



# food for thought

Winter 2011



## First Lady Maria Shriver visits San Diego Food Bank food distribution & Chargers Food Drive

California's first lady Maria Shriver chose the San Diego Food Bank for her last major official visit before leaving office.

The first lady visited the Food Bank as part of her Million Meals Initiative, a campaign to provide a million meals of food to families in need over the holiday season.

Shriver toured a Food Bank food distribution for low-income military families at the Armed Services YMCA in Tierrasanta which was funded by the Million Meals Initiative, Sempra Energy, Donovan's Steak & Chop House, and Good Source Solutions.

Shriver helped hand out food at the distribution which provided over 1,000 low-income military families with substantial holiday food packages and fresh produce in time for the Thanksgiving holiday.



*San Diego Food Bank Chairman "Mitch" Mitchell and first lady Maria Shriver distribute food to families in need.*



*Maria Shriver receives a food donation from a Chargers fan.*

Shriver's second stop was the Chargers' annual food drive at Qualcomm Stadium where she joined Food Bank volunteers collecting food drive donations from fans entering the stadium before the Chargers' clash with the Denver Broncos.

Commenting on the food drive and the continued need for support Shriver said, "This spirit of concern for our neighbors in need is a wonderful thing that happens every year during the holiday season, but the need for food continues after all the holiday celebrations are over."

"I hope the Million Meals Initiative inspires even more Californians to join us by donating to food bank partners across the state – so we can keep this spirit of giving alive throughout the year."

The Food Bank is currently feeding 342,000 people per month, up from 200,000 people per month in 2008. Food Bank officials blame the county's high rate of unemployment, low Food Stamp participation, and the region's high cost of living on the sustained increase in demand.

FOOD FOR THOUGHT

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# Thank you San Diego!



*J. Scofield Hage*  
Executive Director & CEO

The 2010 Holiday Food Drive was a spectacular success.

I attribute this success to the entire community especially the businesses, civic groups, religious organizations and our Holiday Food Drive partners and sponsors.

This year, Vons and Stater Bros. supermarkets throughout San Diego County hosted our famous red food drive barrels. This included fifty-five Vons and eleven Stater Bros. locations.

Both supermarkets did an amazing job helping collect food from the public, and Vons made giving even easier by preparing pre-packed bags which included our most needed food items, saving customers the extra step of having to find our most needed food items while shopping in the store.

Vons' pre-packed bags were a phenomenal success, almost tripling the amount of food we received last year from the supermarket.

A great deal of this success was also due to our media partners KFMB Channel 8 and Donovan's Steak and Chop House whose televised PSA campaign featured a series of commercials hosted by an array of celebrities who encouraged the public to donate food at Vons and Stater Bros.

And this year we were thrilled to partner with the San Diego Union Tribune who joined the Holiday Food Drive campaign as our title partner.

The San Diego Union Tribune promoted the Holiday Food Drive on its website, radio station, through a highly visible advertising campaign in the newspaper, and in a series of feature articles that highlighted the work of the Food Bank including the individuals and families we serve, our hard-working employees, and our community supporters.

A copy of the Union Tribune's articles can be found on the newspaper's website: [www.signonsandiego.com/news/holiday-food-drive](http://www.signonsandiego.com/news/holiday-food-drive)

We were also very honored to host first lady Maria Shriver at a special distribution for low-income military families before the Thanksgiving holiday.

The first lady's Million Meals Initiative helped finance this food distribution, and her visit to the San Diego Food Bank helped us draw attention to the problem of hunger at a time of heightened need.

We are very grateful to Maria Shriver for supporting the Food Bank, and I applaud her efforts throughout her tenure as she has worked tirelessly for low-income California families and the countless number of Californians who were adversely affected by the economic downturn.

Thanks to all of our amazing supporters, the Food Bank enters 2011 strengthened and ready to provide that helping hand to our neighbors in need.

Thank you San Diego!

J. Scofield Hage  
Executive Director & CEO



# Mayor Sanders, Supervisor Roberts Launch Holiday Food Drive 2010

San Diego Mayor Jerry Sanders and County Supervisor Ron Roberts launched the Food Bank's Holiday Food Drive at a press conference hosted by the Hard Rock Hotel on Nov. 1.

At the press conference, Food Bank Board Member Daymond Rice announced the 2010 Holiday Food Drive co-chairs, UC San Diego Chancellor Marye Anne Fox and San Diego State University President Stephen L. Weber.

Both co-chairs delivered speeches at the press conference focusing on theme of this year's Holiday Food Drive, 'hunger education and community action.'

San Diego Food Bank President Stephen P. Cushman delivered a speech launching the press conference, and explained how the economic downturn and high unemployment have caused the Food Bank's food lines to swell.

"Due to high unemployment, yesterday's breadwinners cannot work to provide food for their families today, so they are coming to the Food Bank for help," he said.

"Given this sustained rise in demand, we are not out of the woods yet. Our economy will not start creating jobs overnight. So the Food Bank will continue to act as the county's safety net, but we need the community's continued support."

Thanks to the community's generosity the Food Bank surpassed all recent Holiday Food Drive records, collecting over 1.9 million pounds of food.



(L-R) SDSU President Stephen Weber, UCSD Chancellor Marye Anne Fox, President Stephen Cushman, Mayor Sanders, Supervisor Roberts, and Food Bank Board Member Daymond Rice.

# Union Tribune Partners with Food Bank for Holiday Food Drive



The San Diego Union-Tribune joined the 2010 Holiday Food Drive campaign as the Food Bank's title partner.

The U-T promoted the Holiday Food Drive on its website, radio station, through a highly visible advertising campaign in the newspaper, and in a series of feature articles that highlighted the work of the Food Bank.

Focusing on the importance of teamwork, Chairman "Mitch" Mitchell said, "The benefits of this partnership will allow us to feed more of the struggling families and individuals than we previously had expected."

"This year's U-T Holiday Food Drive certainly highlighted what the San Diego community can do when called into action."

By January the Food Bank received donations totaling 1.9 million pounds of food, over 25 percent more than last year.

"We cannot begin to express our thanks to the San Diego Food Bank's sponsors, corporate partners and individual donors in this display of caring and generosity to those in need," said Drew Schlosberg, U-T spokesman.

The Food Bank extends our deepest gratitude to the U-T team for their support and hard work!

# Chargers Food Drive Raises Over 17,000 Pounds

The Chargers partnered with the Food Bank for their annual food drive at Qualcomm Stadium before the Nov. 22 game against the Denver Broncos.

Special guest first lady Maria Shriver joined food drive volunteers at Qualcomm Stadium and greeted fans as they entered the stadium, thanking them for their donations to the Food Bank.

Commenting on the impact of the economic downturn Shriver said, "People are more conscious of the changing face of poverty and who needs help. It's their neighbors, their friends."

Shriver participated in the game's coin toss and the half-time ceremony honoring Food Bank officials, the 2010 Holiday Food Drive co-chairs, and the winners of the Chargers Food Drive.

At the ceremony Shriver presented the winners of the food drive, Robert Butler and his daughter Hannah, with a signed

Philip Rivers football for their donation of nearly 4,000 pounds of food.

When asked what inspired such a large gift Butler said, "My daughter and I wanted to do something. It's a tight time for everybody."



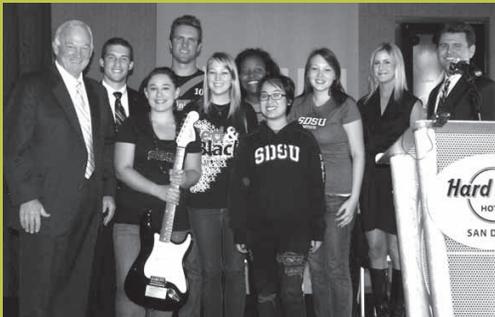
The half-time program honored Holiday Food Drive co-chairs UCSD Chancellor Marye Anne Fox, represented by Vice Chancellor Penny Rue (far left) and SDSU President Stephen Weber, Chairman "Mitch" Mitchell, President Stephen Cushman, CEO "Scody" Hage, first lady Maria Shriver, and food drive winners Robert Butler and Hannah Butler.



# Third Annual Colleges Rock Hunger Food Drive



Chairman "Mitch" Mitchell (far left) and the Hard Rock's Rana Kay (far right) pose with college teams and their decorated barrels.



Mayor Sanders, Board Member Daymond Rice, the Hard Rock's Rana Kay and SDSU first place winners.

The Hard Rock Hotel San Diego sponsored the third annual Colleges Rock Hunger Food Drive in October.

Four colleges including UC San Diego, San Diego State University, the University of San Diego and California State University San Marcos participated in the three week food drive competition.

The colleges, with a combined student population of 65,000 students, hosted campus-wide events to collect food and educate students about hunger in San Diego.

Colleges hosted food drives during homecoming festivities, at sporting events, concerts, and at university transport hubs.

Local television news station KUSI interviewed representatives from each of the colleges live on its Good Morning San Diego program. Students decorated food drive barrels with their college mascots and discussed plans for their food drive events with reporter Mike Castellucci.

The food drive winner was announced by Mayor Sanders at a press conference launching the Holiday Food Drive on Nov. 1.

SDSU won the competition having collected over 18,000 pounds of food. UC San Diego placed second and Cal State San Marcos finished third.

Mayor Sanders and Hard Rock Hotel officials awarded a life-size "guitar trophy" to the winning college, and the Hard Rock Hotel projected the winning school's name on the exterior of the hotel building for a week. A huge thank you to all of the students who participated in the competition!



The Hard Rock Hotel projected the winning school's name on the exterior of the hotel for a week.

## MTS Hosts Annual Stuff the Bus Food Drive

Over the holidays the San Diego Metropolitan Transit System (MTS) teamed up with the Food Bank to host its annual 'Stuff the Bus' Food Drive.



MTS CEO Paul Jablonski launches the 'Stuff the Bus' Food Drive at a press conference.

On Saturday Dec. 11, MTS buses were stationed at ten area Vons supermarket parking lots where customers were encouraged to "stuff the bus" with food donations.

The food drive was officially launched at the Armed Services YMCA which partners with the Food Bank to provide food to low-income military families.

Officials launching the food drive included San Diego City Councilmember Marti Emerald, MTS CEO Paul Jablonski, Food Bank CEO J. Scofield "Scody" Hage, and Armed Services YMCA Executive Director Paul Steffens. The food drive was a huge success raising nearly 10,000 pounds of food. Thanks MTS!

## Magic 92.5 FM Hosts Four Corners Food Drive

San Diego's 'old school' radio station, Magic 92.5, hosted their annual Four Corners Food & Coat Drive in December which benefitted the Food Bank and The Alpha Project.



Chairman "Mitch" Mitchell is interviewed by Magic's Jagger & Kristi.

Magic 92.5's Jagger & Kristi and Xavier The X-Man broadcast live from 5 a.m. to 7 p.m. at four Vons locations, a different location each day.



Magic 92.5 Promotions Director Jaymee Durazo presents a check for \$4,709 to CEO "Scody" Hage.

The DJs asked the public to visit Vons locations and donate nonperishable food items and coats at their broadcast tents near the supermarket entrances. This year was a huge success with the team collecting thousands of coats for the homeless, over 2,500 pounds of food, and \$4,709 in cash donations for the Food Bank.

# Get your Tickets for the 'Fashion Plates' Luncheon and Fashion Show to Benefit the Food Bank

Bring your friends and get a table together for an enjoyable afternoon at our first fashion show and luncheon fundraiser benefiting the Food Bank's Food 4 Kids Backpack Program!

The fashion show, produced by KUSI's "Style Guy" Leonard Simpson and chaired by Sally B. Thornton, will feature trend-setting designers, models from New York and Los Angeles, and a glittering array of local celebrities.

Starting with lunch, the event will include silent and live auctions, and a fabulous, theatrical show which showcases talented designers.

Funds raised through the fashion show and luncheon will support the Food Bank's Food 4 Kids Backpack program which provides weekend backpacks of food to chronically hungry elementary school children. (For more info visit: [sandiegofoodbank.org/programs/food4kids](http://sandiegofoodbank.org/programs/food4kids))

Please join us for this very exciting event, and help the Food Bank fight child hunger in our community. Get your tickets today!

Support the Food Bank and sign up for the 'Fashion Plates' fashion show benefiting the Food Bank.

## DETAILS:

**Honorary Chair** ..... Sally B. Thornton  
**Chair** ..... Roxi Link  
**Co-Chairs** ..... Bonnie Hage & Brandi McClain  
**Date** ..... Mar 12, 2011, 12:00 Noon  
**Location** ..... Sheraton San Diego Hotel and Marina  
 1380 Harbor Island Drive, San Diego, CA  
**Tickets** ..... \$90, \$125, \$150  
**Contact:** ..... Trisha Gooch  
 858-863-5129 or [tgooch@sandiegofoodbank.org](mailto:tgooch@sandiegofoodbank.org)



*Support the Food Bank and sign up for the 'Fashion Plates' fashion show benefiting the Food Bank.*

# SEOhaus makes San Diego Food Bank #1 on Google



*SEOhaus CEO presents a blow-up webpage of the Food Bank's Google rankings to President Stephen Cushman, Chairman "Mitch" Mitchell and CEO "Scody" Hage.*

Local internet company SEOhaus has increased the San Diego Food Bank's ranking to number one on the internet search engine Google when searching for the term 'food bank.'

SEOhaus, a search engine optimization company, helps increase an organization's profile on the internet through search engines such as Google, Yahoo, and Bing.

Last spring, SEOhaus CEO Billy Canu offered to support the Food Bank by donating a year's services worth over \$6,000.

In just six months, the team at SEOhaus increased the San Diego Food Bank's rankings for a number of search terms including the search term 'food bank' which ranks first, ahead of Feeding America's national website, the New York City Food Bank, and the Los Angeles Food Bank.

Food Bank Chairman "Mitch" Mitchell said, "This service has been incredibly helpful to the Food Bank, making it easier for our clients, stakeholders and potential donors to find us on the web. We are very grateful to SEOhaus for donating their time and talent to the Food Bank."

Thanks to SEOhaus the Food Bank's increased profile has helped increase online donations and volunteer sign ups through its website.

Commenting on SEOhaus' services to the Food Bank CEO Billy Canu said, "We were absolutely delighted to support such an important organization serving so many people in need. My team and I feel that it is very important to give back to the community, and what better way to give back than by helping the Food Bank."

**Visit SEOhaus  
 at [www.seohaus.com](http://www.seohaus.com)**

# Donovan's Steak and Chop House & KFMB 8 Host Live Food Drive & Donor Check Presentations

Donovan's Steak and Chop House teamed up with KFMB Channel 8 for a third consecutive year to promote the Food Bank's Holiday Food Drive.

The promotional campaign was a huge success with hundreds of businesses and schools signing up to host individual food drives across the county.

Halfway through the campaign Donovan's and KFMB Channel 8 hosted a one-day food drive at Donovan's Steak and Chop House in La Jolla that was broadcast live on the KFMB news at 11 a.m. and 5 p.m. and featured check presentations from the Food Bank's major corporate donors live on air during the news broadcast.



(L-R) Board Member Michele Predko receives checks from Jannine Tejada, PCL Construction; Sarah Cain, Stater Bros. Charities; and Kristy Gregg, U.S. Bank.



Checks were presented by PCL Construction Services, NRG Energy, U.S. Bank, and Stater Bros. Charities.

The SDFB would like to thank Donovan's and KFMB for their important work publicizing the Holiday Food Drive and for hosting the live food drive which raised nearly 1,000 pounds of food.

Commenting on the check donations, CEO "Scody" Hage said, "The Food Bank extends our deepest gratitude to corporate sponsors NRG Energy, PCL Construction, Stater Bros., and U.S. Bank for their generous support of the Food Bank. Without support from our corporate partners, we would not be able to meet the increased need from the community."

David Lloyd of NRG Energy (L) presents a check to Chairman "Mitch" Mitchell with KFMB's meteorologist Matt Baylow.

## San Diego Food Bank Welcomes New Board Members

The San Diego Food Bank welcomes Daniel J. Devine, Aimee Faucett, Anne Goshert, and Steve Hoffman as the newest members of the San Diego Food Bank Board of Directors.



**Aimee Faucett** serves as deputy chief of staff to San Diego Mayor Jerry Sanders. Faucett is responsible for policy and legislative relations for the mayor's office. Previously, Faucett served as chief of staff to Council President Pro Tem Kevin L. Faulconer. She also worked for the American Red Cross, and on numerous political campaigns.



**Daniel J. Devine** serves as senior vice president and chief financial officer at Bridgepoint Education, Inc. where he oversees the company's financial operations. Before joining Bridgepoint Education, Devine served as divisional CFO for Protocol Marketing Group, one of the largest privately held marketing service companies in the United States.



**Anne Goshert** is Sales Development Manager at Coca-Cola San Diego. Prior to joining Coca Cola, Goshert was manager of client services for the L.A. Dodgers baseball team, and held executive positions at KFMB News 980 in Los Angeles and for the Los Angeles Kings hockey team.



**Steve Hoffman**, president of NRG Energy Western Region, has over 35 years experience in the energy industry. Prior to joining NRG Energy, Hoffman held executive positions with Xcel Energy, Reliant Energy and Aquila Energy. Hoffman has been active in San Diego in a variety of local energy policy initiatives including the SANDAG Energy Working Group, the Regional Chamber of Commerce and on the California Center for Sustainable Energy's board of directors.

Commenting on the new appointments, San Diego Food Bank CEO J. Scofield Hage said, "We are delighted to have four very talented members of the community join the Food Bank's Board of Directors. I am confident that this group will provide us a wealth of expertise, and we are excited about they role they will play moving the Food Bank forward."

### Thank you donors!

July - December 2010

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