

Hunger-Free Minnesota

Frequently Asked Questions

06/07/2011

What is Hunger-Free Minnesota?

Hunger-Free Minnesota is a statewide initiative to fight hunger in our communities. It is the first statewide campaign of its kind in the country. It unites a coalition of business people, community leaders, government policy specialists, communities of faith, food banks, food shelves, aligned agencies and thousands of volunteers in a fight against the devastating and debilitating effects of hunger.

What is the mission of Hunger-Free Minnesota?

Our mission is to ensure no Minnesotan goes without food in their time of need. We, as Minnesotans, are working together to provide enough food for our neighbors who need it most.

What is the goal of the Hunger-Free Minnesota campaign?

To close Minnesota's gap of 100 million missing meals, annually and sustainably, for Minnesotans in need by 2014.

Who is working for Hunger-Free Minnesota?

Hunger-Free Minnesota has united a statewide coalition of Minnesota community, corporate and hunger-relief partners. Learn more about our partners by [clicking here](#).

The campaign is led by a steering committee consisting of Minnesota-based chief executives who have dedicated their time and considerable talents toward the success of this effort. They include:

Steering Committee Members		
Name	Title	Organization
Pat Donovan	Chief Executive Officer	Bremer Financial
Jeff Ettinger	Chairman and Chief Executive Officer	Hormel Foods
Pat Geraghty	President and Chief Executive Officer	Blue Cross and Blue Shield of Minnesota
Jack Larsen	Chief Executive Officer	United Healthcare Community & State
Greg Page	Chief Executive Officer	Cargill
Ken Powell	Chairman and Chief Executive Officer	General Mills
Terry Scully	President	Target Financial Services
Sarah Caruso	President and Chief Executive Officer	Greater Twin Cities United Way
Rob Zeaske	Executive Director	Second Harvest Heartland

To learn more about the full-time staff of Hunger-Free Minnesota, [click here](#).

Where did the idea for Hunger-Free Minnesota Begin?

In 2008, Second Harvest Heartland partnered with the University of Minnesota Food Industry Center to establish and quantify a measureable finish line for hunger in Minnesota. After several months of research, the Missing Meals Study was released demonstrating that hungry Minnesotans in need were missing more than 100 million meals on an annual basis. This initial data, which has been updated recently by a new study entitled Map the Meal Gap from Feeding America, provided a spark to begin conversations on a statewide level to better understand hunger in our state and find a way to close this gap in missing meals.

Hunger-Free Minnesota was created in March, 2010 when a founding coalition of eight hunger-relief organizations, working collectively across Minnesota, banded together to form a collaboration that would close Minnesota's gap in missing meals. Over the past year, Hunger-Free Minnesota and its partners have released four additional groundbreaking research studies, created an action plan that will close our missing meals gap on an annual and sustainable basis, vetted our plan with nearly 500 key stakeholders statewide, and united a coalition of corporate and community organizations to fight hunger in Minnesota.

How can someone become involved with Hunger-Free Minnesota?

Minnesotans can participate in Hunger-Free Minnesota by visiting www.hungerfreemn.org and [joining a movement](#) that support Hunger-Free Minnesota's campaign to close Minnesota's gap of 100 million missing meals.

Why is Minnesota Public Radio supporting Hunger-Free Minnesota?

The goals of Hunger Free Minnesota match up well with the mission of MPR to enhance lives, expand perspectives and strengthen communities. With MPR's broadcast and online reach, Hunger Free Minnesota's messages will gain exposure in every corner of the state. MPR is proud to be a partner in this effort to fight hunger in Minnesota.

What will MPR's support include and how long will it last?

Minnesota Public Radio's support will include radio, events and digital promotions to help shed light on this important issue. Also, in December of 2010, MPR News has hired [Julie Siple](#) to cover a broad range of stories about hunger and hunger-related issues in Minnesota.

MPR has a formal partnership agreement with Hunger Free Minnesota that is in effect until the end of August 2011.