



THE CEO CHALLENGE

**MAKE A GIFT.
OPEN DOORS.**

Two leadership actions Board and Advisory members can take to strengthen Second Harvest and move closer to ending hunger across South Louisiana.

WHY YOUR LEADERSHIP

For more than 40 years, Second Harvest has led the effort to end hunger across South Louisiana.

Today, we serve 23 parishes through four regional distribution centers and community kitchens. Working alongside 500+ community partners, we help provide 40 million meals annually.



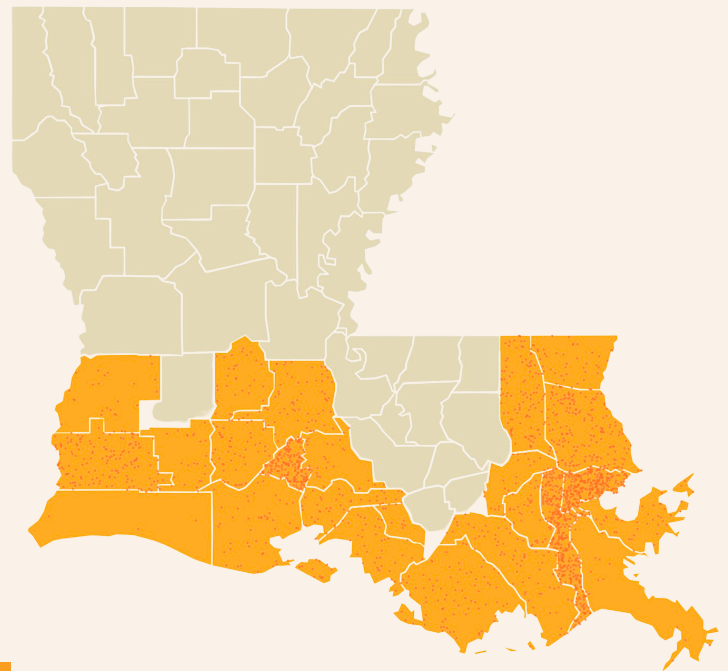
THE NEED IS GROWING

481,000+
neighbors are food insecure

WHAT WE'RE UP AGAINST

The need across South Louisiana has grown **40% over the last three years**, with more neighbors turning to Second Harvest for help. At the same time, we are facing a shrinking food supply, higher operating costs, and more pressure on funding.

USDA food shipments alone are expected to fall from 18 million pounds two years ago to 7 million pounds this year – an **11 million-pound decrease**.



Meeting this moment will require the leadership, influence, and action of our Board and Advisory members.

Each dot on the map represents 250 neighbors experiencing food insecurity. **Source: Feeding America, Map the Meal Gap**

YOUR LEADERSHIP IN *Action*

Two leadership actions that can help Second Harvest meet the growing need.

Serving on the Board or an Advisory Committee means helping strengthen the people and resources behind our mission. We are asking every leader to take two specific actions.

1

MAKE A PERSONAL GIFT

We are asking every Board and Advisory member to make a personal gift to Second Harvest at a level that is meaningful to them.

100%

participation is the goal — not the size of any individual gift.

When those closest to Second Harvest invest personally, it demonstrates confidence in our mission and strengthens our case when we ask others to support it.

2

OPEN FIVE DOORS

We are asking you to identify and personally introduce our Development team to:

5 QUALIFIED PROSPECTS

in your network who have the capacity, connection, and interest to make a meaningful investment in our mission.

These may include:

Individuals • Families • Business Leaders • Philanthropic Partners

Open the door. Our Development team will take it from there.

MAKE A **GIFT**. OPEN FIVE **DOORS**.

TWO COMMITMENTS. ONE SHARED *Mission.*

The need across South Louisiana continues to grow. Meeting it will take all of us — especially the leadership, influence, and personal commitment of our Board and Advisory members.



**I WILL MAKE A
PERSONAL GIFT**



**I WILL OPEN
FIVE DOORS**

**\$100K GIFT.
ALREADY GIVEN.**

An anonymous Board member, deeply committed to Second Harvest, has already made a \$100,000 gift to inspire collective giving.

**Together, our Board and
Advisory members are
invited to take it further.**



You are part of the largest hunger-relief organization in the state. Be proud of that role — and recognize the difference your leadership can make. I'm asking you to stand behind this mission personally and use your relationships to help expand the circle of support around Second Harvest. Make a gift. Open five doors. Together, we can strengthen Second Harvest and move closer to ending hunger across South Louisiana.

Jon Toups
President & CEO

Ready to make your gift or an introduction?

Contact **Jon Toups** at jtoups@no-hunger.org or **Kristen Riegel** at kriegel@no-hunger.org.