



SAN DIEGO
FOOD BANK

food for thought

Summer 2009



All Star Cast Promotes Summer Food Drive

Over the summer donations to the Food Bank drop significantly while demand rises due to the large number of local school children who are out of school and no longer receive free school breakfasts and lunches.

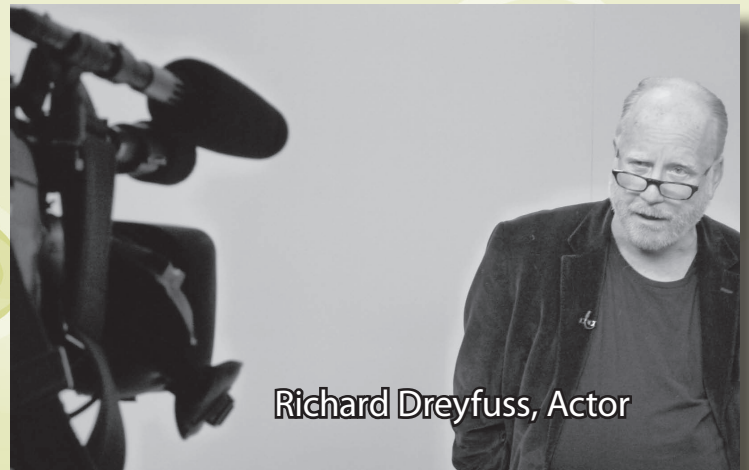
In order to bolster the SDFB's food supply and feed more children in need, Donovan's Steak and Chop House is sponsoring the "School's Out, Hunger's Not" county-wide summer food drive with media partner KFMB Channel 8.

The food drive will run all summer until Labor Day at all participating Albertsons, Stater Brothers and Jack in the Box locations.

A dazzling array of sports stars, celebrities and community leaders will appear in commercials on KFMB Channel 8 asking the community to support the food drive.

Story continues on page 3

Actor Richard Dreyfuss, baseball legend Tony Gwynn and PGA star Phil Mickelson filmed commercials for the SDFB.



Richard Dreyfuss, Actor



Tony Gwynn
Head Coach, SDSU



Phil Mickelson
PGA Tour Professional

Sponsor:

America's Best
DONOVAN'S
STEAK & CHOP HOUSE

Media Partner:



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

Board Roster 2008-2009

Stephen P. Cushman — President
President, Cush Enterprises

Eugene "Mitch" Mitchell — Chair
Regional VP - External Affairs,
San Diego Gas & Electric

Larry Cleary — Treasurer
Senior Director, Business Development
Qualcomm Inc.

Stephen M. Brigandi
Corporate Counsel Director,
Government Relations, Jack in the Box

Nancy M. Chase
President, The Chase Group

Kathy Davis (Ret.)
San Diego County Office of Education

Sheldon Derezin
Chief Financial Officer, WAXIE Sanitary Supply

Marc Farrar
Vice President, Public Affairs, Time Warner Cable

Richard Friedlen
President & CEO, SYSCO Food Services

J. Scofield Hage
Executive Director & CEO, San Diego Food Bank

Bruce Hollingsworth (Ret.)
Unified Port of San Diego

Robert Myers,
Senior Vice President, Division Manager
Wells Fargo Bank

Honorable William C. Pate (Ret.)
JAMS, The Resolution Experts

Jennifer L. Perkins

Ed Plant
President, Harborside Refrigerated Services

Michele Predko
Regional Marketing Director, Westfield, LLC

Daymond Rice
Director, Governmental Affairs, Vons/Safeway

Charles Simpson
Marketing Development Manager,
Coca-Cola San Diego

Jerry Swain
Founder & CEO, Jer's Handmade Chocolates

John Vingas
Vice President, Centerplate Catering

Edward Wallace Jr.
Vice President for Community Affairs,
Sony Electronics Inc.

Storms Make Trees Take Deeper Roots



Country music legend Dolly Parton once said,
"Storms make trees take deeper roots."

This simple yet prophetic quote certainly
reflects our greatly enhanced role during the worst economic recession
since the Great Depression.

As the economic storm continues to batter San Diego, we have grown
deeper roots by doubling our food distributions and creating an innovative
new program called the Community Cares Project.

This program is built on new partnerships with a range of non-profit
charities and social service providers who are working with us to reach the
200,000 people we serve monthly.

The program is a "recession one-stop-shop" that combines our food
distributions with a resource fair featuring representatives from over
30 non-profits who assist our clients with job training and employment
services, emergency housing and foreclosure prevention advice, healthcare
programs, discount utility programs, and much more.

Given the enormous turn out at the Community Cares Project's combined
food distributions and resource fairs, it is clear that we are providing a vital
resource for people affected by the downturn.

This summer, in particular, we are combating the "summer squeeze" on
local families which represents the lethal combination of high gas prices,
rising unemployment, and continuing housing woes.

On top of this, tens of thousands of local children from low-income homes
who normally receive free breakfasts and lunches at school are at home
fulltime and need to be fed – creating a heart wrenching predicament for
jobless parents.

But the San Diego Food Bank continues to act as a bulwark against this
harsh and long-lasting economic maelstrom.

Your food, monetary donations and volunteer
time enables us to deepen our roots and
provide emergency support to families in need.

Without your generosity we could not carry out
our mission. Thank you to everyone who makes
our work possible.

J. Scofield Hage
Executive Director & CEO

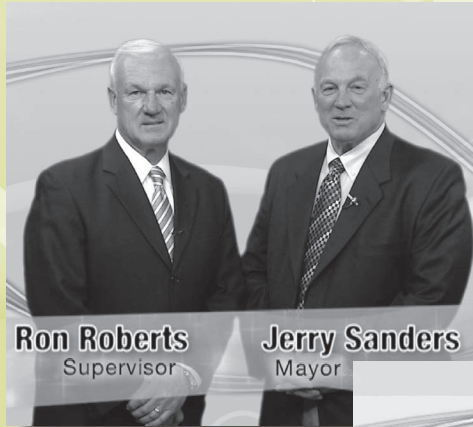


All Star Cast Promotes Summer Food Drive...continued from page 1

SDFB supporters include Hollywood star Richard Dreyfuss, NASCAR Champion Jimmie Johnson, the PGA's Phil Mickelson, Chargers' President Dean Spanos and wife Susie, Padres' owner Jeff Moorad and wife Jan, baseball legend Tony Gwynn, Mayor Sanders and Supervisor Ron Roberts.

The SDFB would like to extend our deepest gratitude to Dan Shea of Donovan's Steak and Chop House for sponsoring the campaign and the team at KFMB for their work raising awareness in the community.

For more information on the food drive visit: www.sandiegofoodbank.org.



Ron Roberts
Supervisor

Jerry Sanders
Mayor



Dean & Susie Spanos
San Diego Chargers

A special thank you to our food drive partners:

SDFB Awards Magic 92.5 Media Partner of the Year



Board Member Jennifer Perkins presents the award to Jagger & Kristi.

With the close of the SDFB's financial year 2008-09, SDFB Board Member Jennifer Perkins honored DJs Jagger & Kristi and the Magic 92.5 team with the SDFB's Media Champion of the Year Award for their services to the Food Bank.

Jagger & Kristi have organized the "Four Corners Food Drive" for over a decade, collecting over 100,000 pounds of food, enough for 80,000 meals.

In addition to the Four Corners Food Drive, Magic has promoted the SDFB's events and distributions throughout the year. In April, Magic broadcast live from the SDFB's warehouse to promote a major food distribution and resource fair with Governor Schwarzenegger.

SDFB Director of Communications, Chris Carter said, "Jagger, Kristi and the Magic team were instrumental in getting so many people to attend the resource fair. Without their help we could not have reached the 1,000 families who attended."



Chairman "Mitch" Mitchell attends the 92.5 food drive in December.

The SDFB also honored Magic 92.5's new Promotions Director Jaymee Durazo and Program Producer Ryan Barajas. Both were instrumental in setting up the live broadcast for the governor's visit.

**Thanks so much 92.5!
You're "magic!"**

Board Member Jennifer Perkins honors Jaymee Durazo and Ryan Barajas.



Hunger Video Competition Winners Announced at Awards Ceremony



Every year the San Diego County Office of Education sponsors the iVIE (Innovative Video in Education) video competition which introduces students to video production while at the same time focusing on a specific educational theme.

This year the SDFB sponsored the "community awareness category." Students produced videos on the topic of hunger and the work of the San Diego Food Bank.

In June, 1,500 students attended the iVIE awards ceremony at the Civic Center. Pioneer Elementary School's video entry "Open Your Eyes" won first place for the K-5th grade category. Meadowbrook Middle School's entry won the 6th-8th grade category, and San Diego Early/Middle School's video entry "What is a dollar worth?" won the 9th-12th grade high school category.

The students' videos will be posted on the San Diego Food Bank's website and used to educate students about hunger. ***Congratulations to the winners and thank you to all students who took part in the competition.***



Gables Volunteers Repair Food Bank Warehouse



Gables Residential, a San Diego property company, sent 30 volunteers to the SDFB warehouse in May to carry out \$20,000 in repairs needed to bring the building up to local fire codes.

The volunteers repaired the roof and replaced missing handrails on stairs; installed concrete tire stops; re-striped the lanes in the parking lot; and filled in hazardous holes in the warehouse's concrete floors.

The Gables team saved the SDFB \$20,000 in repair costs, the equivalent of 60,000 meals.

Each year, Gables' offices across the country close their doors for one day so that employees can volunteer their skills for local non-profits.

Thank you for all your hard work Gables!

SDFB Hosts Annual Hunger Conference



The SDFB hosted its annual Hunger Conference on June 2. This year's theme was Hunger Looks Like Me.

Representatives from over 200 non-profit hunger relief charities attended the conference to network, exchange ideas and attend a series of educational workshops.

The workshops taught attendees how to pre-screen low-income families for Food Stamps; how to provide nutritious meals on a limited budget; how to write a grant application for funding from philanthropic foundations; and students from La Jolla Country Day hosted an interactive role-play session designed by Oxfam America which illustrated how hunger affects the lives of people around the world.

The conference closed with a presentation by motivational speaker and comedian Nick Arnette who explained how humor can help overcome the most adverse situations which resonated with the audience of hunger relief workers who are on the frontline assisting families everyday.

New SDFB Partnership Targets Military Families



The SDFB has partnered with the Armed Services YMCA to start a new monthly food distribution in Murphy Canyon, home to the nation's largest military housing community of about 2,700 homes.

Every month an SDFB truck will deliver food to the site and ASYMCA volunteers will distribute the food to local residents. Although the distribution service is open to everyone, the majority of recipients will be military families.

At the launch of the new distribution in May, the Armed Services YMCA provided free bagels and coffee for moms while they waited in line, and children played with balloon animals made by costumed entertainers.



The distribution will help hundreds of military families every month who are struggling to get by. One military wife and mother of four, Dotty Zigler, 31, said people shouldn't be surprised to learn that some service members need the donated food, particularly during the recession. "There is a preconceived idea that people in the military are more well-off than they actually are."

The distribution will be held on the fourth Thursday every month from 10 a.m. to noon. For more information on how you can help or donate visit: www.sandiegofoodbank.org

SDFB Partners With School District's Summer Lunch Program

The SDFB is partnering with the San Diego Unified School District (SDUSD) at 21 summer lunch program sites across San Diego.

The program provides a free lunch and afternoon snack to low-income students who do not receive free school meals during the summer vacation.

To kick-off each location, the SDFB is providing a food distribution for the parents at all 21 park and rec centers and will offer a Food Stamps pre-screening clinic.

The kick-off lunch featured a BBQ for the children and parents, funded by SDG&E. San Diego Charger Matt Wilhelm emceed the event while Hip Hop Station Z90 played cool tunes for the kids as they enjoyed the BBQ and entertainment provided by the Network for a Healthy California.



Vons Hosts Earth Day Food Drive



St. Charles Academy students donated food and received reusable bags at Liberty Station Vons.

In a joint effort to tackle hunger and promote environmental protection, Vons and the San Diego Food Bank partnered for a unique Earth Day event aimed at reducing the consumption of single-use plastic bags while tackling hunger in our community.

On Earth Day, customers at Vons stores who donated non-perishable food items to the SDFB received a free Vons "O Organic" reusable bag. In addition to collecting thousands of pounds, the food drive promoted environmental conservation in our community.

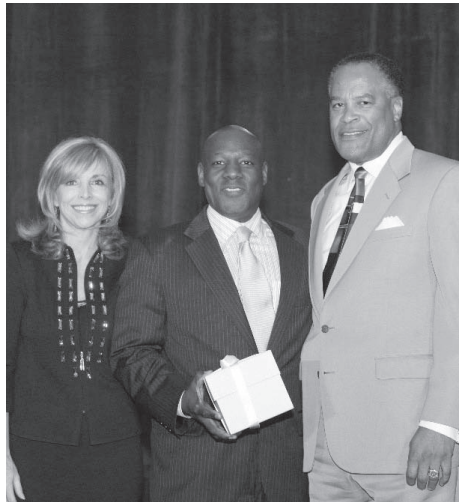
Special visitors to the food drive included the 8th-grade class from St. Charles Academy who delivered food donations and talked to the FOX5 news team who covered the food drive live.

Thank you Vons for your support!

SDFB Chairman "Mitch" Mitchell Receives LEAD Regional Stewardship Award

SDFB Chairman Eugene "Mitch" Mitchell was awarded the Ronald Kendrick Regional Stewardship Award at the 2009 LEAD Visionary Awards dinner in May.

Mitchell received the award for his outstanding leadership of the San Diego Food Bank since 2006.



Event chair Vicky Carlson and Sempra's Jesse Knight (right) present the award to Mitchell.

Established in 1981, LEAD San Diego is one of the oldest and most prestigious community leadership organizations in the nation and is highly regarded throughout the greater San Diego region.

LEAD San Diego's influential members represent all sectors of our community and are dedicated to providing leadership that is dynamic, meaningful, and relevant.

Long Term Volunteer Honored for Services to SDFB

The San Diego Food Bank honored long-term warehouse volunteer, Honioro "Oreo" Martinez, for his services to the SDFB. Oreo volunteers full-time, 40 hours a week, in the warehouse.

He has served the SDFB for 8 years in our marketplace, distributing food, unloading food, and undertaking a myriad of warehouse duties.



Co-workers remark that Oreo always goes the extra mile and always has a smile on his face. **To date Oreo has worked over 16,000 hours for the SDFB.**

Programs Director, Vanessa Franco, presented Oreo with a plaque honoring him for invaluable services to our mission.

SDFB Receives 2009 Champion of Mental Health Award

In May, the San Diego Food Bank received the 2009 Champion of Mental Health Award at the San Diego Mental Health Recognition Dinner attended by over 650 mental health professionals.

The San Diego Food Bank was nominated for its work with 16 mental health day centers and residential care facilities called "clubhouses."



CEO "Scody" Hage (left) receives the award on behalf of the SDFB.

Every week representatives from these 16 agencies collect food from the Food Bank to cook on-site for their clients.

Many of these agencies have received food from the SDFB for several years and some for nearly a decade.

The SDFB is honored to be recognized for our services to the mental health community.

Thank You Donors

A special thank you to our donors

Hervey Family Fund at the San Diego Foundation	\$100,000
Norris Foundation	\$25,000
Price Family Charitable Fund	\$25,000
Thomas C. Ackerman Foundation	\$25,000
Price-Lynn Collaborative Fund	\$12,500
Leichtag Family Foundation	
/Jewish Community Foundation	\$10,000
Intuit	\$5,000
Union Bank	\$5,000

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!**

High Tech High	Jakes Del Mar
Rancho Bernardo High	Latham & Watkins
Rotaract Club at UCSD	Macy's
Ruth's Chris Steak House	Scripps Research Institute