families Served
1,327

Volunteer Hours Worked
12,025

Pounds of Food Distributed
359,925

that's equivalent to
299,938
meals!

PROVIDING NUTRITIOUS FOOD TO OUR NEIGHBORS IN NEED

In 2017, ICA created a five-year Adaptive Strategy Plan to help us make a strategic impact on our community through 2021. Similar to a Strategic Plan, this document guides our decision-making and focus as we take a big-picture view the needs of our community.

Our primary goal of this plan is to “provide nutritious food for our neighbors in need and support improved health and well-being.” We know that people in poverty have a higher rate of health problems and a lower life expectancy than the general population.

We are committed to offering nutritious food choices, and always looking for ways to help improve the physical and mental health of our low-income neighbors.



Our story this issue on SuperShelf focuses on major changes we made at the food shelf this year. We've already received great feedback from clients about the changes! Below, read the story of one family's journey to improved health through ICA.

Thank you for partnering with us to provide access to healthy food for our neighbors in need!

A handwritten signature in black ink that reads "Peg Keenan".

Executive Director, ICA Food Shelf

VISITING ICA; GAINING HEALTH

When Chris and Heidi* first started using ICA after Chris lost his job, they weren't thinking about their health or healthy food – they were simply trying to get enough food to feed their family.

Over time, they realized that they were starting to make different choices: **trying new fruits and vegetables**, switching out whole milk for almond milk, and experimenting with new-to-them premium products (donated by ICA's food rescue partners) that had never been in their budget. Then Chris and Heidi started learning: how to read labels and ingredient lists to **avoid added sugar**; which foods were more **nutrient dense**; and how to incorporate these foods into their diet. Chris's favorite: mixing up a green smoothie every day, incorporating kale, spinach, bananas, almond milk, and other food shelf finds.

Over the last year, Chris and Heidi have each lost over 100 pounds, which they attribute to visiting ICA. Even better, **Chris now has the energy to go for long walks**, and his doctor is pleased with the changes in his blood pressure, cholesterol, and blood sugar. Chris has even been able to stop taking some of his diabetes prescriptions due to his increased health.

Chris and Heidi's kids have experienced the change as well. Everyone now eats more fruit, vegetables, and whole grains. And though his kids are young and healthy, adding these foods now will set them up for better health later in life.

Chris expressed how grateful he is for ICA. **“If it wasn't for you guys, we wouldn't be here. ICA has really helped a family desperately in need.”**

Thanks Chris and Heidi for sharing your family's story with us!

*Names have been changed to protect privacy.

Chris's Tips for Healthy Eating at ICA

1. Wilted greens like kale and spinach will perk right up when you wash them in cold water.
2. Visit ICA's “Bread and More” bonus section between appointments for extra vegetables and fruit.
3. Chris blanches extra veggies and freezes for later use.

ICA IS NOW SUPERSHELF CERTIFIED!



We are excited to announce that we became SuperShelf certified in January! SuperShelf is a program initiated by HealthPartners, University of Minnesota Extension, the Food Group, and Valley Outreach. The program helps Minnesota food shelves provide clients with better access to healthy food in a welcoming environment.

The program is used at food shelves throughout the state. We began the process of certification last summer. Here are a few of the updates we made:

- **New narrower shelves.*** We switched our shelving to create a more uniform look and widen the aisles for easier movement. We also added clear bins** to organize smaller items.
- **Updated signage and new shopping lists.***** Our new signs are color-coded to help differentiate sections and include four languages: English, Spanish, Russian, and Somali. We also added shopping lists for clients to use as they select their food.
- **Fresh produce up front.** We moved our fresh produce from the back of the food shelf to the front. According to behavioral economics, people take 50% more of the items they encounter first.
- **Healthiest choices are at eye level.** For example, whole grains are easiest to access, with refined grains on lower shelves. Bakery items are still offered, but on fewer shelves and closer to the ground.
- **Updated stocking standards.** To encourage cooking, we now order and stock vegetable oil and spices. We also ensure that each section has an array of choices.



New signage in multiple languages.

Thank you to Target, FastSigns, and Cutsforth for supporting this project! And thank you to our many volunteers who helped transform the food shelf! We are so excited to help our clients make healthier food choices and to offer a welcoming, dignified experience for our neighbors in need.

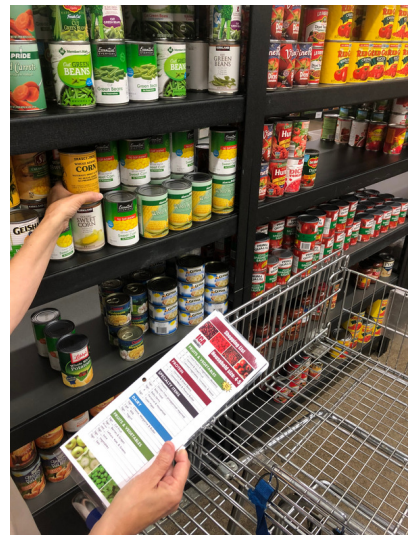
* Donated by Cutsforth, Inc. ** Donated by Target. *** Partially donated by FastSigns



Fresh produce moved to the front of the food shelf.



New shelves with wider aisles.



Clients shop with a grocery list.

ANNUAL REPORT

Our 2018 Annual Report is available to view and download at icafoodshelf.org/financial. To receive a copy by mail, contact Development Coordinator Carly Dent at carly@icafoodshelf.org or 952.279.0299.



Spring 2019 Event Calendar

March Campaign

March 1 - 31, 2019

We're hoping to raise \$150,000 and collect 150,000 pounds of food this March during the Minnesota FoodShare March Campaign! Help us provide food to our neighbors in need by sponsoring your own food drive! Learn more and view our Food Drive Toolkit at icafoodshelf.org/march-campaign.

March Campaign Online Silent Auction

Friday, March 1 - Saturday, March 9

Support ICA during our March Campaign! Our online silent auction features great items, including bikes, kitchenware, home décor, gift certificates, and more! All proceeds benefit ICA Food Shelf.

Empty Bowls

Tuesday, March 12 | 11 a.m. - 7 p.m.

21st annual fundraiser for ICA and ResourceWest, featuring student-made bowls, soup from local restaurants, fine art, live music, and amazing community. Freewill donations accepted. Sponsors, volunteers, and fine art donations needed. Learn more at hopkinsemptybowls.org.

Letter Carriers' Food Drive

Saturday, May 11

Donate food at your mailbox! Learn more and sign up to volunteer at icafoodshelf.org/postal.



Save the Date!

The Great Taste

Thursday, October 24

Minnetonka Community Center

More info coming soon!

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ICA is a 501(c)3 organization. Your donation is tax deductible to the fullest extent allowed by law
Serving Hopkins, Minnetonka, Excelsior, Shorewood, Deephaven, Greenwood, & Woodland since 1971.