

FOOD FOR THOUGHT

FALL 2012



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“We’ve Never Been Homeless Before”

Janna Marie’s smile masks her recent hardship, but her eyes tell the real story.

As she holds her 6-month-old Ethan, Janna Marie is distracted by her son Hayden, aged 2, who wanders away from the cafeteria table with a piece of bread at the homeless shelter where they are eating lunch.

Janna Marie, 30, left Las Vegas and its skyrocketing unemployment for hopes of a good job and a better future for her two children in San Diego. But Janna Marie’s search for work was unsuccessful and things became rocky a few months after her arrival.

Janna Marie initially moved in with a family member in San Diego, but circumstances forced her to leave and she became homeless for three months.

That was the first time that she and her children had ever experienced hunger.

Asked how she felt, she replies, “Sad. It makes you angry because you are hungry. I don’t want to go out and steal to [feed my children]. I will go hungry before I would steal.”

Janna Marie eventually found Father Joe’s Village in downtown San Diego and moved into the homeless shelter with her two sons. Asked about her first day at the shelter, Janna Marie says, “I don’t know. I was terrified. I broke down crying. I got up the elevator and they were walking me through the hall somewhere to show me where my room was and I broke down crying. I had never been homeless before.”

Janna Marie explains that she moved

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Food Bank President & CEO Announces Retirement



The Food Bank's President and CEO, J. Scofield "Scody" Hage, announced in August that he will retire from the organization in November.

Hage, 65, joined the Food Bank as CEO in 2008 after a 38-year career in commercial banking.

Under Hage's four-and-a-half year tenure, the Food Bank weathered the worst recession since the Great Depression, nearly doubling the amount of food it distributed to San Diego County from 11.3 million pounds in the 2008-2009 fiscal year

to a high of 20.1 million pounds at the end of the 2010-2011 fiscal year.

During this period, the number of people served monthly by the Food Bank increased by 75% from 200,000 in 2008 to 350,000 in 2011, based on reports from its nonprofit distribution partners and those enrolled on specific Food Bank programs.

In addition, Hage oversaw the expansion of the Food Bank's services beyond traditional food assistance to a wider role — helping its clients navigate the system of social assistance by introducing the Community Cares Program, which brought social service providers to the Food Bank's food distribution sites and the Food Stamp Outreach Program, which helps Food Bank clients sign up for the benefit.

Hage also oversaw a gift of \$1.76 million from Joan & Irwin Jacobs and Stephen & Marjorie Cushman, whose joint donation paid off the Food Bank's outstanding mortgage balance last year, giving full ownership of its Distribution Avenue property to the Food Bank. The gift made the organization effectively debt-free, and the organization was renamed to honor both families' long-term support for the 35-year-old nonprofit.

Bruce Hollingsworth, Chairman of the Jacobs & Cushman San Diego Food Bank Board of Directors, said, "On behalf of the board and staff, I would like to thank Scody not only for his service over the last four-and-a-half years, but also for the dedication and commitment that he has given to the organization. Scody served the organization during a turbulent economic period and leaves the Food Bank in a position of strength in our community."

Hage said, "I feel privileged to have served the Jacobs & Cushman San Diego Food Bank as President and CEO. Serving the Food Bank has been an immensely rewarding experience, and I am confident that the Food Bank will remain a vital community resource until the day that we end hunger in our community."

Hage and his wife, Bonnie, reside in Point Loma. They have two children and three grandchildren.

Jacobs & Cushman San Diego Food Bank

9850 Distribution Avenue
San Diego, CA 92121
858-527-1419

www.sandiegofoodbank.org

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Food 4 Kids Backpack Program Expands to 30 Schools

This fall, the Food Bank will expand the number of schools participating in our Food 4 Kids Backpack Program to 30 San Diego County elementary schools.

The Food 4 Kids Backpack Program provides food to chronically hungry children who receive free school meals Monday through Friday, but face hunger over the weekends when free school meals are unavailable.

Students in 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 for an entire weekend.

The Backpack Program started in 2008 with 3 schools, and thanks to our supporters the Food Bank has been able to expand the program to 30 schools this year.

“Without this program, these children would go hungry over the weekend,” said Food 4 Kids Backpack Program Supervisor Daniela Solano. “We are so grateful to our supporters who make this program possible.” For information on how to donate, contact **Megan Mills** at **858-863-5121**.



Students in the program at San Miguel Elementary in Lemon Grove show off their backpacks

FOOD 4 KIDS BACKPACK PROGRAM SCHOOLS 2012-13

Alvin Dunn Elementary	San Marcos	Herbert Ibarra Elementary	San Diego	Mission Elementary	Oceanside
Audubon Elementary	San Diego	John Adams Elementary	San Diego	Ocean Beach Elementary	San Diego
Balboa Elementary	San Diego	John Montgomery Elementary	Chula Vista	Potrero Elementary	Potrero
Bobier Elementary	Vista	Kimbrough Elementary	San Diego	San Marcos Elementary	San Marcos
Boone Elementary	San Diego	Laura G. Rodriguez Elementary	San Diego	San Miguel Elementary	Lemon Grove
Calvin J. Lauderbach Elementary	Chula Vista	Libby Elementary	Oceanside	Sherman Elementary	San Diego
Cherokee Point Elementary	San Diego	Lincoln Elementary	Escondido	Stuart Mesa Elementary	Oceanside
Chollas Meade Elementary	San Diego	Linda Vista Elementary	San Diego	Sunset Elementary	San Ysidro
Edison Elementary	San Diego	Mary Fay Pendleton	Oceanside	Vista La Mesa Elementary	La Mesa
Fulton Elementary	San Diego	Maryland Elementary	Vista		
Harborside Elementary	Chula Vista				

Support the Nov. 1 Chargers Food Drive at Qualcomm Stadium

The San Diego Chargers will host their annual food drive for the Food Bank at Qualcomm Stadium on Thursday, Nov. 1, before they take on Kansas City.

Donations will be collected before the game, and the person donating the most food will receive a signed Philip Rivers football.

Food Bank CEO J. Scofield “Scody” Hage said, “The game could not be better timed since it is right before Thanksgiving, when demand for food assistance is considerably higher. We are asking all Chargers fans to bring nonperishable food donations to the game to help those in need.”

For more information about the game day food drive visit our website: www.sandiegofoodbank.org



Sign Up for the Thanksgiving Day Run for the Hungry 5K & 10K

Get your running shoes ready and sign up for the 11th annual Thanksgiving Day Run for the Hungry 5K & 10K, which supports the Jacobs & Cushman San Diego Food Bank and the Jewish Family Service Foodmobile.

The scenic 5K (3.1 mile) and 10K (6.2 mile) run/walk takes place in the heart of downtown San Diego, through the East Village and the Gaslamp District.

The 10K starts at 7:10 a.m., and the 5K walk starts at 8:15 a.m. The early start times ensure that runners finish with plenty of time to return home and prepare Thanksgiving dinner.

Families and individuals are encouraged to bring their dogs to the run/walk. And this year, race organizers are asking runners to dress up their dogs in Thanksgiving costumes such as turkeys, pumpkins and pilgrims.

Visit www.sandiegofoodbank.org for more information.



We look forward to seeing you at this year's Run for the Hungry!

We Need Your Support for the 2012 Holiday Food Drive

The Food Bank's annual Holiday Food Drive is just around the corner, and this year the Food Bank needs your help more than ever before since we are feeding record numbers of individuals and families in need.

That is why Vons and Stater Bros. will be hosting our Holiday Food Drive for the seventh consecutive year to help the Food Bank meet the increased demand over the holiday season.

We are asking the community to donate items from our most needed items list (see right) in our famous red barrels located at the front of the store.

And to make giving even easier this holiday season, Vons will provide pre-packaged bags of our most needed food items near the cash registers.

The Food Bank would like to extend our deepest gratitude to Stater Bros., Vons and our supporters for helping us feed the hungry this holiday season.



VONS



MOST NEEDED ITEMS:

- CANNED VEGETABLES
- CANNED MEATS
- CANNED SOUPS
- CANNED FRUITS
- CEREAL
- BEANS
- PASTA
- RICE
- PEANUT BUTTER

Jer's Chocolates Supports the Food Bank with a Holiday Gift Box

This holiday season, locally based Jer's Chocolates will donate proceeds from the sale of every half-pound Holiday Gift Box that will enable the Food Bank to provide 15 meals to San Diegans in need over the holiday season. Each box is packed with 11 pieces of milk, dark and white chocolate-covered peanut butter truffles.

"We are very grateful to Jer's Chocolates for supporting the Food Bank for the third holiday season in a row," said Jacobs & Cushman San Diego Food Bank CEO J. Scofield "Scody" Hage. "This is a great way for businesses to reward employees and thank customers, and of course it is a meaningful gift for a loved one. Each box not only supports our Food Bank, it also supports a local business."

The seasonal gift boxes are wrapped with a band indicating the Food Bank donation, and the Food Bank is encouraging our supporters to give the gift of chocolate this holiday season while helping feed hungry San Diegans.

"This fundraising program was such a great success last year, that our team decided to raise the bar and feed more mouths with a 2012 fundraiser," announced Jerry Swain, President and CEO of Jer's Chocolates. "We are donating proceeds from every box that will be enough to provide 15 meals for San Diegans in need. The difference we can make with this contribution is impactful and we hope that this effort begins a yearly holiday tradition for Jer's Chocolates."



"We've never been homeless before" continued from page 1

"Last year, the Food Bank provided Father Joe's Villages with more than 100,000 pounds of food to feed its resident population."

to Father Joe's to get off the streets and feed her children. At Father Joe's, she says, "My kids don't have to go hungry. I don't have to worry about where the next meal is going to come from or how I am going to get their food."

Every week, the Food Bank supplies Father Joe's and homeless shelters throughout San Diego County with food that they cook and serve to residents.

Asked about the food at Father Joe's, Janna Marie replies, "The food quality is good. [They provide] three square meals and then we get a snack at 7:30 p.m."

Asked how she would feed her children without support from the Food Bank and Father Joe's, Janna Marie replies, "I would ask people for food or sometimes the grocery stores throw out food. They just can't sell it, but it is not bad."

Janna Marie is optimistic. With help from the Food Bank and Father Joe's, she is actively searching for a job and learning skills at the shelter. "They provide job-seeking skills where they train you on how to write your résumé and how to interview, and skills on how to look for work and not just a job – how to find work that is going to sustain you."

As the interview ends, Janna Marie smiles lovingly at Hayden as he eats his lunch. With shelter and food taken care of, Janna Marie is ready to get back on her feet and provide for her young family.

Thanks to our donors, the Food Bank provides food to more than 350 hunger relief nonprofits in San Diego County, including shelters, soup kitchens, low-income daycare centers and religious organizations with feeding programs. Your donations ensure that families like Janna Marie's get the help they need to get back on their feet.

Your Gift Can Help the Food Bank

The Food Bank relies on the generous contributions of our donors to support our mission, and below are a few ways you can support our work with a monetary donation. For more information on ways to donate, visit our website.

Host a Virtual Food Drive This Holiday Season

This holiday season, you can host a food drive without leaving your desk.

The Food Bank's Virtual Food Drive is an internet-based technology that allows our supporters to host a food drive online via our website.



All you have to do is visit our Virtual Food Drive webpage, and you can purchase food items for the Food Bank securely online with a bank or debit card.

By holding your food drive online, you'll be saving the Food Bank the time and resources incurred by a physical food drive. Plus, your donations will help us purchase more of our most needed food items, like canned tuna, peanut butter, canned fruits and vegetables, beans and cereals.

The Virtual Food Drive is a great way for individuals, as well as businesses and civic groups, to give.

Many of our corporate and foundation partners create "themed" Virtual Food Drives or conduct competitions to see who can donate the most amount of food between departments.

The Food Bank can even create specialized pages for your business or organization. All you have to do is set a fundraising goal and invite co-workers, friends and family to help you reach it!

Visit our website for more information, or contact Megan Mills at mmills@sandiegofoodbank.org or 858-863-5121.



9850 Distribution Avenue
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Donate Your Car

You can turn your wheels into meals for hungry San Diegans - donating your unwanted vehicle is easier than selling it, and you'll get a tax receipt.



A representative will pick up your car, sell it and send the proceeds to the Jacobs & Cushman San Diego Food Bank. They can even arrange for towing if the car is inoperable.

To donate your used vehicle, contact Casey Castillo at ccastillo@sandiegofoodbank.org or 858-863-5116.

Special Thanks

The Food Bank would like to thank the following corporations and foundations for their generous contributions. The list reflects donations received May 1, 2012, through July 17, 2012.

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OUR MISSION

To provide food to people in need, advocate for the hungry and educate the public about hunger related issues.