



SAN DIEGO FOOD BANK

We Feed San Diego County
9850 Distribution Avenue
San Diego, CA 92121
858-527-1419
www.sandiegofoodbank.org



food for thought

Fall 2008

Everybody has to be involved



J. Scofield Hage
Executive Director & CEO

The other day I came across a quote that was profound in its simplicity.

Bono, the Irish musician and leading philanthropic performer said, **“If you want to eliminate hunger, everybody has to be involved.”**

While this may seem obvious, I believe it is insightful since many people in these tough economic times think that they lack the resources to help us, but if you can donate just one can of food a child won't have to go to bed hungry.

San Diego is in the grip of an economic crisis as you will see from the accompanying story on this page, and we are stretching our resources daily to meet this demand.

This is why we need your help, and I truly believe that we as San Diegans have a shared responsibility to fight hunger together. Everyone has a role to play in this mission.

“If you can't feed a hundred people, then just feed one.”

- Mother Teresa

In a county with a population of nearly 3 million, over 480,000 people face the threat of hunger, and most of these people live below the poverty level.

The San Diego Food Bank provides 19,500 meals a day, but we are experiencing heightened demand and we need to do more.

That is why I am appealing to you for help, and there are so many ways you can assist us: organize a food drive, donate money on-line, volunteer, or donate a can of food.

Just visit our website www.sandiegofoodbank.org for more information on how you can get involved.

Echoing Mother Teresa's words, if you can't feed a hundred people, just help us feed one.

San Diego's Safety Net

The lethal combination of rising prices, job layoffs, home foreclosures and stagnant wages is forcing thousands of low-income working families and fixed-income seniors to turn to the San Diego Food Bank for help.



Prices continue to rise and show no sign of slowing. A gallon of gas has soared past \$4.50 while a gallon of milk and a loaf of bread both hover at \$4.00. Average rent for a two bedroom unit increased 15% since 2006, and every .50% interest rate increase adds about \$100 to the average mortgage. On top of this, utility price rises are in the pipeline for the winter.

Even San Diego's public transportation system is not immune. Over the summer, San Diego County's two public transit agencies increased fares for trolley services, buses and rail. All of these factors combined have squeezed family budgets to the breaking point, and more people than ever are relying on the San Diego Food Bank to put food on the table.

The explosion in food prices has also hit the San Diego Food Bank's purchasing power since the SDFB uses the financial donations it receives to purchase food on the wholesale food markets. SDFB Food Resource Manager, Will McHenry said, “Our food dollars buy less food yet the demand has increased exponentially. The price of rice has increased 45% since last year and the price of corn is up 24%.”

Vanessa Franco, SDFB Program Director, administers a program for low-income families and fixed-income seniors called the Emergency Food Assistance Program (EFAP) and is grappling with the same problem, having to feed more people with less food. “Last year we had 35,000 people on the program but this year it increased 26% to 44,000 people,” said Franco. “While we want to help as many people as possible we're struggling since the Food Bank received 1.1 million pounds of food less than last year for the program.”

It is widely assumed that low-income families can apply for Food Stamps during times of financial instability. However, to be eligible a family's income must be

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San Diego Food Bank Board Roster 2008-2009

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San Diego's Safety Net...continued

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close to the poverty level. For example, a family of four is not eligible for Food Stamps if the total household income is more than roughly \$27,000 per year, and the family cannot have more than \$2,000 in a bank or retirement account.

“While there are many people who are eligible for Food Stamps but haven’t enrolled, there are also a good number of people who are stuck in the middle; they are not eligible for Food Stamps, yet do not make enough to buy even the basics at the grocery store,” said Jennifer Tracy of the San Diego Hunger Coalition.

More families are finding themselves stuck in the middle which is evidenced by the SDFB’s distribution figures. From the first to second quarter this year, distributions increased significantly in recipient cities including including: Oceanside 26%; Chula Vista 34%; Spring Valley 69%; and La Mesa 102%.

SDFB CEO “Scody” Hage said, “The economic crisis hitting San Diego is real and our distribution figures demonstrate how much this need has increased. Thousands of low-income families are turning to us for help. Some families may not qualify for Food Stamps but still face the choice of paying the rent or buying food. This is why we need the support of the San Diego community to help us feed these families. Every donation helps us make sure no one has to go to bed hungry.”

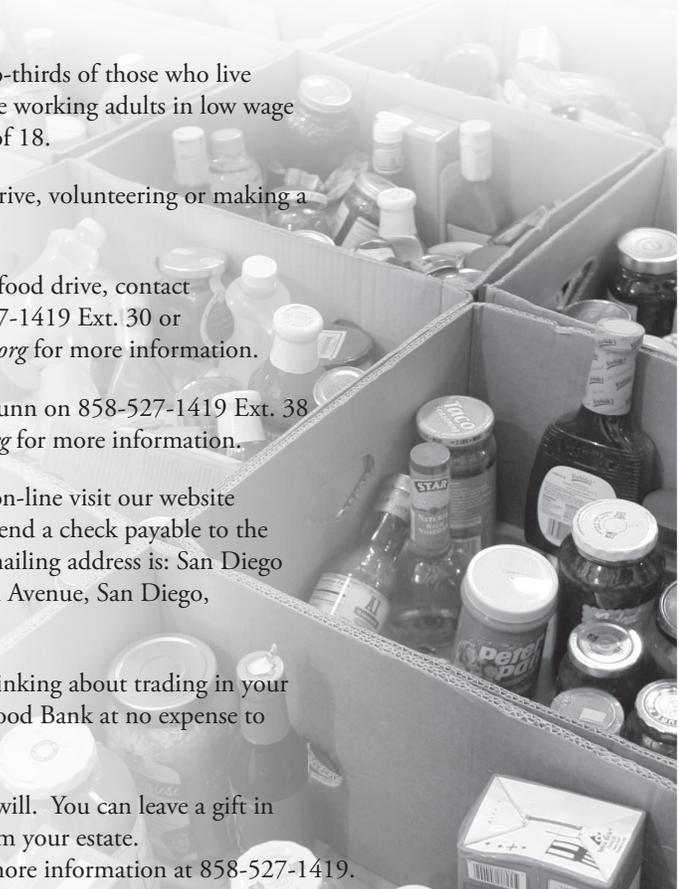
Help Fight Hunger With a Food Drive or Charitable Donation

Now, more than ever, low-income working families and fixed-income senior citizens need your help. The San Diego Food Bank relies on contributions from our local community to fight hunger in San Diego County, and to provide a safety net to people who are struggling to put food on the table.

It is worth remembering that two-thirds of those who live below the federal poverty level are working adults in low wage jobs and children below the age of 18.

You can help by hosting a food drive, volunteering or making a financial donation:

- To host a food drive or virtual food drive, contact Maureen Polimadei on 858-527-1419 Ext. 30 or mpolimadei@sandiegofoodbank.org for more information.
- To volunteer, contact Kathy Dunn on 858-527-1419 Ext. 38 or kdunn@sandiegofoodbank.org for more information.
- To make a financial donation on-line visit our website www.sandiegofoodbank.org or send a check payable to the San Diego Food Bank. Our mailing address is: San Diego Food Bank, 9850 Distribution Avenue, San Diego, California 92121.
- Donate your car. If you are thinking about trading in your car, you can donate it to the Food Bank at no expense to you. Just call 877-350-7332.
- Remember the SDFB in your will. You can leave a gift in the amount of your choice from your estate. Contact J. Scofield Hage for more information at 858-527-1419.



News Briefs

Drug Stores Conference Donates 17,000 Pounds



Exhibitors donated three semi-truck loads of food and sample consumer goods weighing 17,000 lbs at the National Association of Chain Drugs Stores conference held at the San Diego Convention Center in July.

Volunteers helped the exhibitors load the goods onto the trucks at the end of the convention. The SDFB distributed the products to agencies throughout the county.

The SDFB thanks the exhibitors for their incredibly generous contribution and the volunteers who helped collect the products.

Macy's "Bags Hunger"



Macy's held its 11th annual "Bag Hunger Campaign" this summer which targets funds towards summer food programs for children who are forced to go without free school meals during summer vacation.

In June, Macy's employees in San Diego collected 1,197 lbs of food and raised \$16,000 with the potential for \$7,304 matching funds from Macy's Corporate which combined will total over \$23,000.

The SDFB sends a big thank you to the staff at Macy's for their generosity and hard work fighting child hunger in San Diego County.

HSBC Packs 35,000 Pounds

The SDFB would like to thank HSBC's 30 volunteers who dazzled our warehouse staff by their sheer speed and efficiency.

The volunteers worked on our assembly line and packed 1,180 boxes of food which came to 35,400 pounds totaling 27,456 meals.



In addition to their hardworking volunteers, the team led by Executive Vice President Aaron Tankersley presented the SDFB with a \$5,000 check which will enable us to provide the equivalent of 15,000 meals.

The SDFB would like to extend our sincere thanks to HSBC for their hardworking volunteers and very generous donation.

SDFB Celebrates First Year's Independence

The San Diego Food Bank celebrated its first year of independence at a special ceremony over the summer with representatives from the SDFB's 300 member agencies, donors, volunteers, the SDFB board of directors, sponsors and corporate partners.

Chairman Eugene "Mitch" Mitchell welcomed guests and spoke about the SDFB's momentous journey. Its enormous successes over the past year include the appointment of a new CEO and board of directors, ending the year debt-free, complete separation from the Neighborhood House Association, and partnering with over 300 non-profit agencies.

SDFB President, Stephen P. Cushman, followed Mitchell's speech with a round-up of the year's successful achievements and partnerships. Cushman gave a special thanks to the supermarket chain Vons for its outstanding commitment to provide nearly one million pounds of food per year.

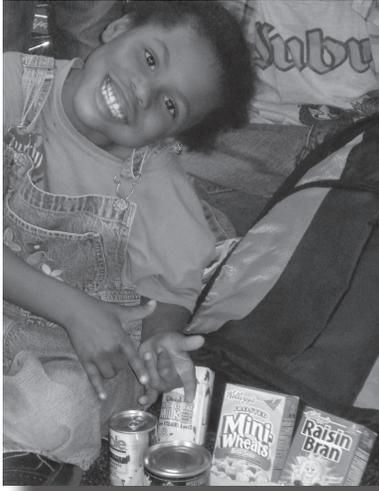
J. Scofield "Scody" Hage, SDFB CEO, closed the event by setting out his vision for the future and announcing grant funding from the San Diego Foundation for a strategic review of the SDFB's operations. This will set the direction of the organization "to serve generations into the future."

Hage awarded plaques to the San Diego Foundation and the San Diego Futures Foundation for their generous contributions to the SDFB's work, and he awarded certificates and presented "Treasure Food Boxes" to the SDFB's top 20 non-profit agencies.



San Diego Rescue Mission Executive Director Herb Johnson (center) receives a certificate from SDFB President Stephen P. Cushman (left) and Chairman Eugene "Mitch" Mitchell (right)

We Need Your Help So She Won't Go Hungry



The SDFB's Food 4 Kids Backpack program starts the new school year this fall.

The 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.

Often the only square meals children from low-income homes receive are the free breakfasts and lunches they eat at school. But when the

dismissal bell rings on Friday these kids face an entire weekend at home where food will be scarce.

Students on the SDFB's 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 before they return to class.

A typical food pack will include items such as: mac & cheese, shelf-stable milk, fruit cups, cereal, ravioli (pop tops), chicken noodle soup, peanut butter and jelly and pasta twirls.

The program currently serves three schools, but we need your help to expand the program to feed more children. A gift of \$45 will feed a child for five weekends; \$90 will last ten weekends; and \$360 will feed a child for the entire school year. Please give. Your donation will stop a child from going hungry.

Join Us For Hilton's Gala Dinner to Benefit the SDFB



The Hilton Family of Hotels will host a black-tie benefit dinner and silent auction at the Hilton La Jolla Torrey Pines on Friday, November 21st. Profits from the dinner will be donated to the San Diego Food Bank.

The gala dinner will mark the official launch of Hilton's Hunger@Home campaign which will combine fundraising for hunger relief charities and health and nutrition education for area schools and community groups.



The evening will start with a reception where guests can preview items for auction. A night of colorful culture and cuisine, the black-tie gala will delight discerning and culturally-diverse palates with a selection of 26 international tasting stations complete with rich décor and vibrant costumes representing each country. There will also be a vegetarian table, a sushi table and a dessert table.

Tickets are \$250 per person and \$2,500 per table. Tickets can be purchased on-line at: www.hungerathome.com

Special Thanks

The SDFB would like to thank the following donors for their generous contributions:

Hervey Family Fund at the San Diego Foundation	\$25,000
Chevron	\$10,000
HSBC	\$5,000
San Diego National Bank	\$5,000
Progressive Computing	\$1,000
Rohr Employees Willshare Club	\$1,000
Tayman Industries, Inc.	\$1,000

For information on how to donate contact: Maureen Polimadei mpolimadei@sandiegofoodbank.org or 858-527-1419 Ext. 30

A special thank you to our long-term volunteers

The SDFB would like to recognize organizations who volunteer regularly at our warehouse over the year. Thank you for your dedication and hard work!

The Disney Store
Pacific Science & Engineering
Doubletree Hotels
Qualcomm
Hilton La Jolla Torrey Pines
Scripps Research Institute
Kids Korps
UCSD
The Omega Group
Volunteer San Diego



For information on how to volunteer contact: Kathy Dunn on kdunn@sandiegofoodbank.org or 858-527-1419 Ext. 38

Calendar of Events

- Albertson's "In-Store Virtual Food Drive" – September
- Coca Cola's High School Challenge Food Drive – October
- Hard Rock's College Campus Challenge Food Drive – October
- Westfield's Scare Away Hunger Food Drive – October 31
- Hilton's Hunger@Home benefit dinner – November 21st
- Chargers Food Drive (vs. Indianapolis Colts) – November 23rd
- Run for the Hungry – November 27
- Holiday Food Drive – October through December

Visit us on the web www.sandiegofoodbank.org