



food for thought

Spring 2009

Governor Schwarzenegger Visits San Diego Food Bank

Governor Arnold Schwarzenegger visited the San Diego Food Bank (SDFB) for a major resource fair and food distribution in April.

Over 1,000 families attended the event at the SDFB's Miramar warehouse where 32 organizations hosted information tables helping people sign up for a range of services including job training, emergency shelter, Food Stamps, free banking, help avoiding foreclosure, discount utilities, senior services, low-cost healthcare programs and much more.

The SDFB hosted the event in partnership with First Lady Maria Shriver's Office who established the WE Connect program, an on-line web portal (www.weconnect.org) that helps people in need connect with programs and services.

Over 35 trained IRS volunteers were on hand to help prepare people's taxes for free and help low-income families sign up for the Earned Income Tax Credit, a rebate worth up to \$4,800.

DJs Kristi and Jagger from Magic 92.5 broadcast their morning program live from the SDFB's warehouse starting at 5 a.m. and were instrumental in getting so many people to attend the event.



Governor Schwarzenegger talks to an event attendee.

San Diego Chargers' players Cletis Gordon and Steve Gregory helped volunteers from Grainger Inc. distribute over 15 tons of food to all of the attendees.

Governor Schwarzenegger ended his tour of the event with a press conference. The Governor praised SDFB Chairman Eugene "Mitch" Mitchell for his "extraordinary leadership" and the SDFB for doing an "extraordinary job...feeding so many people every day."

Event attendee Lisa Burke of El Cajon said, "Events like this show that there are people out there who still do care, and that they are willing to help us in times of need. I am really grateful."

To view a video of the Governor's speech visit www.gov.ca.gov.



Governor Schwarzenegger holds a press conference at the SDFB.



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SDFB Takes Leadership Role During Downturn



As the economic crisis maintains its viselike grip on our community, the San Diego Food Bank is leading the way as a community resource for families in need.

In February we launched the Community Cares Project, an idea developed and implemented by our Chairman "Mitch" Mitchell, which combines our food distributions with social services outreach to the 200,000 people we serve every month.

This new initiative, outlined in the accompanying story, is a "one-stop-shop" for folks in need which will be held once a month at 10 locations throughout the county — offering food, Food Stamps pre-screening and an "advice clinic" where families can sign up for programs ranging from emergency housing and job training to healthcare and low-cost utilities.

A key feature of the Community Cares Project is our new Food Stamp Outreach Program which aims to assist county officials sign up families for Food Stamps, given San Diego's low rate of Food Stamp participation and the huge increase in demand for assistance.

We now have a trained team of Food Stamp outreach volunteers who attend our food distributions and guide people through the Food Stamp application process.

In the program's first month, we pre-screened 234 people, an outstanding achievement and one that we hope will continue to grow, especially since the majority who benefit from Food Stamps in San Diego County are children.

As the economic crisis continues to unfold, the SDFB is working with our fellow charitable organizations to help families reach the services they need to get them back on their feet.

If you would like to help please visit
www.sandiegofoodbank.org.

A handwritten signature in black ink, which appears to read "J. Scofield Hage".

J. Scofield Hage
Executive Director & CEO



SDFB Launches "Recession One-Stop-Shop"

This winter, the San Diego Food Bank launched a "one-stop-shop" for individuals and families who have been badly affected by the economic crisis but do not know where to turn for help.

The initiative, called the Community Cares Project, will be held monthly at 10 locations throughout the county in our non-profit partners' parking lots. People attending the Community Cares Project will receive food, assistance with Food Stamp applications and advice from over thirty organizations that provide programs and services for people on low incomes.

The project's "advice clinic" offers information on programs including low or no-cost healthcare, job training, emergency shelters, senior food programs, disabled services and discount utility programs.

Key partners include Meals on Wheels, the San Diego Coalition for the Homeless, the Alpha Project, La Maestra Community Health Centers, the Workforce Partnership, SDG&E, AT&T, the United Way and 211 San Diego.

Commenting on the new initiative, San Diego Food Bank Chairman "Mitch" Mitchell said, "In this economy we need to provide food assistance and information about available

services to assist families affected by the deepening recession. The San Diego Food Bank distributes food to over 200,000 people in the community so we are ideally placed on the front line to sign people up for Food Stamps and let them know about all of the other programs they qualify for but most likely will not know about."

The Community Cares Project was launched in City Heights in February with San Diego City Council member Marti Emerald, and subsequent launches were attended by Council members Todd Gloria and Tony Young.

For more information and Community Cares Project locations visit www.sandiegofoodbank.org/communitycares.



SDFB Launches Food Stamp Outreach Program

In response to the deepening economic crisis and the unprecedented demand for food assistance, the San Diego Food Bank has established a new Food Stamp outreach program that will be administered by the SDFB's newly hired program coordinator, Daniela Solano.

Solano has trained a team of volunteer Food Stamp outreach workers who will help people sign up for Food Stamps at the SDFB's food distributions and at Community Cares Project locations throughout the county.

Commenting on the new program Solano said, "There are a number of reasons why people in need do not sign up for Food Stamps. The

application process is somewhat complex. There is a stigma attached to receiving the benefit. Some people are worried that they will have to pay it back, and others worry that it might affect their immigration status. These are myths, and it is our job to dispel these myths while helping people sign up for the federal program which is intended to supplement family food budgets with nutritious food."

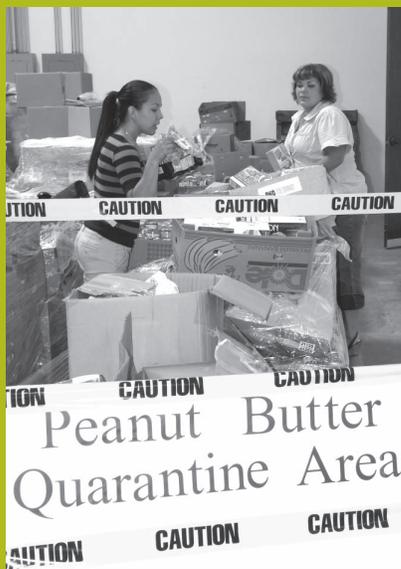
Over 70% of eligible residents in San Diego County do not receive Food Stamps. Currently 120,669 people in the county receive Food Stamps. Of this number, 76,731 are children. According to 2006 U.S. Census data, over 480,000 people in San Diego County either live in poverty or in "low-income" households and face food insecurity. 181,000 are children younger than 12.

"The deepening economic recession is forcing tens of thousands of people to turn to the San Diego Food Bank for help every week," said SDFB Chairman "Mitch" Mitchell. "While we provide emergency relief to families in need, the real solution will be expanding Food Stamp coverage in our county to ensure that families, children and fixed-income seniors have consistent access to nourishing food."



Solano briefs a Food Stamp outreach volunteer.

Peanut Butter Recall Forces SDFB to Remove 37,000 Pounds of Food



Volunteers had to work around the clock to remove the thousands of peanut butter products from our mixed boxes of snack products.

SDFB volunteers worked overtime removing and destroying all peanut butter products from its 37,000 pound store of snack products received from the Food Bank's recent county-wide Holiday Food Drive.

Following the FDA's recall notice for peanut butter products potentially contaminated with salmonella by the Peanut Corporation of America's Blakely GA plant, the SDFB immediately removed all categories of products containing peanut butter from its food distributions.

Peanut butter ranks at the top of the SDFB's most needed items list. It is inexpensive and is a key source of protein, especially for children and seniors. The recall comes at a tough time given the soaring demand.

Commenting on the recall, San Diego Food Bank CEO J. Scofield Hage said, "This couldn't have happened at a worse time. We're trying to feed tens of thousands more people every month and we had to remove 37,000 pounds of food from our shelves. On top of that our volunteers had to work around the clock to remove the thousands of peanut butter products from our mixed boxes of snack products. While we are truly grateful to our volunteers for helping us throughout this process, this recall leaves a gaping hole in our supplies."

The FDA issued a recall notice in January following a Salmonella outbreak at the Peanut Corporation of America which distributed potentially contaminated product for use as an ingredient in hundreds of different products such as cookies, crackers, cereal and candy. For a list of all potentially contaminated foods visit www.fda.gov.

County Targets Hunger for Student Video Competition

The San Diego Food Bank is partnering with the San Diego County Office of Education for the annual Innovative Video in Education (iVIE) competition.



Student video team at Pioneer Elementary in Escondido.

The iVIE student video competition is open to all K-12 schools throughout San Diego County (including charter and private). Students are invited to compete in a range of categories by creating and submitting their videos. This year's social awareness category, called "Open Your Eyes," will focus on the issue of hunger in San Diego.

Local students will create public service announcement-style videos for the San Diego Food Bank addressing the growing problem of hunger in our community. Students will be divided into three grade groups: elementary, middle and high school. Each grade group will be asked to produce a video focusing on different aspects of hunger in San Diego, and the winner from each category will receive a camcorder, donated by Sony, for their school.

Commenting on the iVIE competition Chairman "Mitch" Mitchell said, "We need students to understand that hunger does not exist solely in the Third World. It's right here in our backyard. This video competition will open students' eyes to hunger in our community."

For more information visit www.sandiegofoodbank.org/events/ivie/.

Donovan's & KFMB 8 Campaign Features Jimmie Johnson and Phil Mickelson

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 about the growing number of families facing hunger in our community.



And they certainly pulled out some heavy hitters to lead the campaign, including NASCAR champion Jimmie Johnson and the PGA's Phil Mickelson, who both filmed commercials for the San Diego Food Bank.



The campaign has been very successful with thousands of volunteers contacting the SDFB to help out while hundreds of organizations are running food drives.

We are very grateful to Dan Shea of Donovan's Steak and Chop House for sponsoring the campaign and the folks at KFMB for their tireless work helping raise awareness in the community.

Vons' Staff Organize County-wide "Super Saturday" Food Drive



When Vons' staff discovered that the San Diego Food Bank's donations dropped by 49% from December to February following the holiday season, they asked to hold a food drive at every Vons store in the county.

All 57 San Diego County Vons supermarkets hosted a one-day "Super Saturday" Food Drive.

The food drive was initiated and coordinated by Vons' employees – folks who work every day in local grocery stores and recognized the need to provide hunger relief to fellow San Diegans.

The food drive was a huge success and raised enough food to provide 10,059 meals. A special thank you to all Vons' staff who made this possible!

150 Kaiser Permanente Staff Volunteer on "National Day of Service"



Martin Luther King Jr. said, "Life's most persistent and urgent question is, 'What are you doing for others?'"

Kaiser Permanente answered that question in January as over 150 physicians and staff honored Martin Luther King Jr. Day by volunteering at the SDFB.

While many people took the national holiday off work, Kaiser Permanente employees spent the day at the SDFB cleaning, sorting, bagging, and boxing food items for distribution to those in need.

Kaiser Permanente staff sorted and boxed 80,400 pounds of food to be distributed to needy citizens throughout our county.

"It was great to be a part of the KPSD team—everyone working together to help others," said Kaiser volunteer Josie Miccio, "It's so satisfying to be able to give back to our community. Our MLK Day was a great event!"

Good Source Day of Volunteering Includes Food Distribution to Families



Good Source staff host a dinner for families in need.

Over 75 employees of Good Source Solutions, a food distributor, took part in a company-wide team building effort at the San Diego Food Bank in January.

But before the employees could get to work in the warehouse surprise guest TV chef Sam Zain, Channel 4's "Cooking Guy", gave a special cooking demonstration to the staff.

Following the demo, Good Source employees got down to work and packed over 29,600 pounds of food in the afternoon. In the evening they cooked meals for over 100 families in need.

In addition, Good Source donated a "Treasure Box" to everyone attending the dinner. Treasure Boxes contain 24 pounds of food, enough to feed a family of four for a week.

SDFB CEO J. Scofield Hage said, "We are truly grateful to Good Source for coming in with such a large number of staff to pack food boxes and provide food to the families we serve. Good Source is an exemplary company showing the importance of community engagement and we are delighted that they chose to help the San Diego Food Bank in our time of need."

For more information on Good Source visit www.egoodsource.com.

Sharp Lends a Hand

In March, more than 200 Sharp physicians, staff and family members took part in the "Sharp Lends a Hand" program by volunteering at the SDFB for their first 2009 Sharp Lends a Hand activity. Over the course of a week, 200 volunteers spent more than 800 hours working at the SDFB.



Volunteers assembled 9.75 tons of boxed goods for seniors and children; inspected and sorted through 14,000 pounds of fruit; and sorted 46,000 pounds of food, mostly from the Holiday Food Drive.

Sharp volunteer April Ordonez said, "Volunteering at the Food Bank was a great experience — I made new friends and learned that the Food Bank really depends on the help of its volunteers. It's humbling to know that so many people depend on the food that moves in and out of the warehouse, but it also inspires me to help our community even more."

Grainger Donates \$70,000 to SDFB

The Grainger Foundation, based on recommendations from five local Grainger branch managers, donated \$70,000 to the San Diego Food Bank to help bridge the gap for food assistance in the local community.

Grainger branch manager Frank Fierro said, "Local food banks are struggling to assist more families than ever with less resources at their disposal. We are proud to be able to make a positive difference at a time when people in our community need it most."

Commenting on the donation CEO "Scody" Hage said, "Grainger's donation will provide more than 200,000 meals for San Diego residents and families. We are extremely grateful to Grainger for this very generous donation and their continued volunteer support over the years."



Grainger branch managers Mike Champlin (left) and Frank Fierro with CEO "Scody" Hage (center).

Sempra Donation Provides 150,000 Meals

The Sempra Energy Foundation donated \$50,000 to the San Diego Food Bank in April to help meet the soaring demand for food assistance. For every \$1 donated, the SDFB can provide three meals which means Sempra Foundation's donation will provide 150,000 meals for our community at a time when the economic crisis is taking its toll on countless San Diego families.



Sempra Energy[®]
FOUNDATION

Frank Urtasun, Director of Community Partnerships for Sempra Energy, said "The Sempra Energy Foundation was founded on the principle that we could make a positive impact in the community. Today's economy is tough, and the Sempra Family of companies and Sempra Foundation has earmarked about \$1.5 million to help with programs that provide emergency food, shelter and bill assistance in our community."

At the check presentation ceremony Urtasun said, "The Sempra Energy Foundation is delighted to present a check to the SDFB to help you continue your mission feeding people in San Diego and for the great work that you are doing to alleviate hunger in our community."

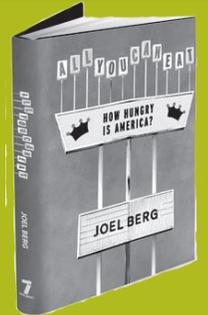
Receiving the check on behalf of the San Diego Food Bank CEO J. Scofield Hage said, "Organizations like the Sempra Energy Foundation are helping the community when it needs help the most. We are truly grateful for this very generous gift that will help feed so many folks in San Diego."

SDFB Hosts National Author & Hunger Campaigner

Joel Berg, former Clinton Administration official and Executive Director of the NYC Coalition Against Hunger, visited a San Diego Food Bank food distribution and discussed his new book, *All You Can Eat: How Hungry Is America?*



Joel Berg interviewed by KPBS reporter Katie Orr.



Berg's book illustrates the problem of hunger in the U.S. and offers solutions to achieve President Obama's pledge to end child hunger by 2015, as a down payment on ending all domestic hunger.

Berg spoke to people receiving food at the SDFB's distribution in National City, which also featured our new Food Stamp Outreach Program where volunteers help attendees sign up for Food Stamps.

In a speech to those attending the distribution, Berg explained that high food prices and skyrocketing unemployment have only made the problem of hunger in the U.S. worse, as millions of Americans have been forced to join the lines at soup kitchens and food pantries across the country and in San Diego.

Berg finished his address by outlining how food-related stimulus funds will help people who are struggling to keep their jobs, pay their bills and put food on the table.

For more information on *All You Can Eat: How Hungry Is America?* visit www.joelberg.net.

Thank You Volunteers

Thousands of people volunteer at the San Diego Food Bank every month. We are grateful to the individuals and groups who help us sort, bag and box food; clean our warehouse; and provide administrative support in the office. A big 'thank you' to the groups listed below for your help supporting our mission!

St. Charles Academy	HDR Inc.
Scripps Research Institute	Foley & Lardner LLP
Easter Seals	The Disney Store
Junior League of San Diego	Nicholas Applegate
Volunteer San Diego	San Diego's Boy Scout and
Harbor Presbyterian Church	Girl Scout troops