



**SAN DIEGO  
FOOD BANK**

# food for thought

Fall 2009



## Holiday Food Drive 2009: Most Important in Decades

This winter the San Diego Food Bank (SDFB) will ask San Diegans to support the most important Holiday Food Drive in decades.

Despite forecasts predicting signs of improvement in the nation's economy, the number of individuals and families seeking help from the SDFB continues to rise rapidly throughout the county.

Endless rounds of job layoffs and home foreclosures combined with high gas prices are forcing tens of thousands of San Diego families to turn to the SDFB to put food on the table.

This fall the SDFB published statistics documenting this continued rise in demand for food assistance.

Comparing the first two quarters of 2008 (Jan. – June) with the same period in 2009, the Food Bank's distribution to Imperial Beach increased by 202%, Lemon Grove by 144%, Spring Valley by 80%, Vista by 86%, El Cajon by 32% and the City of San Diego by 38%.



The charts (right) illustrate these huge distribution increases throughout the county and in communities within the City of San Diego.

During the same period the SDFB's Emergency Food Program which provides food to families in immediate need increased from 37,374 in January 2008 to 75,594 people in June 2009. This represents a staggering increase of 102%.

*story continued on page 4*

City	Meals Distributed Jan - June 2008	Meals Distributed Jan - June 2009	% Increase
El Cajon	206,532	273,013	32%
Fallbrook	57,734	115,435	100%
Imperial Beach	16,959	51,246	202%
Lemon Grove	44,998	109,881	144%
Ramona	27,457	43,179	57%
Spring Valley	122,189	220,354	80%
Vista	49,523	92,014	86%
City of San Diego	1,780,307	2,463,037	38%

City of San Diego Communities	Meals Distributed Jan - June 2008	Meals Distributed Jan - June 2009	% Increase
Barrio Logan	219,201	280,71	28%
City Heights	98,983	179,630	81%
Hillcrest/ Mission Hills	36,205	61,205	69%
Miramar	85,275	199,694	134%
Mission Valley	31,604	47,076	49%
Normal Heights	21,367	47,207	121%

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[www.sandiegofoodbank.org](http://www.sandiegofoodbank.org)

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# We Need Your Help

The San Diego Food Bank (SDFB) is gearing up for our annual Holiday Food Drive which will be critical this year due to the huge increase in the number of families we are helping throughout San Diego County.

The story on the front page outlined the astronomical increases in our distribution figures when we compared the first two quarters of 2008 with the first two quarters of this year.

Distribution to the City of San Diego alone rose by 38%, an increase from 1.7 million meals in the first half of 2008 to 2.4 million in the same period this year.

In 2008 the SDFB was feeding over 200,000 people per month. Over the course of one year this figure jumped to 304,000 people per month – a sad reflection of the recession's impact on our community.

While economists are predicting "green shoots" of growth in the economy, unemployment in our region still remains miserably high and experts agree that it will remain high for some time to come.

Since the vast influx in demand is coming from jobless households, the number of people relying on our services will continue to remain high into the foreseeable future.

All of these factors will make the holidays an especially tough time for families this year, and this is why we need your help more than ever.

Here are ways you can help the Food Bank:

- Organize a food drive at your business, church, school, or civic organization.
- Volunteer at our warehouse. Individuals and groups are welcome.
- Donate money via our website. Remember, we can provide 3 meals for every \$1 donated.
- Host an online Virtual Food Drive via our website at your school, church, or business.

With the holidays right around the corner we are appealing to the community for help.

Every donation and volunteer hour means a local child, senior citizen or family member will not have to go to bed hungry.

Thank you for your support, and best wishes for the holiday season.



J. Scofield Hage  
Executive Director & CEO



# New SDFB Program Helps Over 1,100 Families Apply for Food Stamps

In March the San Diego Food Bank (SDFB) launched the Food Stamp Outreach Program to help low-income families sign up for Food Stamps.

The SDFB established the program in response to San Diego County's low Food Stamp participation rate which, according to an annual survey, ranks San Diego last among major U.S. metropolitan areas with only 35% of eligible families receiving Food Stamp assistance.

In San Diego County around 65% of families on low incomes who would qualify for Food Stamps, a federally funded program, do not receive the benefit. According to the USDA, over 50% of Food Stamp recipients are children.

The Food Stamp Outreach Program aims to reverse this trend and help those eligible to register for the program. Since January the SDFB has trained over 100 volunteers who attend the SDFB's food distributions and help people through the application process. Once eligibility is determined, the SDFB helps an applicant fill-out the application, submit the application to the county and track its progress once it is received by administrators.

SDFB Chairman "Mitch" Mitchell said, "Since the SDFB is at the front line feeding over 300,000 people per month we are perfectly placed to help the county sign up more families to the program." In September, seven months after the program's inception, the SDFB helped 1,187 families apply for Food Stamps.

Daniela Solano, the SDFB's Food Stamp Coordinator said, "My volunteers are amazing. I could not run the program without their support. Rain or shine they attend our daily distributions throughout the county and help our clients apply for Food Stamps. Some of the stories are heartwrenching, but we know that we are making a difference one day at a time."

The SDFB would like to thank our Food Stamp volunteers for their hard work and commitment to this vital new program.



*Food Stamp Outreach volunteer Roger Stockstill (left) helps an SDFB client with the application process.*

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## QUALCOMM® Donates for the Third Consecutive Year to Food 4 Kids Backpack Program & Bulk Purchase Program

This fall Qualcomm donated \$60,000 to the SDFB for a third consecutive year to help fund the SDFB's Food 4 Kids Backpack Program and the Bulk Purchase Program.

\$29,500 of the grant will fund this school year's Backpack Program which 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 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.

Last year, Qualcomm's donation enabled the SDFB to expand the program from three to eight schools, and this year's grant will ensure that the SDFB can continue serving the additional schools. Funds raised from additional community

donations will enable the SDFB to add more schools to the program in 2010. (See page 5.)

\$29,500 of the grant will be used to assist families affected by the continuing economic crisis. For every dollar donated the SDFB can provide 3 meals. Therefore, Qualcomm's grant to the Bulk Purchase Program will provide 88,500 meals to individuals in need in our community.

The remaining \$1,000 will be used to purchase equipment, bags, and supplies to support both programs. Qualcomm is making a difference in our community, and the SDFB extends our deepest gratitude for this significant contribution.



*Bobier Elementary school nurse Susan Thayer places a food bag in a 3rd grader's backpack.*

# Holiday Food Drive 2009

continued from page 1

Most economic forecasts predict a prolonged period of high unemployment in California which means that jobless families will continue to rely on the SDFB, especially during the holidays.

Given this sustained level of high demand, the SDFB is appealing to the community for help. We are asking businesses, schools and community organizations to host food drives, volunteer at our warehouse and donate funds online using our website.

Every can of food, volunteer hour, and dollar donated will prevent a person in our community from going hungry.

Visit [www.sandiegofoodbank.org](http://www.sandiegofoodbank.org) for more information on the 2009 Holiday Food Drive.



*Help us fill the red barrel this holiday season.*

## Bakers of Wonderbread Kick-off Hunger Action Month

September is designated national Hunger Action Month. Throughout the month, communities across the U.S. participate in hunger awareness events and campaigns. This year, the bakers of Wonderbread helped the SDFB launch its month-long awareness campaign with a donation of 5,000 loaves of bread, enough for 50,000 sandwiches. The donation was delivered to the SDFB's Hillcrest distribution, and the remainder was distributed to the SDFB's 380 nonprofit partners. A big thanks the bakers of Wonderbread!



*Thousands of bread loaves are unloaded from the Wonderbread semi-truck for distribution.*



*Skip Steele (second from right) with fellow fishermen and SDFB officials.*

713 pounds of tuna and yellowtail fish was transferred from the ship's hull to the SDFB's refrigerated truck. The market value of the haul was estimated at \$13,000.

Once at the SDFB's warehouse, the fish was distributed to fifteen local nonprofits including shelters, low-income daycare centers, senior centers and soup kitchens who cooked the fish for their clients.

A huge thank you to the Steeles for their donation. As a result of the donation, the SDFB is developing a partnership with Point Loma Sports Fishing to encourage similar donations from deep-sea fishing expeditions.

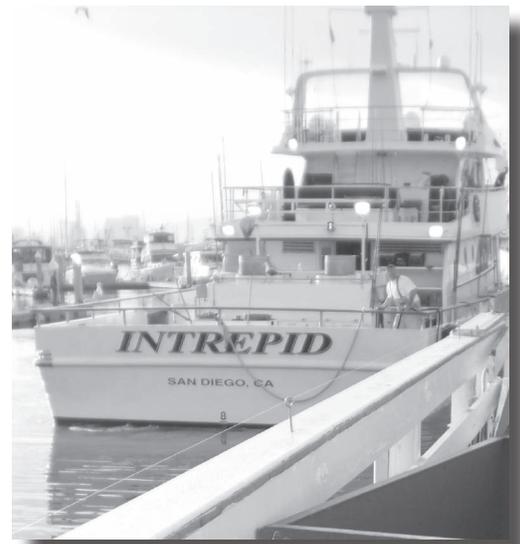
## Deep-Sea Fisherman Donate Catch to SDFB

As the deep-sea fishing boat neared San Diego harbor, the Food Bank's refrigerated truck motor hummed awaiting a cargo load of freshly caught fish to be loaded up and distributed to the SDFB's nonprofit partners.

The donation was the brainchild of Skip Steele's wife Dawn who surveyed the limited space in her deep freezer before her husband, stepson, father, brother, uncle and brother-in-law set sail on the Intrepid from Point Loma Sports Fishing on a week-long amateur deep-sea fishing expedition.

Dawn contacted the SDFB and asked if fresh fish donations were accepted. "Certainly," Development Manager Trisha Gooch responded. "We can give the fish to our nonprofit partners who will cook and serve it to families in need." It was agreed. The Food Bank would collect the fish when the Intrepid returned to San Diego harbor after a week's voyage in the Pacific.

As Dawn Steele hugged returning family members on the dock, 713



*The Intrepid*

# Fruit Fly Quarantine Costs Food Bank Thousands per Month

The US Department of Agriculture's Mediterranean Fruit Fly (Medfly) quarantine has cost the SDFB an estimated \$4,000 per month since it came into effect in June, and hundreds of volunteers are being diverted from essential operations to implement stringent quarantine regulations in order to prevent the Medfly infesting fruits and vegetables.



*Medfly*

Under the rules, the SDFB is prohibited from accepting donations of backyard fruit from San Diego County residents which represents thousands of pounds per month over the summer.

And all fruit that the SDFB distributes must be "double bagged" to prevent Medfly infestation. Since June, the SDFB has been forced to purchase approximately 33,000 plastic bags per month to double bag fruit for distributions.

The SDFB has purchased thousands of yards of mesh netting to cover fruit bins at 106 food distribution sites throughout the county. In addition, the SDFB has recruited 800 additional volunteers every month to inspect, sort and double bag fruit for distribution.

The Medfly is considered one of the worst agricultural pests in the world. If the Medfly became established in California it could result in an estimated annual loss of \$1.8 billion to California's agriculture industry.

The quarantine will continue into November.



*Navy volunteers double bag tons of fruit for distribution.*

# "Make it Happen" Sponsors New Backpack School

Local giving group "Make it Happen" is sponsoring Cherokee Point Elementary School for the San Diego Food Bank's Food 4 Kids Backpack Program.

The group was formed by Laurie Spiegler, Laurie Shaw and David Hazan. Group members Bonnie Graff, Godwin Higa, Steve Luttbeg, Barb Ziering, Bob Gans, Marilyn Montgomery, Arlene Smith and its founders have worked tirelessly developing the organization's mission and effective outreach. The group funded mosquito netting for Africa, stipends for Americorps Vista members and a one-week summer program for children from troubled homes.

"Make it Happen" will sponsor Cherokee Point for this school year. The group will also donate reusable grocery bags to the school for the fresh fruit and vegetable distributions provided at "Saturday School" by the SDFB.

If you would like to help fund the Food 4 Kids program, call Trisha Gooch on 858-527-1419 Ext. 29.

# SDFB Completes San Diego Foundation Sponsored 5 Year Strategic Plan



*Linda Shoob of OEC*

The SDFB completed its five year strategic plan facilitated by Linda Shoob of Organization Effectiveness Consultants and funded by the San Diego Foundation's Organizational Success Program which helps strengthen the organizational capacity of local nonprofits. The completion of the strategic plan represents a key milestone for the SDFB following its independence from the Neighborhood House Association two years ago and its recent rebranding.

The goal of the strategic review process was to increase the SDFB's overall impact in the community by examining both external community needs and internal resources, and bringing these into alignment to maximize resource allocation and productivity. The strategic plan examined and created a blueprint for the organization's financial stability, development strategies, cost-efficiency measures, customer satisfaction, service processes, community engagement, program expansion, staff training and development, process improvements, and the review of internal operating policies.

The SDFB wholeheartedly thanks the San Diego Foundation for funding the review and Linda Shoob whose tireless work with the management team and hundreds of pro bono consultancy hours brought this excellent plan to fruition.

## SDFB Programs Director Selected for LEAD 2010 Class

Programs Director Vanessa Franco was selected to participate in LEAD San Diego's Impact San Diego and LEADership Action Team Initiative.

Described as a "Master's Degree" on San Diego, the program examines the major issues facing our region and provides intense issue-oriented training, leadership skills programs, and community volunteerism opportunities.

The program is designed for a growing set of regional leaders. Every year thousands apply for the class while approximately 55 class members are selected to participate.

The SDFB congratulates Vanessa on her selection to this prestigious program.



Vanessa Franco,  
Programs Director

## CEO's First Pitch Strikes Out Hunger

SDFB CEO Scody Hage threw out the first pitch for the San Diego Padres game against the New York Mets.

The game was sponsored by Bank of America who invited Hage to throw the first pitch on behalf of the Food Bank.

Padres fans cheered on Hage whose first pitch whizzed into the catcher's mitt kicking off the start of the game.

That was a great pitch Scody!

## Rock Band "Rise Against" Volunteers at SDFB Distribution

Rock band Rise Against volunteered at an SDFB food distribution before their San Diego concert in July. Band members Tim McIlrath, Joe Principe, Brandon Barnes and Zach Blair helped SDFB volunteers distribute food to families at a South Bay food distribution. Radio station Z90 organized the volunteer day and set up a special tent playing live music for attendees.



CEO Scody Hage



Members of rock band "Rise Against" help at an SDFB food distribution.



Sign up for the 2009 "Run for the Hungry"

Get your running shoes ready and sign up for the eight annual Thanksgiving Day Run for the Hungry 5K & 10K which supports the San Diego Food Bank and Jewish Family Service's Foodmobile.

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

Family dogs are welcome to participate. The 10K starts at 7.15 a.m., and the 5K starts at 8.15 a.m. Runners finish with plenty of time to return home and prepare Thanksgiving dinner. Visit [www.kathyloperevents.com/hungry](http://www.kathyloperevents.com/hungry) to register. Thank you for helping us feed the hungry this holiday season.

## Thank You Donors

### A special thank you to our donors

Price Family Charitable Fund	\$75,000
Qualcomm	\$60,000
The Parker Foundation	\$50,000
Price-Lynn Collaborative Fund	\$12,500
Leichtag Family Foundation	\$10,000
Bank of America	\$10,000
U. S. Bank	\$10,000
Target	\$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!**

Intuit Inc.	Takeda San Diego
The Melvin Garb Foundation	U.S. Bank
SDG&E	U.S. Navy
Sharp Healthcare	Wells Fargo