



# food for thought

Summer 2011

## School's Out, Hunger's Not Summer Food Drive Needs Your Support

Over 230,000 low-income school children in San Diego County receive free or reduced-priced breakfasts and lunches every day during the school week.

But when school is out for the summer vacation these children no longer receive free school meals and face hunger at home.

Often their parents work in low-wage jobs or they are unemployed, and over the summer months these families are forced to turn to the Food Bank for help.

At the same time, donations to the Food Bank drop dramatically during the summer when need from the community is greatest.

For a third consecutive year, Vons will help the Food Bank increase food drive donations by hosting a countywide food drive at all of their San Diego County supermarkets this summer from July 1 until Labor Day.



*Moms and children wait for food assistance at our distribution in La Mesa.*



*A child stands in line at a food distribution*

And during the food drive, from July 6 to July 23, Vons will provide pre-packaged bags with our most needed food items making it easier to donate.

Please support this summer's food drive, and donate nonperishable food items in our famous red barrels which will be located at the front of Vons' supermarkets, near the store entrances.

A special thanks to the team at Vons supermarkets for their outstanding support!

**SUMMER FOOD DRIVE HOST:**

# VONS

FOOD FOR THOUGHT

Jacobs & Cushman  
San Diego Food Bank  
9850 Distribution Avenue  
San Diego, CA 92121  
858-527-1419  
www.sandiegofoodbank.org

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# Help Us Fight the "Summer Squeeze"



*J. Scofield Hage*  
*President & CEO*

The cover story of our newsletter leads with our summer food drive, hosted by Vons supermarkets.

We are deeply grateful our friends at all San Diego County Vons supermarkets for hosting the summer food drive for a third consecutive year.

Vons' support is integral to this campaign since it makes giving to us so much easier. Vons has been an outstanding partner to the Food Bank for many years and we are truly grateful for their continuing support.

**I am now appealing to you. We need your help this summer.**

This year, your support for our food drive will be critical.

Over 230,000 low-income school children in the county will no longer receive free school meals and face a long summer staring into empty refrigerators and barren cupboards.

I have talked to many parents at our food distributions who tell me that their household budgets are being squeezed from all sides.

Rents are going up. Gas prices are skyrocketing. Food prices are steadily rising. Unemployment is stubbornly hovering at 10%. And there is no sign on the horizon that the situation will improve.

Coupled with this, the low-income parents I spoke with said that they now have the extra burden of providing breakfasts and lunches to children who normally receive free meals at school.

These parents are facing true economic hardship. Many have lost their jobs and are pounding the pavement every day in search of work while others work two or three low-wage jobs that simply do not cover the bills.

Fortunately for these families, they can rely on our Food Bank for support.

And this support ultimately comes from you – when you donate food this summer at Vons, volunteer at our warehouse packing food bags, or donate money online via our website.

Every can, every dollar, every volunteer hour makes a huge difference in the lives of the families we're serving, and your donation this summer will help us prevent a child from going to bed hungry.

Thank you, San Diego!

  
J. Scofield Hage  
President & CEO



# Donovan's & KFMB 8 Winter Campaign Supports Food Bank

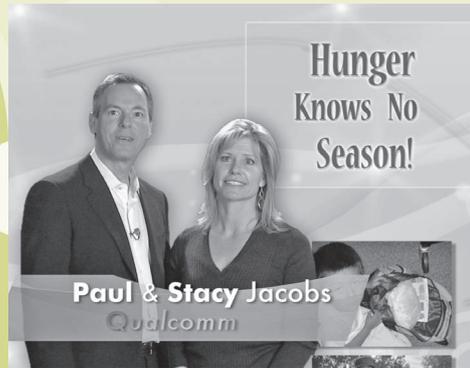
The Food Bank would like to thank Donovan's Steak & Chop House for sponsoring a successful winter campaign this year with KFMB Channel 8.

Over the winter months, Donovan's enlisted the support of an all-star cast of sports stars, celebrities and community leaders who appeared in commercials on KFMB Channel 8 asking the community to support the Food Bank by volunteering, hosting a food drive, or making a financial donation.

The TV commercials featured NASCAR Champion Jimmie Johnson, the PGA's Phil Mickelson, Chargers President Dean Spanos and his wife Susie, and Qualcomm CEO Paul Jacobs and his wife Stacy.

The Food Bank extends our deepest gratitude to Dan Shea of Donovan's Steak & Chop House for sponsoring this campaign for three consecutive years and the team at KFMB 8 for their work raising awareness in the community.

**Thank you for your support!**



## Food Bank CEO Attends Sacramento Legislative Day

In April, Food Bank CEO J. Scofield "Scody" Hage attended the California Association of Food Bank's (CAFB) annual legislative day at the State Capitol in Sacramento. Hage met with elected officials to discuss hunger-relief legislation being supported by the CAFB. A key component of the

legislation under discussion was the modernization and streamlining of CalFresh (Food Stamps) benefits. Hage also discussed the work of the Food Bank in each official's district. For more information on the CAFB's legislative agenda visit: [www.cafoodbanks.org](http://www.cafoodbanks.org)



(L – R CEO J. Scofield "Scody" Hage meets with Assemblymembers Toni Atkins, Marty Block, Nathan Fletcher, Martin Garrick, and Diane Harkey)



(L – R Hage meets with Assemblymembers Ben Hueso, Kevin Jeffries, Brian Jones and Senators Christine Kehoe, and Mark Wyland)

# Food Bank Pilots Community Garden Project



This year, the Food Bank launched a pilot program that aims to establish community gardens throughout San Diego County that will provide hands-on nutrition education to local communities and freshly grown produce for people receiving assistance from the Food Bank.

The pilot project is targeting the Food Bank's nonprofit partners that run hunger-relief programs and currently receive food from the Food Bank for distribution in their communities. These partners include religious organizations, food pantries, senior centers, community centers, shelters, and rehabilitation centers.



The goal of the project is to provide our nonprofit partners with the skills and resources needed to establish and maintain community gardens in the communities they serve.

The pilot project launched its first community garden in Serra Mesa this April in partnership with the Mission Village Christian Fellowship church, one of the Food Bank's nonprofit partners that operates a food pantry.

"The Serra Mesa community garden is a model for our burgeoning community garden pilot project. We provided Serra Mesa with the tools and expertise, and the community ran with it," said Lisa Martinusen, the Food Bank's Nonprofit Relations Supervisor. "They planted tomatoes, carrots, and potatoes, and they got the entire project underway in only four months."

The Food Bank's Programs Director Vanessa Franco said, "Our ultimate goal is for Mission Village's food pantry to receive its monthly allocation of food from the Food Bank as well as fresh vegetables from the community garden that can be distributed to people in need in the community. This will be quite an achievement, and one which we would like to see replicated throughout the county." For more information about the Food Bank's community gardens pilot program contact Lisa Martinusen at: 858-863-5132 .

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## Subway Partners With Food Bank & Donates \$20K



San Diego County Subway restaurants partnered with the Food Bank for its Fit to Fight Hunger campaign, and donated \$20K to the Food Bank to help fight hunger in our community.

All 221 San Diego County Subway restaurants are participating in an awareness-raising campaign with in-store posters and flyers explaining how the public can support the Food Bank this summer.

Subway restaurants are also running TV commercials asking the public to support the Food Bank by volunteering, running a food drive or donating money online.

A big thank you to Subway for supporting the Food Bank!



## Food Bank To Host Hunger Conference

The Food Bank will kick off national Hunger Action Month with a hunger conference titled, *A Look Into Hunger: From Past to Present to a Sustainable Future*.



The conference will be held on Friday, Sept. 2 at the Food Bank's Miramar warehouse and is designed to provide our 350 nonprofit partners with the skills needed to effectively fight hunger in our community.

The conference will feature a range of seminars and workshops including programs on CalFresh (Food Stamps), nutrition education, fundraising, hunger advocacy, and stress management.

The event will run from 9:30 a.m. to 3:30 p.m., and will include a keynote address by George Manalo-LeClair, senior director of legislation at California Food Policy Advocates, a hunger advocacy organization.

For more information about the conference contact: Lisa Martinusen at: 858-863-5132

# Join Us for the Kiwanis Golf Tournament July 21st

Get your golf shoes on and sign up for the Harry D. Frels Memorial Golf Tournament on Thursday, July 21.

The tournament is sponsored by the San Diego Kiwanis Club and Foundation and will benefit the Jacobs & Cushman San Diego Food Bank.

The goal of the tournament is to raise much needed funds for the Food Bank which faces increased demand this summer with over 230,000 low-income San Diego County school children no longer receiving free school meals.

The tournament will be held at the Riverwalk Golf Club in Mission Valley with tee times starting at 1:30 p.m.

A cocktail party and dinner with silent and live auctions will follow the tournament. The cocktail party will start at 6:30 p.m., followed by dinner at 7:00 p.m.



The tournament is open to everyone, and the Food Bank is encouraging groups and individuals to sign up.

Sponsorship opportunities are still available for corporate, hole and tee sponsors.

Tournament entry forms which include sign up for the dinner, and sponsorship forms are available online via the San Diego Kiwanis' website: [www.kiwanisclubsandiego.org](http://www.kiwanisclubsandiego.org)

For more information or sponsorship opportunities contact Megan Mills at: 858-863-5121



***Sign up today and help us send hunger to the sand trap!***

## Save the Date for the AimLoan.Com San Diego Blues Festival

All proceeds will benefit the Jacobs & Cushman San Diego Food Bank

The Jacobs & Cushman San Diego Food Bank will host its first-ever blues festival on Saturday, Sept. 17 at the Embarcadero Marina Park North on the downtown waterfront.

The AimLoan.com San Diego Blues Festival will feature nine national and local blues acts on two stages from 11 a.m. to 8 p.m.

Artists include blues entertainer of the year Tommy Castro, legendary Mississippi harmonica player James Cotton, and Grammy-nominee Tracy Nelson.

The festival is a family-friendly event for all ages, and will feature international food booths along with arts and crafts vendors.

Tickets are only \$10 per person, and children 12 and under are free.

The Food Bank will also host a food drive at the event and attendees are encouraged to donate two cans of food or more. Mark your calendar now, and join us for a fun day of blues by the scenic San Diego downtown waterfront.

For more information visit: [www.SanDiegoFoodBank.org](http://www.SanDiegoFoodBank.org)

**Save the date for the San Diego Blues Festival, September 17.**



**AimLoan.com**

**SAN DIEGO BLUES FESTIVAL**

**FESTIVAL**

A BENEFIT FOR THE JACOBS & CUSHMAN SAN DIEGO FOOD BANK

**AimLoan.com San Diego Blues Festival 2011 Performing Artists**

- Tommy Castro
- James Cotton
- Lil' Ed & the Blues Imperials
- Tracy Nelson
- Café R&B
- Lightnin' Malcolm
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- Red Lotus Revue
- Robin Henkel

***The Food Bank would like to thank our title sponsor AimLoan.com, an Internet Direct Lender that provides low-cost, convenient mortgages to its customers. Visit [www.AimLoan.com](http://www.AimLoan.com) for more information.***

# Letter Carriers Food Drive Raises Over 90,000 Pounds of Food for Food Bank

On Saturday, May 14 residents throughout San Diego County left bags of food next to their mailboxes for postal workers to pick up and deliver to the Food Bank and other hunger-relief organizations.

The Stamp Out Hunger Food Drive sponsored by the National Association

of Letter Carriers raised hundreds of thousands of pounds of food for local hunger-relief organizations and over 90,000 pounds was donated to the Jacobs & Cushman San Diego Food Bank.

The Stamp Out Hunger Food Drive is a nationwide food drive that is held in over 10,000 towns and cities across America.

It is the largest single-day food drive in the nation and is supported by the National Association of Letter Carriers and the U.S. Postal Service.

**Thanks to all the donors, letter carriers and volunteers who made this year's drive a huge success!**

# Superheroes Fight Hunger During Month-long Rock Church Food Drive



The Rock Church launched its second annual month-long food drive in May with the help of some local superheroes.

Batman, princess warriors, and a host of superheroes collected food from parishioners after Sunday church services.

The event kicked off the food drive which took place every Sunday.

The food drive raised thousands of pounds of food for the Food Bank, and the timing could not have been better.

**A huge thank you to The Rock Church for your generosity!**

# Qualcomm QCares Volunteers Help Food Bank



Teams of volunteers from Qualcomm spent the month volunteering at the Jacobs & Cushman San Diego Food Bank as part of Qualcomm's QCares program.

The teams worked morning and afternoon shifts throughout the month and sorted through tens of thousands of pounds of food drive donations that will be distributed to people in need in our community.

274 Qualcomm employees volunteered during the month of May and sorted tens of thousands of pounds of food in addition to bagging tons of food for families in need.

Tiffany Lynch of Qualcomm said, "The Qualcomm Cares (QCares) team organized volunteer projects throughout the month of May as a part of the QCares Experience, a special opportunity for employees to foster teamwork and celebrate accomplishments, while simultaneously contributing to the improvement of the community during the workday and on the weekend with their friends and family. QCares creates many opportunities for its employees, friends and family members to participate in charitable events."

Volunteer & Food Drive Manager Will McHenry said, "The volunteers did a great job and helped us sort and pack tons of food for families in need. Qualcomm is a fantastic supporter of the Food Bank and we are truly grateful for their help."

**Thank you QCares volunteers!**

## Celebrate Children's Birthday Parties at the Food Bank



If you know a young person celebrating a birthday this summer why

not **"Party with a Purpose"** at the Food Bank?

Children twelve and up can enjoy their birthday by inviting friends and family to join them at the Food Bank for a tour of the warehouse and a two hour volunteer project followed by a party in our conference room.

We also have many other opportunities for young philanthropists on our "Kids Page."

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

## Special Thanks

*The Food Bank would like to thank the following corporations and foundations for their generous contributions.*

*This list reflects donations from April 1 – May 31, 2011.*

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