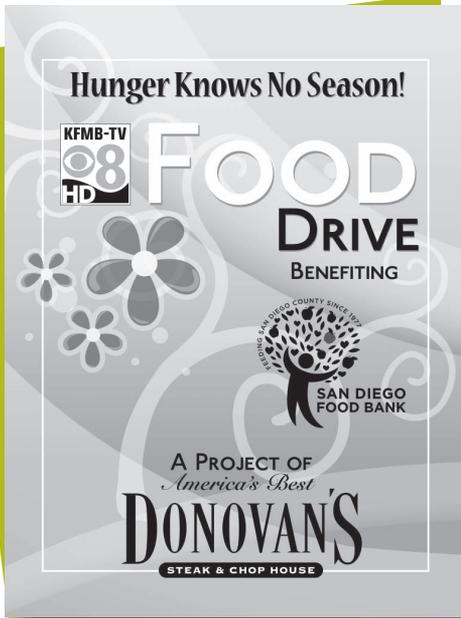




food for thought

Summer 2010



Summer Food Drive Needs Your Support

Over the summer months, food drive donations drop dramatically but demand for food assistance soars.

The major cause for the sharp rise in demand over the summer is the county's 230,000 low-income school children who stop receiving free school meals.

Unemployed and low-income parents, whose children receive free or reduced-priced school meals during the school term, are forced to turn to the Food Bank for help feeding their children.

For the second consecutive year, Donovan's Steak and Chop House is sponsoring the "Hunger Knows No Season!" summer food drive with media partner KFMB CBS 8.

The food drive will run from July 1 until Labor Day at all San Diego County Von's supermarket locations.

The Food Bank's famous red barrels will be located at the front of Von's supermarkets, and the Food Bank is asking the community to donate items from its most-needed items list (see left). The goal is to bolster the Food Bank's food supply to meet the increased summer need.

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.

Supporters include Richard Dreyfuss, Jimmie Johnson, 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, the team at KFMB, and Vons for hosting the food drive this summer.

San Diego Food Bank most needed items:

- canned meats (tuna, ham, chicken)
- canned soup
- canned or dried fruits
- canned vegetables
- dried beans
- rice & cereal
- peanut butter
- powdered milk
- infant formula
- packaged nuts
- dried pasta

SPONSOR:



MEDIA PARTNER: FOOD DRIVE HOST:



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

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We Still Need Your Help



J. Scofield Hage
Executive Director & CEO

Despite what economists say about recovery, the Food Bank is serving more people than ever before and our food lines continue to grow.

The recession may have ended on Wall Street but unemployment in San Diego is a staggering 10.4%. One in ten San Diegans is out of work.

When you count the number of people who are working part-time, but would prefer a full-time job, and those who have given up the job search altogether the number rises to around 17%.

On top of that, we have a new generation of college graduates who will be entering one of the fiercest job markets in decades.

In my opinion, unemployment and underemployment remain the biggest factors in the demand for food assistance.

I have met countless families where one or both parents are out of work and they are struggling for survival.

That is why, in the medium term, I expect our food lines to continue to serve record numbers until employment in our community rebounds.

Sadly, the real victims of unemployment and the aftermath of the Great Recession are children.

Jobless parents and parents in low-income jobs are barely getting by, and often the food budget is the first household expense to get slashed, since rent and car payments are absolutely essential if a family is to keep a roof over its head and transportation.

That is why we are so grateful to Donovan's Steak & Chop House for sponsoring the second consecutive summer food drive with media partner KFMB Channel 8 and food drive host Vons.

This dynamic partnership will help the Food Bank keep enough food on our shelves to meet increased need over the summer and into the fall.

All we need now is your help.

The next time you visit your local Vons supermarket for BBQ supplies this summer, please remember those less fortunate, and donate a non-perishable food item in our red barrel in the front of the store. (See our "most needed items list" on page 1.)

Your donation will most likely go to a family in need and will prevent a child from going to bed hungry.

A handwritten signature in black ink that reads "J. Scofield Hage". The signature is written in a cursive, flowing style.

J. Scofield Hage
Executive Director & CEO

Food Bank Targets Elementary Schools for Food Stamp Program

The San Diego Food Bank and the San Diego Unified School District launched a new partnership to increase Food Stamp participation among families at low-income elementary schools.

The partnership will enable Food Bank staff and volunteers to host Food Stamp sign-up clinics on school campuses where a majority of the student population receives free school meals.

Following a test pilot of the program at select elementary schools, the new program was launched in May at Rodriguez Elementary School in Sherman Heights.



A Food Bank volunteer helps an elementary school mom fill out the Food Stamp application.



Food Bank Chairman "Mitch" Mitchell and San Diego Unified Board President Richard Barrera attend the program launch.

San Diego Unified Board President Richard Barrera said, "Our aim is to assist those children who face the daily threat of hunger at home. We hope this partnership with the San Diego Food Bank will encourage parents to apply for Food Stamps and get the support they need."

The Food Bank will begin outreach at year-round schools starting this summer and will start outreach at traditional schools in the fall.

Food Bank Chairman "Mitch" Mitchell said, "We do not want anyone to go to bed hungry at night, in particular children. We are optimistic that this program will help thousands of families put food on the table."

GOLD Diggers Donate \$4K to Backpack Program

The GOLD (Gifts of Loving Donors) Diggers, one of San Diego's leading volunteer membership organizations, donated \$4K from its 17th Annual "Hats off to San Diego" luncheon to the Food Bank's Food 4 Kids Backpack Program.

Luncheon attendees were treated not only to lunch but a feast for the eyes during the annual spectacular charity hat parade featuring homemade larger-than-life sized headwear that was designed to reflect each charity's mission based on the theme "Through the Looking Glass."

The GOLD Diggers donation will support fifteen children for an entire school year on the Backpack Program.

Food Bank CEO Attends Sacramento Legislative Day

San Diego Food Bank CEO "Scody" Hage attended this year's statewide food bank legislative day in Sacramento.

The annual legislative day is sponsored by the California Association of Food Banks (CAFB), a representative body that provides a range of services to the state's 44 food banks.

Every year, the CAFB's legislative day brings together CEOs from food banks across California to meet with elected officials to discuss forthcoming legislation affecting federal and state hunger relief programs.

During the legislative day's proceedings, Hage met with state senators and assembly members representing San Diego County to discuss the county's low Food Stamp participation rate, proposed legislation that aims to increase Food Stamp participation, and funding for state emergency food programs that complement existing federal programs.

Hage provided legislators with briefings on the Food Bank's food distributions in their districts including the number of people being served in each district and increases in demand since the start of the economic downturn.



CEO "Scody" Hage and Assemblyman Nathan Fletcher (R).



CEO "Scody" Hage and Senator Christine Kehoe (D).

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Gables Residential Associates Repaint & Landscape Food Bank Warehouse

For a second consecutive year, Gables Residential Associates donated a day of service to the Food Bank as part of its national Gables Day, a day the company helps charities in eight regions across the country.

This May, sixty-seven staff members from Gables Residential worked a total of 436 man hours repainting and landscaping the Food Bank's ageing, weather-beaten warehouse – at an estimated in-kind value of \$14,000.

The company's volunteer team painted the entire north side of the Food Bank's 72,000 sq. ft. warehouse and the Food Bank's interior walls.

In addition, the team landscaped both the north and south side of the building – cutting through thick underbrush, mulching public spaces, and planting flowers.

The team also assembled and waterproofed eight new picnic tables for the Food Bank's volunteer courtyard, so future volunteers can

enjoy a comfortable setting during lunch and break times.

San Diego Food Bank CEO "Scody" Hage said, "This is the second year that Gables undertook major repairs to our warehouse for their day of service, and we are so very grateful to the team for their hard work."

Gables and its vendors donated all of the materials and paint for the mammoth task and finished the job in one day.

Gables' Regional Vice President Christian Davis said, "Gables Day, our associates' favorite day, allows our associates an opportunity to give back to the community in which we do business. We recognize the longstanding contribution to the community by the San Diego Food Bank and we are humbled by their efforts every day. It is our pleasure to assist in furthering their mission."



Gables' staff paint the Food Bank warehouse and assemble picnic tables for the Food Bank's volunteer courtyard.



CEO "Scody" Hage meets with Assemblywoman Lori Saldaña (D).

CEO "Scody" Hage meets with Assemblywoman Mary Salas (D).



Food Bank CEO Attends Sacramento Legislative Day.....continued from page 3

The Food Bank is supporting legislation that will modernize the Food Stamp program, reduce red tape, simplify the reporting system, and remove the requirement for recipients to be finger printed.

Food Stamp modernization bills are being sponsored by Assemblymember Jim Beall and Senator Mark Leno.

During this year's legislative day, Hage met with Assemblyman Marty Block; Assemblyman Nathan Fletcher; Assemblyman Martin Garrick, Minority Leader of the Assembly; Senator Christine Kehoe; Assemblywoman Mary Salas; Assemblywoman Lori Saldaña; and policy advisors from Assemblywoman Diane Harkey and Assemblyman Joel Anderson's offices.

For more information on the California Association of Food Bank's legislative agenda visit: www.CAFoodBanks.org/Policy_Advocacy



CEO "Scody" Hage meets with Assemblyman Martin Garrick, Minority Leader of the Assembly (R).

CEO "Scody" Hage and Assemblyman Marty Block (D).



Thursday Club Juniors Gala Raises \$55K for Food Bank

The Point Loma-based Thursday Club hosted its annual Thursday Club Juniors Benefit for the San Diego Food Bank in April at its Sunset Cliffs clubhouse overlooking the ocean.



SDFB Chairman "Mitch" Mitchell receives a check from Tiffany LaMarche, the Thursday Club's Vice President of Benevolence.

Every year, the club's junior members organize a gala for a San Diego nonprofit, and this year the club chose the Food Bank's weekend Backpack Program for elementary school children and its Bulk Purchase Program, which provides food for weekly distributions.



The gala banquet hall.

The evening's theme was "Take a Bite Out of Hunger" and guests came "dressed to kill" with many attendees in vampire outfits complete with fangs and powder-white faces.

The club's organizing committee decorated the clubhouse banquet room with exquisite table settings, flowing satin textured drapes, vampire-themed décor, and a Backpack Program "giving tree" with gold and red apples for individual sponsorships.

The organizing team secured an impressive range of silent and live auction items from San Diego businesses including vacation and spa packages, wine tastings and dinner with a team of San Diego fire fighters whose onstage appearance during the live auction started a bidding war.



The Backpack Program "Giving Tree."

A huge thank you to the organizing committee who worked slavishly for months organizing the gala: Christina Grady, Molly Lutosky, Jill Faucher, Debra Baker, Kathy Wright, Lisa Catlin, Shawna Perry, Pam O'Toole, and Rachel Peniche.

The Thursday Club Junior's record-breaking fundraising efforts will ensure that more San Diego school children than ever before will not have to face a weekend of hunger.

The Rock Church Food Drive Collects 30,000 Pounds

The Rock Church hosted a month long food drive throughout May to help the San Diego Food Bank prepare for what Food Bank officials call the "summer squeeze."



SDFB Chairman "Mitch" Mitchell and CEO "Scody" Hage at The Rock Church food drive with Pastor Tommy Moseley.

Over the summer months, food drive donations plummet and demand spikes since 230,000 low-income school children stop receiving free school meals and struggling families are forced to turn to the Food Bank for help.

Every Sunday in May, The Rock Church hosted a major food drive at church services for its 13,000 member congregation, in addition to weekday collections. **The food drive raised over 30,000 pounds of food for the Food Bank!**

This is the first year that The Rock Church has organized a church-wide food drive on behalf of the San Diego Food Bank, and Food Bank officials say the timing could not have been better. San Diego Food Bank Chairman Eugene "Mitch" Mitchell said, "We are so grateful to The Rock Church for helping us feed the hungry this summer. The recession may be over on Wall Street, but around Main Street, unemployment remains over 10% and our food lines continue to grow. The Rock's May food drive helped us prepare our reserves for this annual spike in demand."

A huge thank you to our friends at The Rock for their generous support of the Food Bank!

Food Bank Partners with SD Unified School District for Summer Lunch Program

The Food Bank 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.



Students enjoy entertainers at the Summer Lunch Program kick-off BBQ.

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 lunches will feature a BBQ for the children and parents, funded by SDG&E, and entertainment provided by the Network for a Healthy California.

For more information visit www.sandi.net and click on school meals.

Macy's Cooking School Ticket Sales Support SDFB



Chef Bernard from the Marine Room teaches students at Macy's Cooking School in Mission Valley.

Macy's School of Cooking, at its Mission Valley Home Store, is donating the proceeds from its ticket sales to the SDFB.

The Cooking Center has a state-of-the-art kitchen with large screen television monitors for easy viewing and comfortable seating for 80 students. Printed

recipes are provided, there is a tasting of all the dishes and students can communicate with the chef during the class. Guests are invited to relax while renowned chefs prepare dishes while describing methods, tips, and tricks to make them a success.

Reservations are not required. Admission is a \$5 donation to benefit the Food Bank. For more information contact: 619-299-9811

SDFB Programs Director Graduates LEAD 2010 Class



Programs Director Vanessa Franco, 2010 LEAD graduate.

In June, SDFB Programs Director Vanessa Franco graduated from the 2010 LEAD 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 graduation and for her hard work and dedication to the program.

SDFB Participates in Sleepless San Diego Event



The SDFB hosts an info booth at Sleepless San Diego.

The SDFB participated in this year's Sleepless San Diego event sponsored by the San Diego Rescue Mission.

The event is designed to educate the public about the problem of homelessness in San Diego and to provide support for those receiving assistance from local San Diego nonprofits. The event attracted thousands of attendees at Liberty Station, who slept in cots overnight.

Prior to the "sleep out" dozens of nonprofits hosted information booths to educate the public about their missions. The Food Bank hosted a booth and recruited attendees to volunteer at its Miramar warehouse.

GRAINGER Donates \$50,000 to SDFB

FOR THE ONES WHO GET IT DONE



Food Bank CEO "Scody" Hage and Grainger officials.

The Grainger Foundation, based on recommendations from five local Grainger branch managers, donated a major gift to the Food Bank for the second consecutive year.

In April, Grainger officials presented CEO "Scody"

Hage with a check for \$50,000 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 150,000 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."

Special Thanks

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

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