

2024 Impact Report

Year in Review



“The Food Bank is making a huge difference in so many people’s lives. I’d like to say ‘thank you’ to all of the donors of the Food Bank. They are angels.” – Nancy

Our CEO Message

As we reflect on 2024, all of us at the Jacobs & Cushman San Diego Food Bank are filled with deep gratitude for you, our Donor Family. Your generosity has enabled us to provide vital assistance to 400,000+ neighbors each month who face hunger and struggle to find enough food for three daily meals.

Your support fueled incredible accomplishments toward our mission. Together, we provided emergency food to 6,000 households affected by devastating floods in January, expanded the Food 4 Kids Backpack Program to serve even more children and families, and stepped in during the summer months when free school meal programs are paused. These are just a few examples of the impact your giving made possible in 2024.

Your involvement is essential. The majority of our annual operating budget comes from contributions like yours. Alongside the generosity of donors, we rely on the dedication of 15,000 volunteers who help sort and package the 50 million pounds of food that becomes almost 42 million nutritious meals each year.

Additionally, our 450 nonprofit partners play a critical role in ensuring food reaches neighbors across San Diego County. By distributing provisions within their communities, they help us address the rising rates of food insecurity in a meaningful client-centered way.

Simply put, we could not begin to meet the needs of our food-insecure neighbors without your unwavering support. For that, we are profoundly and indelibly grateful.



Casey Castillo
Chief Executive Officer
Jacobs & Cushman San Diego Food Bank

Expanding Food Availability for San Diegans

Supplementing Senior Food Boxes

With up to 4,000 more seniors visiting our Food Bank each month compared to 2023, the demand for government-sponsored Commodity Boxes has risen sharply. Thanks to your support, we have been able to supplement these boxes—which include cheese, canned foods and other shelf-stable options—with fresh produce and frozen proteins, ensuring nutritionally balanced provisions.



"I am living on Social Security and the price of everything has gone up. That's why I'm here at the Food Bank. Rent has gone up. Food has gone up. After rent and bills, there isn't much left over for food." - Ruth

Camp Pendleton Partnership

Serving those who serve our nation, the Food Bank partnered with the Armed Forces YMCA at Marine Corps Base Camp Pendleton to provide critical food assistance. Over the past year, nearly 40,000 military family members benefited monthly from this and other partnerships.

Food for Students: From Elementary to College

The Food Bank remains committed to ensuring students at every educational level have access to nutritious food:

- **Elementary School:** Through our *Food 4 Kids Backpack Program*, we help ensure children who rely on school meals have sustenance through the weekend. Now with 96 school partners, *Food 4 Kids* provided 133,000 Student Packs and 33,300 Family Packs last year.
- **Middle and High School:** Our *On the Go Program* bridges the gap for older students who may face stigma in seeking food assistance, offering discreet access to nutritious options.
- **College:** In partnership with local universities and community colleges, we supported food pantries on 14 campuses, nourishing more than 10,000 students monthly who experience food insecurity as they juggle tuition, living expenses, and meal costs.

Together, these initiatives ensure students of all ages have the nourishment they need to focus, learn, and succeed.

Building Community Capacity

Empowering Nonprofit Food Distribution Partners

A cornerstone of our mission is supporting a robust infrastructure capable of distributing 50 million pounds of fresh and shelf-stable foods annually to neighbors in need. This past year we partnered with the American Heart Association to provide capacity-building grants to five of our nonprofit partners, enabling them to purchase freezers and offer cold-storage food options to their communities. This investment expanded access to a wider variety of nutritious food choices for those facing hunger.

New Fisheries Partnership

The Food Bank and the San Diego Fishermen's Working Group recently created a new partnership to widen the selection of healthy protein choices for food insecure neighbors, while strengthening San Diego's fisheries, an iconic local industry. Each month, the Fishermen's Working Group will provide 1,400 pounds of fish for distribution to those in need, including tuna, swordfish, and halibut. We are grateful to the San Diego Foundation for facilitating this innovative partnership.

Investing in Efficiency

In 2024, Brigitte Wesselink (pictured here with Dan Epstein, a Food Bank donor with an engineering background) joined the San Diego Food Bank as Vice President of Operations and Programs. She holds a degree in Industrial and Systems Engineering and worked at the global management firm, McKinsey & Company. Brigitte's specialized expertise and the collaborative efforts of her team have already led to significant improvements. One of their early projects was to optimize driver routes and food deliveries, saving the Food Bank hundreds of thousands of dollars.



As we continue expanding our services to meet rising needs, Brigitte and her team remain committed to implementing innovative strategies that maximize every dollar entrusted to us, ensuring we can reach even more neighbors with essential resources.

Rescued Diaper Bank

When 2024 state funding for the Diaper Bank was eliminated, Representative Brian Maienschein helped us secure \$800,000 to continue this vital program. Despite this reduction to half of the previously funded amount, we were still able to distribute over 8 million diapers through 97 nonprofit partners, thanks to support from the Cushman Foundation and other generous donors. Diapers are a costly necessity for families, yet without them, parents cannot enroll their children in daycare or preschool, a critical step toward securing employment.



Joan Jacobs In Memoriam

We fondly remember the late Joan Jacobs as a bright light and a champion for our community. Joan's deep commitment to the mission of the Jacobs & Cushman San Diego Food Bank and the people we serve leaves a lasting impact.

During one visit to the Food Bank, Joan suggested we add culturally relevant recipes to the packets of rice, beans, and other shelf-stable foods we provide, to encourage clients to feel comfortable preparing these items for their families. And we did. Her thoughtful reflections continue to impact how our programs incorporate dignity for those we serve.

We remain immeasurably grateful for Joan's guidance and involvement, along with the steadfast support of her husband, Irwin, and the Jacobs families. Joan's legacy of compassion and innovation will always inspire us to do more for our neighbors in need.

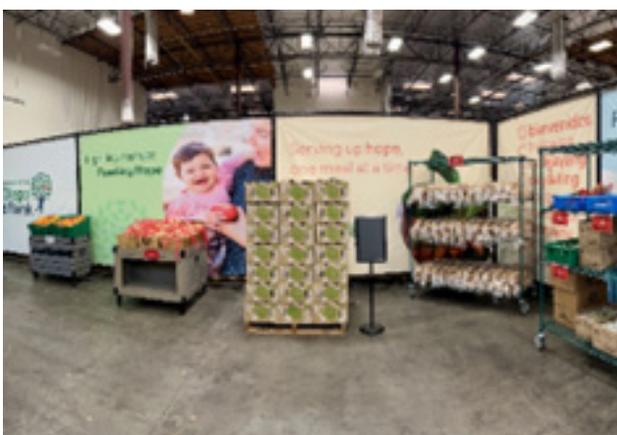


2025: The Year Ahead

Expanding Access to Food

- **Boosting CalFresh Enrollment in North County:** After noticing only half of the neighbors eligible for CalFresh benefits are taking advantage of this federal program, we set a priority to increase enrollment numbers, which supports our mission to increase access to healthy nutrition. To fulfill this goal, donor support from Albertsons helped fund a new position focused on increasing enrollment efforts in North County, San Diego.
- **Strengthening Volunteer Support:** The Food Bank depends upon an astounding number of volunteers each year – nearly 15,000 – to ensure we can manage and distribute food through our own efforts and those of our nonprofit partners. As we now mobilize 50 million pounds of food resources, a new Volunteer Manager will recruit additional volunteers and enhance the experience for all volunteers. Expanding volunteer efforts helps ensure millions of pounds of food is prepped on an ongoing basis for distribution through our Mobile Pantry, nonprofit partners, Client Choice Pantry, Senior and Emergency Food Programs, community awareness events and other food access efforts.
- **Increasing Client Choice Food Pantry Services:** When we expanded the new Client Choice Food Pantry in our Vista facility this past year, the numbers of clients shopping by appointment for an array of healthy food in this marketplace-style venue increased from 2,700 to nearly 5,000 each month. Our team will build relationships with these clients to identify other community resources they need most, such as job training and housing assistance, and will create opportunities for representatives from those agencies to meet with clients on-site.
- **Expanding Mobile Pantry Program:** To reach more San Diegans in remote areas, we plan to expand our Mobile Pantry program from four to up to eight sites in the coming year. Currently serving over 1,500 neighbors monthly in Jamul, La Posta, Campo, and Manzanita, we aim to add high-need locations like Escondido and Fallbrook. As part of our Neighborhood Distributions network, which serves 23,000 individuals monthly, this expansion will ensure even more families have access to nutritious food.

These vital initiatives are only possible with the continued support of our donors and volunteers. Your generosity and dedication are at the heart of everything we do, and we are profoundly grateful for your partnership. Together, we are creating a brighter, hunger-free future for San Diego County.



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