



Winter 2010

San Diego Food Bank Ended Grandmother's "No Eat Days"

Gloria Richardson wears a warm smile as she explains the circumstances that forced her to ask the San Diego Food Bank for help. Richardson, a North Park resident for over 40 years, is a senior citizen and lives on Social Security. She recalls raising two children as a single mother while working 12 hour shifts as a nursing assistant. "I was making good money then," she explains. "Never in my wildest dreams did I think that I would be standing in a food line. Never in my wildest dreams."

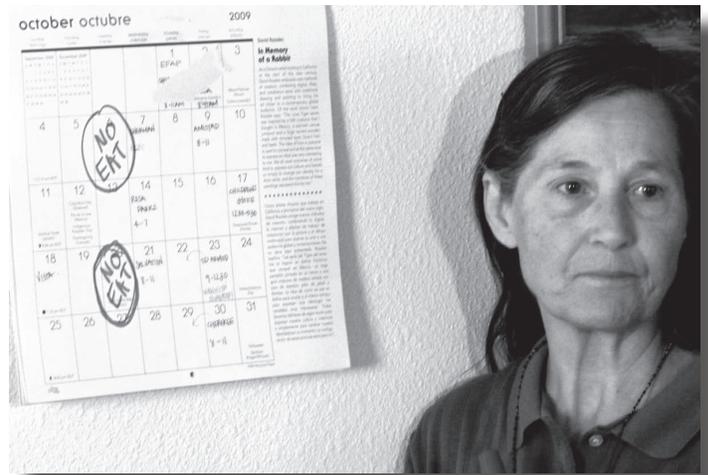
Last year Richardson found that her Social Security income was not enough to cover her bills. "I was finding that with prices going up, I didn't have any money left for food," she said. "I had maybe ten dollars for the whole month after rent, utilities and medication."

While Richardson asked her children for help in emergencies she did not want to take food from her grandchildren's mouths. "They're just making ends meet ... and like everybody else they're living paycheck to paycheck with children."

So she scraped by on a meager diet of "canned vegetables and spaghetti with butter." But her daily portions grew smaller and smaller and her food supply was not stretching the entire month so she decided to take drastic action—**at the beginning of every month Richardson marked two "No Eat Days" on her calendar.**

As she leafs through the calendar's pages that document her recent struggle with hunger, Richardson's cheerful expression is betrayed by a momentary flash of pain in her eyes. She points to the calendar's sprawling grid of days bearing two large red circles with the words "No Eat." "These are days where I wouldn't eat at all," she said. "I would drink a lot of water and try to keep my mind on other things, other than the fact that I was hungry. I figured that if I could fast for one or two days then I would have food for the rest of the month."

"I don't have to worry about food now or go hungry thanks to the Food Bank," she said with moist eyes. "The distributions help tremendously. I am just so thankful to the donors who make these programs possible."



Gloria Richardson marks "No Eat Days" on her calendar.

Richardson followed this regime for several months and lost over thirty pounds but became worried about the health effects of continued weight loss. "After this," she said, "I decided that I couldn't lose any more weight and it was time to go to the Food Bank."

It was a hard decision for Richardson. "I have a lot of pride," she says. "But I thought, you know what, it's time to swallow my pride and go stand in a food line. You gotta do what you gotta do... After I went to the Food Bank things changed."

Richardson enrolled in the San Diego Food Bank's program for senior citizens and receives food at distributions in North Park. Every month Richardson receives a range of food items including canned meats, cheese, cereal, juice and canned soup as well as fresh vegetables, fresh fruit and bread.

Richardson is relieved that her "No Eat Days" are behind her. "I don't have to worry about food now or go hungry thanks to the Food Bank," she said with moist eyes. "The distributions help tremendously. I am just so thankful to the donors who make these programs possible."

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Gratitude — is the memory of the Heart

Jean-Baptiste Massieu, an 18th century French bishop said, "Gratitude is the memory of the heart." Baptiste's quote, taken literally, means that gratitude is a memory that is stored in the heart, not the mind.

This is exactly how I and the people we are helping feel about the San Diego community's support for the 2009 Holiday Food Drive.

When a mother feeds her hungry child with food from the Food Bank, thanks to the generosity of local San Diegans, she will carry that memory of gratitude in her heart.

When a senior citizen, such as Gloria Richardson from the story on page 1, is able to eat every day of the month without skipping meals, she will hold that gratitude in her heart.

When school children on our Food 4 Kids Backpack Program receive food on Friday afternoon, meaning that they will not go hungry over the weekend, I am sure that when they grow up, they will hold that gratitude in their hearts.

This year, I was overcome by the sheer scale of kindness and generosity pouring in from the community which was deeply moving. Over 460 businesses and 146 schools participated in our annual Holiday Food Drive raising over 490,000 pounds of food and \$61,000 in cash donations.

A big thank you goes out to Vons, Stater Brothers, Wells Fargo and Bank of America who hosted food collection barrels at each one of their locations across the county. And our media partners, Time Warner Cable along with CBS 8 and Donovan's Steak & Chop House, sponsored public service announcements promoting the Holiday Food Drive throughout November and December asking for the community's support.

Although the economy is no longer in recession, most economic forecasters say that we are most likely going to face a "jobless recovery" which means the outlook for 2010 remains uncertain. But thanks to the community's support, the San Diego Food Bank will enter the New Year from a position of strength.

As we start 2010 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.



J. Scofield Hage
Executive Director & CEO



San Diego Food Bank feeding 304,000 people per month - more than ever before

In 2008 the Food Bank was feeding, on average, over 200,000 people per month. In 2009 this figure shot up by 52% to 304,000 people per month. In the city of San Diego alone, the Food Bank's distribution nearly doubled over the course of one year, from 3.8 million meals in 2008 to 5.6 million meals in 2009 – an increase of 48%. Smaller cities and communities across the county saw significant increases in demand. Food Bank distributions tripled in Imperial Beach, Vista and Lemon Grove; and distributions doubled in Fallbrook and Encinitas.



SDFB distribution at LGBT Community Center in Hillcrest.

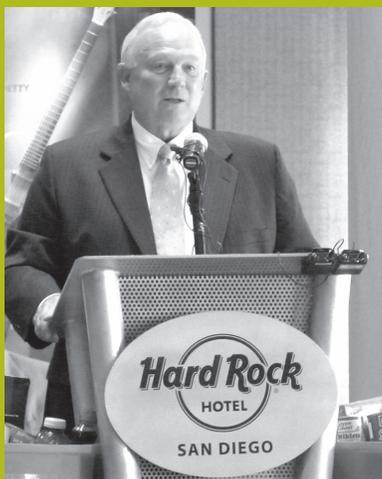
San Diego Food Bank Chairman Eugene "Mitch" Mitchell said, "The Food Bank is no longer just helping low-income families. Now, it is the middle-class and upper-income families that are struggling to hold onto their homes and cars." In response to increased demand, the Food Bank has expanded its food distributions to 147 sites throughout the county every month. But ensuring the Food Bank has enough food, officials say, is dependent on the community's continued support.

Since donations plummet after the holidays, San Diego Food Bank President Stephen P. Cushman urges San Diegans to continue hosting food drives and making monetary donations online. "The holidays may be over, but our food lines are still growing," said Cushman.

"This year, more than ever before, we need the community to remember us long after the holiday decorations have been put away. In our business hunger knows no season."

City	Meals Distributed 2008	Meals Distributed 2009	% Increase
Carlsbad	40,700	45,870	13%
El Cajon	362,080	509,877	41%
Encinitas	39,280	74,021	88%
Fallbrook	122,350	235,193	92%
Imperial Beach	34,309	104,716	205%
Lemon Grove	104,340	357,979	243%
City of San Diego	3,781,009	5,595,385	48%
Spring Valley	356,845	587,927	65%
Vista	109,713	349,946	219%

Holiday Food Drive 2009 Raises 490,000 Pounds



Mayor Sanders launches Holiday Food Drive 2009.

San Diego Mayor Jerry Sanders helped launch the 2009 Holiday Food Drive at a press conference hosted by the Hard Rock Hotel on Nov. 3. At the press conference Mayor Sanders announced the 2009 Holiday Food Drive Co-chairs: Maureen Sullivan, President & Publisher, San Diego Magazine and Dan Shea, owner of Donovan's Steak and Chop House.

With demand for food at an all time high, SDFB President Stephen P. Cushman appealed to the community to help shore up the Food Bank's dwindling food supply. "The face of hunger has changed in San Diego," said Cushman. "The new face of hunger in San Diego is middle class families whose breadwinners have lost their jobs."

In response to the appeal, over 458 businesses and 146 schools signed up to host food drives. Vons, Stater Brothers, Wells Fargo and Bank of America hosted food collection barrels at each one of their locations across the county.

In order to get the message out to the community, Time Warner Cable filmed and produced a TV commercial promoting the 2009 Holiday Food Drive which aired on all of their TV stations throughout November and December.

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 & MTS Host Week Long Food Drive

Over the holidays the San Diego Chargers and San Diego Metropolitan Transit System (MTS) teamed up to host a weeklong food drive for the Food Bank. During the week, MTS buses were stationed at local Vons supermarket parking lots and customers were encouraged to “stuff the bus” with donated food items. Then on Sunday Nov. 15th the Chargers hosted a major game day food drive at Qualcomm Stadium during their match against Philadelphia.

The fan who donated the most food during the game day food drive received a signed Philip Rivers football during the halftime presentation. This year’s winner was Marc Subia who donated nearly 800 pounds of food.

Overall, the weeklong series of food drives and the game day food drive collected a total of 18,221 pounds of food! This was a huge contribution and came at just the right time before Thanksgiving.

Chargers Vice President Jim Steeg, SDFB CEO “Scody” Hage, SDFB Pres. Stephen Cushman, award winners Mr. & Mrs. Marc Subia, SDFB Chair “Mitch” Mitchell, and HFD Co-chair Dan Shea were honored on field at the Chargers game.



Press conference spokesmen Supervisor Ron Roberts; MTS Chairman, Harry Mathis; Charger player Vincent Jackson; SDFB Board Member Jerry Swain; and Chargers' EVP Jim Steeg



FOX 5 Donates Commercial for Chargers/MTS Food Drive



Chargers players Eric Weddle, Vincent Jackson and FOX 5's Chrissy Russo film a TV PSA for the Food Bank.

Local television station FOX 5 San Diego filmed, produced and aired a free TV public service announcement commercial for the Food Bank to boost support for the Chargers/MTS Food Drive.

Local film crew led by Will Givens, Director of Branding and Integrated Marketing, filmed the commercial for the Food Bank with Chargers' players Vincent Jackson, Eric Weddle and FOX 5 meteorologist Chrissy Russo.

The commercial's production cost and air time was valued at approximately \$35,000!

The PSA was a huge success and certainly got the message out to the community with Vons customers and Chargers fans donating so much food!

Thank you FOX 5 for supporting the Food Bank!

Chargers & Tyson Distribute 30,000 Pounds of Food

In December, for the fifth consecutive year, the SDFB and the Chargers teamed up with Tyson Foods and Lift Up America to provide over 30,000 pounds of protein to local nonprofits and over 100 families in need. Frozen foods including chicken and other meats were distributed to over 30 nonprofit charities and families in need at Qualcomm Stadium.

Chargers players and military volunteers from the Chief Petty Officers Association were at the distribution and helped load food boxes into cars. The distribution was kicked off with a press conference. Speakers included Dave Hannah, Founder and Chairman of Lift Up America; Chargers E.V.P. Jim Steeg; SDFB Chairman Eugene “Mitch” Mitchell; and Karen Rostari of Tyson Foods.

The SDFB thanks everyone for making it such a successful event!



Chargers players and officials pose for a group photo before the food distribution.

ParkerWhite Donates New Holiday Food Drive Logo



ParkerWhite Brand Interactive, a San Diego-based branding and digital communications agency, provided pro bono services to design the San Diego Food Bank's new Holiday Food Drive logo which appears on food drive barrels, posters and promotional material.

"We were delighted to present the Food Bank with a new Holiday Food Drive logo," said Cindy White, ParkerWhite President and Creative Director. "ParkerWhite's new logo design is more contemporary yet reflects the traditional symbolism of the holiday season."

Commenting on ParkerWhite's support of the Food Bank, SDFB chairman Eugene "Mitch" Mitchell said, "The Food Bank is very grateful to ParkerWhite for providing us with this dynamic new logo and for all of the other important work that they have done for us. They are a talented team and their support for the Food Bank demonstrates their passion for helping hungry families in our community."

The new logo was launched at a press conference with San Diego Mayor Jerry Sanders in November where ParkerWhite was honored for a range of pro bono services to the Food Bank including the design of its organizational logo, designing signage for the SDFB truck fleet, developing new SDFB brochures and hosting its recent Artists Against Hunger campaign. Thank you ParkerWhite!

Second Annual Colleges Rock Hunger Food Drive

In October the Hard Rock Hotel sponsored the SDFB's second 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.



Mayor Sanders and Hard Rock Hotel's Rana Kay with SDSU first place winners.

In November the Hard Rock Hotel hosted a press conference with Mayor Sanders honoring the students for their contribution to the Food Bank.

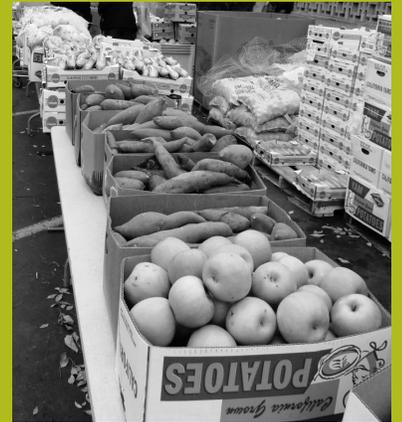
SDSU won first place and received a guitar trophy from the Hard Rock Hotel while UCSD placed a close second.

The SDFB thanks 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!

Price Family Charities Challenge Grant

The SDFB's Neighborhood Food Distribution provides fresh produce to families in need.

In 2009, the SDFB added ten new fresh produce distributions throughout the county to provide more nutritious food to families in the battle against poor childhood nutrition and Type 2 Diabetes which affects a disproportionate amount of low-income families who rely on cheap carbohydrate-rich foods instead of fresh fruits and vegetables which are considerably more expensive.



Through the Food Bank's Farm to Family program, the SDFB is distributing fresh fruit and vegetables to families throughout San Diego County at the SDFB's Neighborhood Food Distributions.

This year, Price Family Charities' "2010 Challenge Grant" will match 50 cents of every dollar raised up to \$120,000. All funds will be designated to fresh produce purchase through the Farm to Family program.

The Food Bank's goal is to raise \$120,000 which will be matched by Price Charities' funding for a total of \$180,000. If you would like to donate to the "2010 Price Challenge Fund" contact Trisha on 858-527-1419, Ext. 29.

Time Warner Cable Donates Holiday Food Drive TV Commercial



San Diego cable services provider Time Warner Cable donated a free TV public service announcement (PSA) to the SDFB to promote its Holiday Food Drive.

The PSA encouraged the community to make food drive donations at participating Vons and Wells Fargo locations and to make online donations via the SDFB's website.

Time Warner Cable Vice President of Public Affairs Mar Farrar who also serves on the SDFB Board of Directors said, "Time Warner is a strong supporter of the Food Bank and we are delighted that the PSA got the message out to the community with so many people making food and monetary donations."

Time Warner Cable aired the PSA over 2,500 times during the months of November and December which helped the Food Bank generate over 490,000 pounds of food and \$61,000 in cash contributions during the Holiday Food Drive!

Thank You Donors!

Donovan's Steak and Chop House & KFMB 8 Host On-Air Food Drive & Donor Check Presentations

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 Holiday Food Drive. The promotional campaign was a huge success with hundreds of businesses and 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 Thanksgiving which raised more than 1,600 pounds of food. The food drive was broadcast live on KFMB Channel 8 news and four major donors presented checks to the Food Bank on location. (See below.)

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

"Foodies" Host Food & Funds Drive for Backpack Program

Self-described "foodies" Caron Golden and Alice Q. Robertson put their social-networking skills to good use in December, raising \$6,619 and 1,155 pounds of food for the SDFB Food 4 Kids Backpack Program using blogs, Facebook, and Twitter to connect with other local food enthusiasts.



The food/ funds drive culminated in a raffle and food drive at the Little Italy Mercato on December 12 where professional skateboarder Tony Hawk donated 1,000 backpacks to the program.

For more information on the Food 4 Kids Backpack program visit: www.sandiegofoodbank.org/programs/food4kids.

Donors Present Checks to SDFB at Donovan's & KFMB 8 LIVE Food Drive

NRG Energy, Bank of America, PCL Construction and Stater Bros. presented the San Diego Food Bank with donations at the Donovan's KFMB Channel 8 Food Drive held in November at Donovan's Steak and Chop House in La Jolla.



NRG Energy Director of Community Relations David Lloyd (second from right) presents a check live on air with KFMB's Matt Baylow to SDFB CEO "Scody" Hage and Chairman "Mitch" Mitchell.

David Lloyd, Director of Community Relations, NRG Energy presented a check to the San Diego Food Bank for \$25,000. Since the Food Bank can provide three meals for every dollar donated, NRG's donation is the equivalent of 75,000 meals. NRG's donation helped the Food Bank feed thousands of families over the holiday season.



Bank of America San Diego Market President Rick Bregman (left) presents a check to SDFB Chairman "Mitch" Mitchell (center) and CEO "Scody" Hage.

Rick Bregman, San Diego Market President, Bank of America presented a check to SDFB Chairman Eugene "Mitch" Mitchell for the San Diego Food Bank's Holiday Food Drive. Bank of America was a corporate sponsor for the Food Drive and hosted red food collection barrels at every San Diego County bank location throughout November and December.



Darin Chestnut, District Manager, PCL Construction (center) and staff members present a check to SDFB Board Member Jennifer Perkins (right).

Darin Chestnut, District Manager, PCL Construction presented a check to the San Diego Food Bank for \$10,000. Since the Food Bank can provide three meals for every dollar donated, PCL's donation is the equivalent of 30,000 meals. The SDFB extends our deepest gratitude to PCL Construction.



Sarah A. Cain, Executive Director Stater Bros. Charities (right) presents a check to SDFB Board Member Jennifer Perkins (left).

Sarah A. Cain, Executive Director, Stater Bros. Charities presented a check to the San Diego Food Bank for \$10,000 which is the equivalent of 30,000 meals. Stater Bros. was a corporate sponsor for the Food Drive and hosted red food collection barrels at every San Diego County supermarket location throughout November and December. Thank you for your generous donation Stater Bros. and for hosting our barrels throughout the holidays!