



SAN DIEGO
FOOD BANK



food for thought

Winter 2009

Community Rallies Behind SDFB



J. Scofield Hage
Executive Director & CEO

As the economic crisis continues to take its toll on local families, the San Diego Food Bank has seen a wave of community support.

In our last newsletter I outlined the extent of the economic crisis gripping San Diego – mounting job losses, home foreclosures, rising rents and mortgage payments, and rising prices at the pump and supermarkets.

In response to soaring demand from tens of thousands of additional families seeking assistance, I called upon the community to rally behind us and help us feed these families and children in need.

The response was overwhelming. Over 400 businesses and 100 schools participated in our annual Holiday Food Drive raising over 400,000 pounds of food.

In November, the Torrey Pines Hilton hosted a gala for the San Diego Food Bank raising over \$140,000 – an unprecedented amount for a first annual event.

The sheer scale of kindness and generosity pouring in from the community is deeply moving, and we have endeavored to recognize everyone who has contributed in this issue. Although the economic crisis is still unfolding and the outlook for 2009 remains uncertain, the San Diego Food Bank will tackle this crisis from a position of strength.

We have secured full ownership of our warehouse from the Neighborhood House Association and we launched a new logo to reflect our position as a vital community resource.

As we start 2009 I humbly ask you to remember us beyond the holiday season. While the holidays may be over, hunger in our county is not. On behalf of the San Diego Food Bank we thank you for your support and offer our best wishes for the New Year.

Demand for Food Soars

The surge in demand from tens of thousands of families and slowing food donations left the San Diego Food Bank with a gaping deficit of donated food in the third quarter of 2008.

In the first quarter, the Food Bank distributed 8% more food than it received from donations. In the second quarter the figure jumped to 21%, and the SDFB finished the third quarter of 2008 with a seven week supply.



“As a state recognized emergency response organization we need to keep at least a two month supply in the event of a catastrophic emergency,” said CEO J. Scofield Hage. “Before we started the Holiday Food Drive we were looking at our empty shelves in disbelief, but the community pitched in during the holidays and helped increase the supply. We are truly grateful to everyone who contributed to this county-wide effort.”

The SDFB blames the increasing demand for food assistance on the economic crisis affecting large numbers of low-income working families and increasing numbers of middle class families. Programs such as the SDFB’s Emergency Food Assistance Program (EFAP) illustrate the surge in demand. **EFAP, intended for families in immediate need, increased by 21,043 people from January to December 2008.**

Programs Director Vanessa Franco said, “This is an alarming increase, and from what I’ve seen in the community, we fear it may increase further in 2009.”

The San Diego Food Bank is concerned that food contributions will decline following the holiday season but demand will continue to outstrip supply. Food Resource Manager Will McHenry said, “Donations typically decline by 35% at the start of January following a peak of giving during the holiday season.”

This year the SDFB is urging people to continue hosting food drives and making monetary donations. J. Scofield Hage said, **“The holidays may be over, but our food lines are still growing.”** This year we need the community to remember us long after the holiday decorations have been put away.”

For information on ways you can help visit: www.sandiegofoodbank.org



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ParkerWhite Rebrands SDFB



Chairman “Mitch” Mitchell (right) and Mayor Sanders thank Cindy White for the SDFB’s new logo

ParkerWhite, a San Diego-based strategic branding communications agency, provided pro bono services to design the San Diego Food Bank’s new logo, marking its first year of independence.

“We were delighted to present the Food Bank with a new logo that reflects its enhanced mission as well as its long-standing position in the San Diego community,” said Cindy White, ParkerWhite president and creative director.

ParkerWhite’s design represents the San Diego Food Bank’s move to increase its services beyond food distribution to include support, guidance and education for people in need.

“The SDFB is very grateful to have the expertise and passion of ParkerWhite on our side,” said Eugene “Mitch” Mitchell, SDFB chairman. “ParkerWhite has provided us with a logo that is representative of our renewed purpose and our vision for the future.”

The new logo was launched at a press conference with San Diego Mayor Jerry Sanders in October where ParkerWhite was honored for its pro bono services to the SDFB which included designing the new logo, developing a full stationery package as well as its innovative design for the SDFB’s Colleges Rock Hunger food drive held at four San Diego universities in the fall.

SDFB Takes Ownership of Warehouse from Neighborhood House Association

The San Diego Food Bank and the Neighborhood House Association (NHA) announced the success of a joint collaboration in completing the transition of ownership for the San Diego Food Bank warehouse. A deal reached between the two organizations will allow the SDFB to become the official owner of the Distribution Avenue property.

“We are pleased to be able to announce this significant achievement and to more importantly, now be able to plan for the future and specifically, about how we will utilize this asset to provide support to needy families and individuals around the region for a long time,” said Chairman Eugene “Mitch” Mitchell. “This agreement allows us to move forward and even look at new ways to enhance and expand our service operation.”

The transaction is the final step in the San Diego Food Bank’s move to complete independence, which began in July of 2007, from the NHA and concludes the 30 year relationship that began when the SDFB was created by the NHA in 1977.

“This agreement will allow the SDFB to truly focus on building the operation to meet the growing needs of our community while also continuing our efforts to strengthen the financial security of this essential organization so that there is never a question about whether the doors will be open,” said president of the SDFB board of directors Stephen P. Cushman.

The joint agreement on behalf of both agencies was facilitated by a multi-agency collaboration that included Jack McGrory, executive vice president of Price Charities and Bob Kelly, president and CEO of the San Diego Foundation.

“Working as a collective team we were able to insure that the ultimate beneficiaries of this agreement were the people that depend on the services of these agencies,” said Jack McGrory, executive vice president of Price Charities. “The success of these agencies in resolving previous issues and moving forward is testament to the new leadership in both NHA and the Food Bank.”

Hilton Charity Gala Raises \$140,000 for SDFB

The San Diego County Hilton Family of Hotels presented a check to the San Diego Food Bank totaling \$140,000, the proceeds of an international tasting gala and silent auction held in November on behalf of the SDFB.

Twenty-six chefs and hundreds of Hilton staff members from 26 Hilton-owned hotels volunteered at the event.

Commenting on such a significant financial contribution, CEO J. Scofield Hage said, "We were overwhelmed by the level of commitment shown by the Hilton team and the organizers Ewell Sterner and Ann Marie Kimble. They did a truly spectacular job."

While the idea of hosting an international tasting gala was formed before the economic malaise hit our county, Sterner and Kimble with the help of their dedicated team, persevered amidst a climate that would have deterred even the most veteran of charitable organizations.

For every dollar the SDFB can provide three meals. Hilton's contribution will provide over 420,000 meals.



Ewell Sterner and son Casidy, "Mitch" Mitchell, "Scody" Hage and the Hilton team.

The Hilton Torrey Pines founded a corporate charitable arm called Hunger at Home which will work in partnership with the San Diego Food Bank to provide food and nutrition education to families in need. For more information visit: www.hungerathome.com

Colleges Rock Hunger

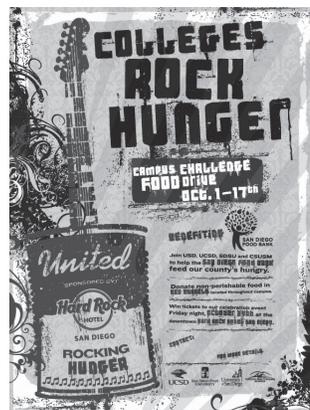


Representatives from UCSD, SDSU, USD, CSUSM with Mayor Sanders

Last fall the Hard Rock Hotel sponsored the SDFB's first annual Colleges Rock Hunger food drive. Four colleges including UCSD, SDSU, USD and CSUSM with a combined student population of 74,000 students hosted food drives on college campuses across the county.

As a thank you for the students' hard work collecting food, the Hard Rock Hotel hosted an appreciation evening for the students at the hotel. Students enjoyed singing karaoke and emulating their favorite rock stars at "Guitar Hero" stations while enjoying soft drinks, a finger buffet and freshly made donuts.

The SDFB thanks the folks at the Hard Rock Hotel for their incredible generosity sponsoring the food drive and all of the students who made it such a huge success. Thanks also to ParkerWhite who designed the excellent food drive poster!



Mayor Sanders Helps Launch Holiday Food Drive

San Diego Mayor Jerry Sanders helped launch the 2008 Holiday Food Drive at a press conference hosted by the Hard Rock Hotel on Oct. 24.



President Stephen P. Cushman, Jerry Navarra, Mayor Sanders and Chairman Mitch Mitchell at Holiday Food Drive Launch

In the midst of a donations crisis, the Mayor and Holiday Food Drive Honorary Chairman Jerry Navarra appealed to the community for help to shore up the SDFB's food supply.

In response to the appeal, over 400 businesses and 100 schools signed up to host food drives. VONS, Stater Brothers, Jerome's Furniture and Wells Fargo all hosted food collection barrels at every one of their locations across the county. And Time Warner Cable donated \$70,550 in free air time and production costs, filming and airing a televised public service announcement on all of their TV stations promoting the Holiday Food Drive for two months. It certainly got the message out to the community!

A multitude of companies and organizations made the Holiday Food Drive a success this year and our deepest thanks goes out to everyone who made it happen.

Chargers Host Food Drive and Distribute Food To Families



The Chargers helped the San Diego Food Bank sack hunger over the holidays. In November, the Chargers hosted a food drive during their game against the

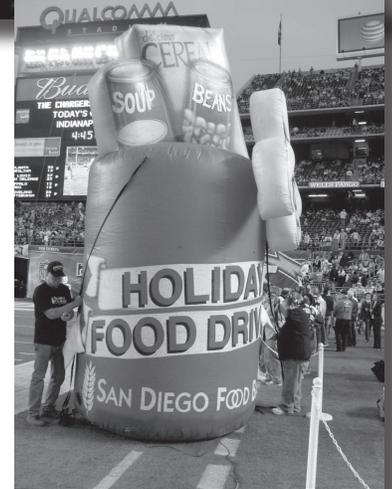
Indianapolis Colts at Qualcomm Stadium raising over 14,000 pounds of food.

In December, for the fourth-consecutive year, the SDFB and the Chargers teamed up with TysonFoods and Lift Up America to provide over 30,000 pounds of chicken and 12,000 pounds of fresh produce directly to families in need.

Six Charger players spent the morning at the SDFB's warehouse handing out food to families and charities. Wide receiver Vincent Jackson said, "With the current economic conditions, there are a lot of people in need. It feels good to do something nice for people, especially during times like this. It was great to be a part of this event."



Legedu Nananee, Dejuan Tribble, Ryon Bingham, Ted Gandy of Lift Up America, Chargers' EVP Jim Steeg, Chairman "Mitch" Mitchell, Mike Tolbert, Vincent Jackson, and Antwan Applewhite pose for pictures before the food distribution.



The SDFB's Holiday Food Drive red barrel goes on field during half-time.

Thanksgiving Runners Brave Rain To "Run for the Hungry"

San Diegans braved thunderstorms and heavy rain to support the San Diego Food Bank and Jewish Family Service's Foodmobile at the seventh annual Thanksgiving Day Run for the Hungry 5K & 10K.



Runners start the race at the seventh annual Run for the Hungry

The scenic 5K (3.1-mile) and 10K (6.2-mile) run/walk started and finished at Petco Park East with both courses running throughout the heart of downtown San Diego.

Despite the inclement weather, the race attracted over 4,000 runners as well as family dogs who were welcome to participate. The race started at 8 a.m. with most runners finishing shortly after 9 a.m., plenty of time to return home and prepare Thanksgiving dinner. Special guests included Mayor Sanders, Holiday Food Drive Chairman Jerry Navarra and Olympic medal winner Steve Scott.

Race organizer Kathy Loper said, "We were delighted with the turn out especially considering the rain. All of the runners and volunteers came out to support the work that the Food Bank and Jewish Family Service are doing to alleviate hunger in our county."

VONS Honored For Donating 1.2 Million Pounds

Mayor Sanders honored VONS supermarket for donating nearly 1.2 million pounds of food to the San Diego Food Bank.



Daymond Rice, Rich Winters and Jon Buneta of VONS present Mayor Sanders (second from right) with a donation receipt.

Every week VONS has delivered a semi-truck load full of non-perishable food to the San Diego Food Bank since the partnership between the two organizations began in September 2007.

At the ceremony, SDFB board member Daymond Rice of VONS presented Mayor Sanders, Chairman "Mitch" Mitchell and President Stephen P. Cushman with a larger-than-life-sized receipt showing the amount food donated every month with a grand total of 1,165,329 pounds, the equivalent of nearly 1 million meals.

The SDFB wholeheartedly thanks VONS for our continuing partnership and the enormous contribution VONS is making to feed the hungry in our community.

Qualcomm Donates \$60,000 to SDFB

Qualcomm Inc. donated \$60,000 to the SDFB to expand the SDFB's Food 4 Kids Backpack Program and feed families in need.



The SDFB's Backpack 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.

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. The food pack provides enough food to feed a student for an entire weekend.

\$30,000 from the grant will be used to add three additional schools to the SDFB's Backpack Program, and funds raised from individual donations will add two further schools bringing the total number of schools served by the SDFB to eight.

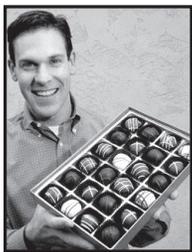
SDFB Backpack Program schools:

- Adams Elementary
- Bobier Elementary
- Garfield Elementary
- Herbert Ibarra Elementary
- Kimbrough Elementary
- King Chavez Arts Academy
- Maryland Elementary
- Ocean Beach Elementary

The remaining \$30,000 will be used to assist families affected by the economic crisis. For every dollar donated the SDFB can provide 3 meals. Therefore, Qualcomm's \$30,000 grant will provide 90,000 meals to individuals in need in our community.

Qualcomm is making a difference in our community and the SDFB extends our deepest gratitude for this significant contribution.

SDFB Welcomes New Boardmembers Edward Wallace Jr. and Jerry Swain



Jerry Swain



Edward Wallace Jr.

The San Diego Food Bank welcomes two new members to its board of directors. Jerry Swain, founder and CEO of Jer's Handmade Chocolates and Edward P. Wallace Jr., vice president for community affairs at Sony Electronics Inc.

Local San Diego businessman Jerry Swain founded Jer's Handmade Chocolates after a successful career as executive vice president at IBM.

Wallace is in charge of grant making in the United States and Mexico, oversees the matching program, scholarship programs, corporate sponsorships and in-kind donations for the Sony USA Foundation.

La Jolla Country Day Collects 16,246 lbs

La Jolla Country Day held its 14th annual food drive for the SDFB. Students collected a whopping 16,246 pounds of food through food and monetary donations.

CW6's community reporter Ruben Galvan broadcast live from the school on the final day of the drive and interviewed students, teachers and SDFB board members Jennifer Perkins and Jerry Swain. ***Congratulations to LJCD for its exceptional contribution to fighting hunger in our community.***

Stuff the Bus Food Drive



Mayor Jerry Sanders, County Supervisor Ron Roberts, Metropolitan Transit System CEO Paul Jablonski and SDFB President Stephen Cushman launched the Metropolitan Transit System's "Stuff the Bus" food drive which

invited employees and the public to stuff food donations for the SDFB into 60 foot long buses at shopping centers across the county to help feed families and the homeless over the holidays.

The Stuff the Bus food drive was an innovative way of highlighting the need in our county and succeeded in raising 2,310 pounds of food. ***Thanks to the MTS for stuffing the bus!***

Magic 92.5 Hosts Food and Coat Drive

Magic 92.5, San Diego's "old school" radio station hosted its annual food and coat drive benefiting the SDFB and the Alpha Project. DJs Jagger and Kristi and food drive organizers Rob Zilla and Jaymee Durazo braved the rain and cold mornings to host the food drive at four San Diego County Wal-Mart locations on four consecutive days in December. The DJs and staff arrived at the drives at 2 a.m. to set up the food drive and broadcast live from 5 a.m. to 7 p.m. each day.

The SDFB would like to thank DJs Jagger and Kristi and Xavier The X Man and 92.5 staff for their dedication to fighting hunger in our county. The food drive raised over 7,430 pounds of food! That's Magic!

91X Donates \$4,563 To SDFB

Radio Station 91X donated over \$4,563 to the SDFB, proceeds of an on-air auction with auction items including tickets to the presidential inauguration in Washington D.C.

The station presented a check to SDFB CEO J. Scofield Hage in January for \$4,563 which will provide the equivalent of 13,689 meals to families in need.

The SDFB thanks the 91X team for helping the SDFB tackle hunger in our county.

Donovan's & KFMB 8 Host Food Drive

Donovan's Steak and Chop House teamed up with KFMB Channel 8 to run a series of televised public service announcements on behalf of the SDFB to raise awareness in the community for the SDFB's Holiday Food Drive.

The promotional campaign was a huge success with over 400 businesses and 100 schools signing up to host individual food drives across the county. The awareness campaign culminated in a "drive-through" food drive at Donovan's Steak and Chop House in La Jolla before Christmas which raised more than 1,151 pounds of food.

The SDFB would like to thank Donovan's and KFMB for their important work publicizing the Holiday Food Drive.

Albertson's Turkey Bucks Raises Over \$7,000

Albertsons stores throughout San Diego County hosted the Albertsons Bountiful Harvest food drive in September benefitting the SDFB.

Albertsons' customers purchased "virtual" bags of food for \$2, \$5 and \$7 at the Albertsons check-stands. Funds raised through the sale of the "virtual" bags provided essential food items including peanut butter, canned tuna and canned vegetables.

The food will be used to assist families who turn to the San Diego Food Bank each month for help. *Thanks Albertsons!*

Westfield Scares Away Hunger

Westfield partnered with the SDFB for their annual Scare Away Hunger food drive on Halloween night. Parents and kids were invited to Westfield shopping centers across the county for family-friendly trick-or-treating.

Families brought non-perishable food items to participate and Westfield stores handed out treats and goodies to trick-or-treaters. Over one million pieces of candy were handed out countywide while trick-or-treaters helped families in need by donating thousands of pounds of food to the SDFB.

High School Challenge Food Drive

In response to the deepening economic crisis, five high schools hosted a food drive competition sponsored by Coca-Cola.

Francis Parker School, The Bishop's School, Horizon Christian School, Mater Dei Catholic High School and Our Lady of Peace Academy held food drives in October and donated a total of 7,000 pounds.

Thanks to all the teachers and students who donated!

Pet Food Donation

The San Diego County Veterinary Medical Association and Nature's Variety pet food company donated 528 cans of pet food to the SDFB in December.



"A lot of people don't realize this, but senior citizens will skip meals in order to feed their pets," said Maureen Polimadei, Director of Community and Volunteer Resources. "It's heartbreaking." The SDFB will distribute the pet food to families and seniors with pets. *The SDFB thanks the SDCVMA and Nature's Variety for their generous contribution.*

Donate your car, feed thousands and get a tax write-off

The San Diego Food Bank relies on contributions from our local community to fight hunger in our county. Donating your car is an easy way to give and saves the hassle selling. Once the car is sold by us you receive a tax receipt from the sale which can be claimed on your tax return. For more information contact: 877-350-7332.



Shop on-line through iGive.com and donate with every purchase

Join iGive.com, a charity shopping portal, and for every on-line purchase you make, iGive will donate a portion of the total to the San Diego Food Bank.

Create your iGive account at www.iGive.com and designate the San Diego Food Bank as your charity. After that, all you need to do is shop through the iGive.com website. The SDFB will receive a \$5 bonus when you sign up. Sign up now and shop for the San Diego Food Bank!

A special thank you to our donors

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

NRG Energy \$25,000

Wells Fargo \$25,000

Sempra Energy \$25,000

The Zenith Insurance \$25,000

Caroline Smith \$10,000

Leichtag Family Foundation \$10,000

Rivkin Family Foundation \$10,000

Sycuan Casino \$10,000

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