



San Diego Food Bank – Press Release

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Charger fans asked to stem Food Bank donation crisis: 7 week supply remains

San Diego, Calif. – Nov. 18, 2008 – The surge in demand from thousands of additional families every week and declining food donations have left the San Diego Food Bank with a gaping deficit of donated food.

The Chargers are asking fans to bolster the Food Bank's supply at their largest ever food drive at Qualcomm stadium during Sunday night's game against the Indianapolis Colts.

The San Diego Food Bank releases statistics today illustrating the yawning gap between the amount of food distributed and food received through community food donations, primarily local food drives.

In the first quarter of the year, the Food Bank distributed 8% more donated food than it received, but in the second quarter the figure jumped to 21%.* Donations outweighed distribution marginally in the third quarter but the overall deficit remains, roughly equivalent to a month's supply.

CEO Scody Hage said, "Our supplies are running dangerously low. As a state registered emergency response body we maintain a three month supply of donated food in the event of a catastrophic disaster requiring us to feed the county, but the surge in demand

is depleting that supply. We desperately need Chargers fans to donate food at Sunday night's game to help us restore our supply and feed the tens of thousands of families affected by the economic crisis."

2008 San Diego Food Bank Donated Food Distributed/ Received		
Quarter	Food Received	Food Distributed
1 st Quarter	653,160	708,496
2 nd Quarter	739,988	900,330
3 rd Quarter	903,933	860,510
Total	2,297,081	2,469,336

The San Diego Food Bank blames the souring economy which, it says, is affecting large numbers of low-income working families and increasing numbers of middleclass families struggling with rising rents and mortgages, home foreclosures, job layoffs, rising prices and stagnant wages.

Other programs administered by the San Diego Food Bank have seen similar increases. The number of recipients on its government funded emergency food program increased by 17,191 individuals from the first to third quarter of this year, an increase of 45%.**

Emergency Food Program Participants Served 2008	
1 st Quarter	38,157
2 nd Quarter	44,148
3 rd Quarter	55,348

San Diego Food Bank, EFAP Program 2008

City leaders, including Mayor Sanders, are calling on the county to help the San Diego Food Bank feed the hungry this holiday season. In a statement on behalf of the Food Bank, Sanders asked local residents "not only to contribute but lead mini-drives at their workplaces, churches or children's classrooms to help those in need."

The Chargers are asking fans to help the San Diego Food Bank feed families stricken by the economic crisis and help shore up its dangerously low food supply.

Chargers Executive Officer A.G. Spanos said, “The San Diego Food Bank has been a community resource for decades. It provides a safety net for families struggling to put food on the table. And now with the Food Bank running low, it’s critical now that those of us who can afford some extra non-perishable food this week do what they can for those who can’t afford it.”

Donations will be collected during the game, and the Chargers are offering an autographed football signed by Philip Rivers to the person donating the most food on game day.

Fans can also donate using the Food Bank’s red collection barrels at VONS, Wells Fargo and Jerome’s locations throughout the county, or food can be delivered to the San Diego Food Bank’s warehouse: 9850 Distribution Avenue. The most needed items are canned meats, tuna, canned fruits, canned vegetables, canned beans, canned soups, peanut butter, dry cereal, pasta, rice, and macaroni and cheese.

For more information about the 2008 Holiday Food Drive or to host a food drive, visit the San Diego Food Bank’s website: www.sandiegofoodbank.org

Interviewees:

SDFB Chairman Eugene “Mitch” Mitchell

Chargers Director of Corporate and Community Relations, Kimberley Layton

Editors Notes:

* Figures for community food donations exclude food received through government administered programs including the Emergency Food Assistance Program (EFAP) and the Commodity Supplemental Food Program (CSFP) both funded by the United States Department of Agriculture.

** The EFAP program provides monthly emergency food to people in need based on income qualification criteria.

Upcoming events:

Nov. 21 – Gala to benefit the San Diego Food Bank hosted by San Diego County's Hilton Family of Hotels and Carol Le Beau . The international tasting gala takes place at Hilton Torrey Pines with silent and live auctions featuring hundreds of lavish and unique items including European vacations, a dinner with Francis Ford Coppola, wine tours and beer for a year.

Nov. 27 – 7th Annual Run for the Hungry 5K and 10K presented by Pure Fitness will be held at 8:00 am on Thanksgiving Day. All proceeds from the run benefit the San Diego Food Bank and the Jewish Family Service Foodmobile.

About San Diego Food Bank:

Established in 1977, the San Diego Food Bank is a critical component to the welfare of San Diego County, providing food to people in need, advocating for the hungry and educating the public about hunger-related issues. Through a combination of government programs and partnerships with more than 300 San Diego County non-profit charities, SDFB acts as a central repository and distribution point for government and donated food. Funded by foundations, grants, the USDA, corporations, sponsors and individual donors, SDFB distributes more than 10 million pounds of food annually to individuals, families and a network of non-profit organizations that work to alleviate hunger throughout the county. For more information, please visit www.sandiegofoodbank.org.

San Diego Food Bank new logo:

The San Diego Food Bank has unveiled its newly redesigned logo for the Holiday Food Drive. The logo, designed by ParkerWhite, marks its first year of operation as an independent food bank and represents the role it serves as a vital community resource.

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