Community Briefing:

# North County Hunger Initiative

*A community campaign to expand hunger-relief programs in North County*

## The problem

North County suffers from a perception of affluence because many associate the region with wealthy communities such as Solana Beach, Del Mar, and Rancho Santa Fe, etc. But nothing could be further from the truth.

- Surprisingly, 192,000 North County residents are "food insecure" meaning that they live in low-income households and often do not know how they will get their next meal. This is a "hidden problem" for many in the county.

- U.S. Census data tells the real story. North County communities have some of the highest poverty rates in the county:

| North County City | Poverty Rate |
|---|---|
| Escondido | 19.8% |
| Vista | 16.6% |
| San Marcos | 15.9% |
| Oceanside | 13.8% |

- Underemployment and the region's high cost of living makes it difficult for working-poor families and fixed-income seniors to put food on the table. Nearly 25% of North County households earn less than $35,000 per year while children (25%) and seniors (12%) make up a larger-than-average percentage of people in age dependent groups. And thousands of low-income military families stationed in North County rely on the Food Bank to put food on the table.

- To top it all off, the region is underserved by large-scale hunger-relief nonprofits. In October, the Jacobs & Cushman San Diego Food Bank acquired the struggling North County Food Bank and has since then vastly increased food supplies to the region. In July, Angel's Depot, a hunger-relief nonprofit for fixed-income seniors, permanently ceased operations.

## Creating a solution

The North County Food Bank is launching our *North County Hunger Initiative* to mobilize critical community support to expand hunger-relief services for the tens of thousands of North County residents living in poverty who desperately need our help. The Initiative has four key components:

- Raising awareness about hunger and poverty in North County.

- Engaging community leaders to support the mission of the North County Food Bank.

- Mobilizing companies, philanthropic foundations, faith-based groups, and an army of volunteers to support the North County Food Bank's mission.

- Raising $350,000 to fund the North County Food Bank's services to distribute more food to underserved communities throughout North County.

## North County Hunger Initiative Funding Goal: $350,000 by June 30, 2017

Funding for the North County Hunger Initiative will support vital North County Food Bank programs, including our:

- **Food 4 Kids Backpack Program** which provides backpacks of food every Friday throughout the school year to elementary school students living in poverty who face hunger at home over the weekends when free school meals are unavailable.

- **Senior Food Program** which provides 32-pound boxes of nutritious food to fixed-income seniors every month.

- **Food To Nonprofits Program** which provides food to a network of 125 hunger-relief nonprofit organizations in North County that have feeding programs, including: shelters, soup kitchens, food pantries, low-income daycare centers, after-school programs, and day centers for the elderly.

- **Neighborhood Distribution Program** which distributes thousands of pounds of fresh produce and staple food items at mass food distribution sites throughout North County.

- **Nutrition Education & Wellness Program** which teaches families how to cook healthy meals using food provided by the Food Bank as well as how to buy and prepare healthy meals on a budget.

**What can your dollars accomplish through the *North County Hunger Initiative*?**

| | |
|---|---|
| *$200* | *Sponsors 1 student on the Food 4 Kids Backpack Program for a school year* |
| *$1,000* | *Provides 5,000 meals to hungry North County residents* |
| *$5,000* | *Provides 25,000 meals to hungry North County residents* |
| *$10,000* | *Sponsors a school on the Food 4 Kids Backpack program for one year* |
| *$25,000* | *Provides more than 200,000 pounds of fresh produce to families in need* |

## The Jacobs & Cushman San Diego Food Bank

Established in 1977, the Jacobs & Cushman San Diego Food Bank is the county's leading hunger-relief nonprofit. Last year, the Food Bank distributed 22 million pounds of food from its 80,000 sq. ft. warehouse facility in Miramar to more than 400,000 people in need through a network of 400 nonprofit distribution partners based in communities throughout San Diego County. In October 2015, the Jacobs & Cushman San Diego Food Bank acquired the North County Food Bank. Since the acquisition, the North County Food Bank is distributing more food and feeding thousands more families in need every month. With the community's support for the North County Hunger Initiative, the North County Food Bank will continue to expand our services to underserved areas of North County so that seniors, families and children living in poverty do not have to face a daily battle against hunger.

**Please join this important campaign.**

**Together, we can end hunger in North County.**

**For more information visit NorthCountyFoodBank.org or call 858-863-5129**

**North County Food Bank**
**680 Rancheros Drive, Suite 100, San Marcos, CA 92069**
**NorthCountyFoodBank.org**