

FEEDING SAN DIEGO COUNTY SINCE 1977

SAN DIEGO  
FOOD BANK

# food for thought

Fall 2010



## Gearing Up for Holiday Food Drive 2010

The Food Bank's annual Holiday Food Drive is just around the corner, and this year the Food Bank needs your help more than ever before since we are feeding record numbers of individuals and families in need.

In 2008, the Food Bank was feeding 200,000 people per month. This increased by 52% to 304,000 people per month in 2009, and this year the Food Bank is currently feeding over 340,000 people per month.

The Food Bank blames sustained high unemployment, rising prices and San Diego's high cost of living for the continuing demand.

Over the past two years the Food Bank has seen more first-time visitors than ever before in its 33 year history. These first-timers include unemployed workers and people who have been forced to work in low-income, part-time jobs while looking for full-time employment.

The Food Bank has also seen a large increase in fixed-income seniors and families.

But the real victims of the down economy are children since they make up over 70% of the county's 483,000 people living at or below the Federal Poverty Level.

This year, the Food Bank will need to distribute over 16 million pounds of food to meet the rising demand for food assistance.

### But we need your help.

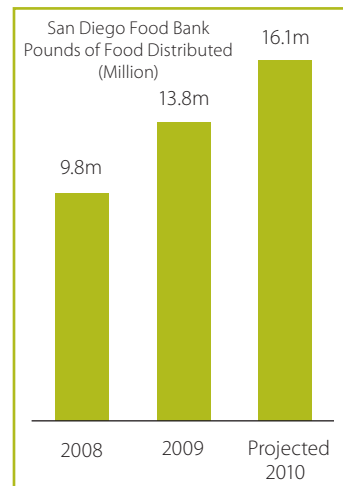
Please plan ahead now to support the Food Bank this holiday season (see our checklist). Your help will provide hope to San Diegans in need.

**Drop off your food donation in our red barrels starting Nov. 1st at any participating:**



Adrian Gonzalez

*The Padres' Adrian Gonzalez will promote this year's Holiday Food Drive on televised PSAs.*



**Please help the Food Bank. Plan ahead now to support us over the holidays.**

- Run a food drive at your school, business, civic group or religious organization.
- Donate nonperishable food items at Vons and Stater Bros. starting Nov. 1.
- Volunteer at the Food Bank's warehouse. Sign up at [sandiegofoodbank.org/volunteer](http://sandiegofoodbank.org/volunteer).
- Donate money online. Every \$1 = 3 meals. Visit [sandiegofoodbank.org/donate](http://sandiegofoodbank.org/donate).

San Diego Food Bank  
9850 Distribution Avenue  
San Diego, CA 92121  
858-527-1419

[www.sandiegofoodbank.org](http://www.sandiegofoodbank.org)

**San Diego Food Bank  
Board of Directors**

Stephen P. Cushman — President  
President, Cush Enterprises

Eugene "Mitch" Mitchell — Chair  
Regional VP - External Affairs,  
San Diego Gas & Electric

Larry Cleary — Treasurer  
Vice President, Sales  
PAR Logistics Management Systems

Stephen M. Brigandi  
Corporate Counsel Director,  
Government Relations, Jack in the Box

Kathy Davis (Ret.)  
San Diego County Office of Education

Sheldon Derezin  
Chief Financial Officer, WAXIE Sanitary Supply

Daniel J. Devine  
Senior Vice President, Chief Financial Officer  
Bridgepoint Education, Inc.

Marc Farrar  
Vice President, Public Affairs, Time Warner Cable

Richard Friedlen  
President & CEO, SYSCO Food Services

J. Scofield Hage  
Executive Director & CEO  
San Diego Food Bank

Bruce Hollingsworth (Ret.)  
Unified Port of San Diego

Robert Myers  
Senior Vice President, Division Manager  
Wells Fargo Bank

Honorable William C. Pate (Ret.)  
JAMS, The Resolution Experts

Jennifer L. Perkins  
Corporate Affairs Specialist, Cintra US

Ed Plant  
President, Harborside Refrigerated Services

Michele Predko  
Regional Marketing Director, Westfield, LLC

Daymond Rice  
Director, Governmental Affairs, Vons/Safeway

Charles Simpson  
Marketing Development Manager,  
Coca-Cola San Diego

Jerry Swain  
Founder & CEO, Jer's Handmade Chocolates

John Vingas  
Vice President, Centerplate Catering

Edward Wallace Jr.  
Vice President for Community Affairs,  
Sony Electronics Inc.

## Please Plan Your Holiday Support



*J. Scofield Hage*  
Executive Director & CEO

The story on the cover of our newsletter explains how the need for food assistance has not diminished since the economic downturn took hold of our community in 2008.

As the story points out, the holiday season is just around the corner and that is when we will see a huge spike in demand for food assistance from our nonprofit charity partners who will be feeding record numbers of San Diegans over the holidays.

Currently, over 350 nonprofits with feeding programs receive their food from the Food Bank. These include soup kitchens, shelters, food pantries, low-income daycare centers, senior centers, after-school programs, and day centers for the disabled.

As the bar chart on the front cover illustrates, the Food Bank has increased the amount of food we distributed to the community from 9.8 million pounds in 2008 to a projected 16.1 million pounds of food this year.

This 16.1 million pound figure takes account of the projected need in the community based on how much we have distributed so far this year.

However, the only way we can reach that figure is with your help.

It may seem a bit early to start talking about the holidays, but given the sustained increase in demand this year we are gearing up the community now so our supporters can plan head for the holiday season.

Below is our "supporter checklist" which offers a number of ways that you, your friends, family, workplace, religious organization or civic group can support us.

These include:

- Running a food drive at your school, business, civic group or religious organization.
- Donating nonperishable food items at Vons and Stater Bros. starting Nov. 1.
- Volunteering at the Food Bank's warehouse.  
Sign up at: [www.sandiegofoodbank.org/volunteer](http://www.sandiegofoodbank.org/volunteer)
- Donating money online. Every \$1 = 3 meals.  
Visit: [www.sandiegofoodbank.org/donate](http://www.sandiegofoodbank.org/donate)

Please start planning your support for the holiday season.

The holidays will be here before you know it, and your help will mean that an individual or family will not have to face another day without food.

J. Scofield Hage  
Executive Director & CEO



# Sign up for the Thanksgiving Day Run for the Hungry 5K & 10K

Get your running shoes ready and sign up for the ninth annual Thanksgiving Day Run for the Hungry 5K & 10K which supports the San Diego Food Bank and the Jewish Family Service Foodmobile.

The scenic 5K (3.1-mile) and 10K (6.2-mile) run/walk starts and finishes at Petco Park with both courses running throughout the heart of downtown San Diego.

The 10K starts at 7.10 a.m., and the 5K walk starts at 8.15 a.m. The early start times ensure that runners finish with plenty of time to return home and prepare Thanksgiving dinner.

Families and individuals are encouraged to bring their dogs to the run/ walk. And this year race organizers are asking runners to dress up their dogs in Thanksgiving costumes such as turkeys, pumpkins and pilgrims.

Visit [www.runforthehungrysd.com](http://www.runforthehungrysd.com) to register.

***We look forward to seeing you at this year's Run for the Hungry!***



*Sign up for the 2010 Run for the Hungry.*

*Dress up your dog in a Thanksgiving costume for this year's run.*



## Cricket Communications donates \$115,000 worth of office furniture, industrial shelving to Food Bank

Cricket Communications Inc., a leading provider of unlimited wireless service, donated over \$115,000 worth of office furniture and industrial warehouse shelving to the Food Bank and its nonprofit partners.

After a recent move to a new, energy-efficient San Diego headquarters, Cricket has provided more than two office buildings worth of surplus furniture to area schools and nonprofits.

"Cricket is thrilled to support the San Diego Food Bank and its nonprofit partners with this donation," said Randy Newman, Cricket's San Diego Area General Manager. "In a year where the economy has caused considerable challenges for nonprofits across the country, we are honored to know our donations will be put to excellent use in San Diego County."

The donation to the Food Bank is valued at \$115,300 which is the equivalent of 345,900 meals since every \$1 donation to the Food Bank provides three meals to the community.

The Food Bank will use the new desks and cubicles to replace existing Food Bank staff offices, and the new conference chairs will furnish a classroom for a new Food Bank education program.



*Food Bank Board Member Michele Predko, and Cricket's District Director Stephanie Fortuna are interviewed about the donation by KUSI's Brad Perry.*

The remaining furniture will be donated to the Food Bank's 350 nonprofit partners which often have one or two full-time staff members and lack budgets for office furniture.

"We are deeply appreciative of the furniture and office supplies donated to the San Diego Food Bank. Our organization will distribute items to more than 350 local nonprofit partners," said Food Bank Chairman "Mitch" Mitchell. "From there, the lives that will be positively affected by this donation will be countless. Thanks Cricket, for making a difference."

# Drug stores conference donates 7,000 pounds

Exhibitors donated two semi-truck loads of food and sample consumer goods weighing nearly 7,000 lbs at the National Association of Chain Drugs Stores (NACDS) Marketplace Conference held at the San Diego Convention Center in June.

Donations ranged from cosmetics, health and hygiene products, medication, food and beverages, household supplies to other consumer "front end" products available in chain pharmacies.

Exhibitors donated leftover products from their displays following the conference, and a team of Food Bank volunteers helped the exhibitors load the goods onto the Food Bank's trucks.

From there, the Food Bank distributed the products to its nonprofit partners and community clinics throughout the county.

San Diego Food Bank CEO J. Scofield Hage said, "This donation could not have come at a better time. On behalf of the Food Bank we are very grateful to NACDS and the hundreds of exhibitors whose generosity will help thousands of individuals and families in our community that are struggling to put food on the table. We would like to extend our heartfelt thanks to NACDS and its partners for helping us during this heightened period of need."



*Food Bank staff members David Ruiz (left) and Ben Price collect donated products from NACDS exhibitors.*

NACDS President and CEO Steven C. Anderson said, "The NACDS is grateful to have a partner in the San Diego Food Bank to distribute these goods to those in need in the local community. We thank NACDS's associate member companies for their valuable contributions of these products."

## Food Bank expands Food 4 Kids Backpack Program to 22 schools



*An elementary school student on the Food 4 Kids Backpack Program.*

This fall, the Food Bank will expand the number of schools participating in its Food 4 Kids Backpack Program to 22 San Diego County elementary schools.

The Food 4 Kids Backpack Program provides food to children who receive free school meals Monday through Friday, but who are at severe risk of going hungry during weekends when free school meals are unavailable.

Students on the program are called out of class every Friday afternoon and given a pre-packed plastic bag full of child-friendly food that is discreetly tucked into their backpacks. The food pack provides enough food to feed a student for an entire weekend.

Food Bank CEO J. Scofield Hage said, "The Backpack Program started in 2008 with three schools and we have been able to expand it to 22 schools this year thanks to generous support from the community."

"This program is vital for chronically hungry school children who would otherwise face an entire weekend with little or no food at home," said Hage.

**The SDFB wholeheartedly thanks all of the organizations who support the program.** For a list of program sponsors visit: [sandiegofoodbank.org/food4kids](http://sandiegofoodbank.org/food4kids).

### 2010 Backpack Program schools:

- Alvin Dunn Elementary - San Marcos
- Balboa Elementary - San Diego
- Bobier Elementary - Vista
- Calvin J. Lauderbach Elementary - Chula Vista
- Cherokee Point Elementary - San Diego
- Edison Elementary - San Diego
- Harborside Elementary - Chula Vista
- Herbert Ibarra Elementary - San Diego
- John Adams Elementary - San Diego
- Kimbrough Elementary - San Diego
- Libby Elementary - Oceanside
- Lincoln Elementary - Escondido
- Mary Lanyon Fay Elementary - San Diego
- Maryland Elementary - Vista
- Mission Elementary - Oceanside
- John Montgomery Elementary - Vista
- Ocean Beach Elementary - San Diego
- Laura G. Rodriguez Elementary - San Diego
- San Marcos Elementary - San Marcos
- Sherman Elementary - San Diego
- Sunset Elementary - San Ysidro
- Vista La Mesa Elementary - La Mesa

# Food Bank & Councilmember Marti Emerald launch Food Stamp clinic at city hall



*Chairman "Mitch" Mitchell and Councilmember Marti Emerald launch a monthly Food Stamp clinic at city hall.*

The San Diego Food Bank in partnership with Councilmember Marti Emerald launched a new monthly Food Stamp sign up clinic on the steps of the San Diego City Hall in June.

The city council and the Food Bank are working together to get more people signed up for the federally funded program.

Emerald worked with the Food Bank to set up the monthly clinic at city hall to help speed up the application process, and also save applicants from having to take time off work to fill out the application in person at a Family Resource Center.

A recent study by the Food Research and Action Center found nearly two-thirds of the people eligible for Food Stamps in San Diego are not enrolled. The national nonprofit's study found San Diego's 35% Food Stamp participation rate was the lowest of the nation's 25 largest urban areas.

# Kiwanis golf tournament raises \$10,000

This year's annual Harry D. Frels Memorial Golf Tournament raised over \$10,000 for the Food Bank.

The event, sponsored by the San Diego Kiwanis, was held at the Riverwalk Golf Club in Mission Valley in July. Over 60 players participated in the tournament and attended a dinner and silent auction at the Riverwalk Clubhouse in the evening.



*Board member Larry Cleary (center) and VP of Finance Casey Castillo (right) attend the tournament.*

Along with the Kiwanis' sponsorship of the tournament, title sponsors also included Wells Fargo, Dixon Golf, Barney & Barney, Jenny Craig, and Cymer. Food Bank CEO J. Scofield Hage said, "We are so grateful to the Kiwanis and organizations who sponsored the golf tournament. Their support helped us raise much needed funding for the Food Bank which will be critical this year with demand continuing to soar. We hope to continue the Harry D. Frels Memorial Golf Tournament for years to come."

# Support the Chargers' food drive Nov. 22

The San Diego Chargers are asking fans to bolster the Food Bank's supply of food over the holidays by donating food at their annual food drive at Qualcomm Stadium during their Monday night game against the Denver Broncos on Nov. 22.



*A Chargers fan donates food at last year's food drive.*

Donations will be collected before the game, and the person donating the most food will receive a signed Philip Rivers football.

Food Bank CEO J. Scofield Hage said, "The game could not be better timed since it is right before Thanksgiving when demand for food is very high. We are asking all Chargers' fans to bring nonperishable food donations to the game to help those in need."

For more information about the food drive visit our website: [www.sandiegofoodbank.org](http://www.sandiegofoodbank.org)

# Food Bank unveils new truck signage

*The Food Bank's new truck signage.*



Parker White, a San Diego-based strategic branding communications agency, provided pro bono services to design signage for the Food Bank's truck fleet.

The new signage features photographs of the Food Bank's clients and its new logo.

In order to photograph the Food Bank's clients, Parker White enlisted the pro bono services of John Mireles Photography. Mireles attended six of the Food Bank's food distributions and took compelling pictures of clients who agreed for their photos to be used by the Food Bank.

Using Mireles' pictures, Parker White designed signage for the Food Bank's trucks, printed collateral and warehouse.

Each truck features a different collage of Food Bank clients, providing a powerful image about the its mission and work in the community.

*The SDFB wholeheartedly thanks Parker White and John Mireles Photography for their pro bono services and artistic genius.*

## Oceanside Foundation Donates \$18,390

The Food Bank received an \$18,390 grant from the Oceanside Charitable Foundation in August to fund a new food distribution in the Oceanside community.

The grant was awarded to Food Bank officials at an evening awards ceremony in July featuring a host of public officials, including Oceanside City Councilmen Jack Feller, Jerry Kern and Charles "Chuck" Lowcry.

The foundation directed this year's grant awards to programs that improve access to food for the needy.

## Polo Ralph Lauren Staff Volunteer & Donate \$6,300



The team from Polo Ralph Lauren with SDFB CEO "Scody" Hage.

Employees from San Diego County Polo Ralph Lauren stores spent an afternoon volunteering at the Food Bank warehouse.

The crew worked on the Senior Food Program assembly line preparing food boxes for seniors.

After completing their volunteer activities they presented Food Bank CEO J. Scofield Hage with a check for \$6,300. Since every \$1 donated to the SDFB equals 3 meals, Polo's donation is the equivalent of nearly 19,000 meals.

*Thank you Polo Ralph Lauren for supporting the Food Bank!*

## Donate by Text

The Food Bank has moved into the world of high-tech mobile giving.

The Food Bank can now accept text message donations. Just text "SD" to 20222 for a quick and easy way to donate \$10.

The charge will appear on your phone bill, and standard text message charges may apply.



The Food Bank plans to use this quick and easy form of giving at large-scale public events since it enables donors to give easily and securely from their cell phone.

## Just for kids!



The Food Bank has added a new kid's page to our website. The page offers lots of opportunities for young philanthropists to support the Food Bank by hosting a food drive, holding a "party with a purpose" at the Food Bank or holding a fundraiser.

For more information visit:  
[sandiegofoodbank.org/kidspage](http://sandiegofoodbank.org/kidspage).

## Leaving a Legacy of Love



Sally Sperling was a research psychologist at UC Riverside before moving to Coronado in the 1980s and later to La Jolla. Sadly, she passed away last month.

Sally supported the San Diego Food Bank faithfully every year for 15 years. As a last gift to her favorite charity, the San Diego Food Bank recently learned that Sally had remembered us in her will.

Sally's gift will make a difference for generations to come. We just wish we would have known of her thoughtful gift in time to thank her in person.

If you have included the San Diego Food Bank in your will, please let us know. If you would like information about planned giving, call Trisha at 858-863-5129.

*Thank you, Sally, for leaving the San Diego Food Bank your generous Legacy of Love.*

## Special Thanks

*The SDFB would like to thank the following corporations and foundations for their generous contributions \**

### Diamond Supporters

Grainger Inc.

### Gold Supporters

Leichtag Family Foundation  
Price Family Charitable Fund  
Price-Lynn Collaborative Fund  
Satterberg Foundation  
Walmart Foundation

### Silver Supporters

Chevron  
Kenneth T. & Eileen L. Norris Foundation  
US Bank

### Bronze Supporters

Ellen Browning Scripps Foundation

*\* Gifts received 4/1/10 - 7/27/10*

## Thank You Volunteers

Thousands of people volunteer at the San Diego Food Bank every month. We are grateful to the individuals and groups who help us sort, bag and box food; clean our warehouse; and provide administrative support in the office. **A big 'thank you' to the groups listed below for your help supporting our mission!**



JPMorgan Chase  
Amtex Pharmaceuticals  
Sharp Healthcare

SDG&E Summer Intern Program  
Goodrich Aerostructures  
Scripps Healthcare