

FOOD FOR THOUGHT

FALL 2013



"My first priority is medication, then rent, then utilities. Food is always the last priority."

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"Food Is Always the Last Priority"

On a cloudy morning in Sherman Heights near downtown San Diego, Paula, 63, stands in line at our food distribution for low-income senior citizens. Paula is waiting for her monthly senior food box. She arrived before 7 a.m. and has waited in line for more than two hours for a food distribution that starts at 9 a.m.

Paula lives in Golden Hill and has been receiving a box of food from the Food Bank every month for over three years. After she retired due to disability, she found it hard to put food on the table after paying for medication and bills.

"I couldn't make ends meet on Social Security, and my friend who goes to the Food Bank's distribution downtown said I should call the Food Bank for help. They told me about this distribution in Sherman Heights. I've been coming here every month for three years," said Paula.

"It's so tough getting by. You have to be real frugal living on Social Security. My first priority is medication, then rent, then utilities. Food is always the last priority," she explains.

Paula worked as a cabinet maker for 15 years before retiring early due to disability. "I used to make cabinets for people's homes, but I had to retire due to disability. Before that I worked in the restaurant industry and at a department store," she says.

To qualify for our Senior Food Program a senior living alone cannot have an income of more than \$14,937 per year. "Before I found the Food Bank, I was barely scraping by and times were really tight. I would eat pasta or cereal for two or three days in a row, and sometimes there just wasn't enough," she says.

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The Holidays Are Around the Corner

Economic uncertainty continues to grip the world economy which is impacting the U.S.'s fragile economic recovery and the recovery right here at home.

Despite positive news about growth, the real unemployment rate remains high in San Diego County – hovering between 16% and 18%. This figure includes those individuals working part time who would prefer full time work and those who have given up the job search altogether. The official unemployment rate does not include these figures.

Unemployment and underemployment are leading drivers of demand for food assistance. Sadly, demand for our services is at an all-time high and has not diminished since the economic downturn took hold of our community in 2008. We have seen nearly five years of increased need in San Diego County, and need in our community is forecast to remain high for the foreseeable future.

But you can help. The holiday season is just around the corner and that is when we will see a huge spike in demand for food assistance from our nonprofit charity partners who will feed record numbers of San Diegans over the holidays.

More than 330 nonprofits with feeding programs receive their food from the San Diego Food Bank. These include soup kitchens, shelters, food pantries, faith-based organizations, low-income daycare centers, senior centers, after school programs, and day centers for the disabled.

Although it may seem a bit early to start talking about the holidays, given the sustained increase in demand this year, we are gearing up the community now so our supporters can plan ahead for the holiday season. Last year, we collected nearly 660,000 pounds of food, and our goal for this year is to collect 700,000 pounds of food.

Below is our “supporter checklist” which offers a number of ways that you, your friends, family, workplace, religious organization or civic group can support us.

- Host a food drive at your school, business, civic group or religious organization.
- Donate nonperishable food items at Vons and Stater Bros. starting Nov. 1.
- Volunteer at the Food Bank’s warehouse. It’s easy to register online via the Food Bank’s website.
- Donate money securely via the Food Bank’s website. Every \$1 donated provides 3 meals to hungry San Diegans.
- Host a food drive without leaving your chair. Support our Virtual Food Drive. Visit: www.sandiegofoodbank.org/donate/virtual-food-drive

The holidays will be here before you know it. Please start planning your support now! With your help, we can prevent San Diegans from going hungry this holiday season.

James A. Floros,
President & CEO



Jacobs & Cushman San Diego Food Bank

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“Food Is Always the Last Priority”

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Paula, 62, waits in line for food at our senior food distribution in Sherman Heights.

When asked if the Food Bank has helped, Paula looks at the line of seniors waiting for food and says, “Absolutely. We really need the help. We wouldn’t wait in line for two or three hours if we didn’t need help.”

“I don’t know what I would do without the food box that I get from the Food Bank every month. I really like the canned chicken, cereal and juice.”

Every month, more than 8,500 seniors living near the poverty level receive a 30-pound box of food and a one-pound block of cheese from the Food Bank. In many cases the food they receive from the Food Bank prevents these seniors from facing hunger at home.

If you would like to help, the Food Bank is always looking for volunteers to pack our senior food boxes every week. Visit www.SanDiegoFoodBank.org and click on the volunteer tab.

You can also donate to our Senior Food Initiative by contacting Kaye de Lancey at 858-863-5129.

Support the Nov. 10 Chargers Food Drive at Qualcomm Stadium

Attention Chargers Fans!

The San Diego Chargers will host their annual food drive for the Food Bank at Qualcomm Stadium on Sunday, Nov. 10 before they take on the Denver Broncos.

Donations will be collected before the game, and the person donating the most food will receive a prize from the Chargers.

Food Bank CEO James Floros said, “We are asking fans to help the Food Bank by bringing a few nonperishable food items to the game, or to make a monetary donation with volunteers at the gates. This is great timing with the game taking place right before Thanksgiving when demand for food assistance is considerably higher. So we are asking Chargers and Broncos fans to step up and help the Food Bank on November 10th.”

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



A Chargers fan donates food at last year's food drive

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

This holiday season Jer's Chocolates will donate the proceeds from the sale of every half-pound Holiday Gift Box to the Food Bank.



The sale of every box will provide 25 meals to San Diegans in need over the holiday season. Each box is packed with eleven pieces of milk, dark and white chocolate-covered peanut butter truffles.

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.

Visit www.SanDiegoFoodBank.org for more information.

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

Get your running shoes ready and sign up for the 12th annual Thanksgiving Day Run for the Hungry 5K & 10K which supports the 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 East Village and the Gaslamp District.

The 10K starts at 7.10 a.m., and the 5K run/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. Visit www.sandiegofoodbank.org for more information.

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

Support the 2013 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 feeding San Diegans in need.



Thank you to our supermarket partners



Vons and Stater Bros. will be hosting our Holiday Food Drive for the eighth consecutive year to help the Food Bank collect food drive donations.

We are asking the community to donate nonperishable food items 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.

Thank you to our sponsor



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

Food Bank to Host Hunger Conference



The Food Bank will host our fourth biennial hunger conference, Beyond Hunger: Real People, Real Solutions, on Oct. 10th for our 300 nonprofit distribution partners that include

soup kitchens, homeless shelters, food pantries, low-income daycare facilities, senior centers, and 501(c)3 nonprofits with feeding programs.

The hunger conference will feature seminars led by expert speakers on topics including government advocacy, nutrition, fundraising, nonprofit best practices, and volunteer management.

The conference will provide education, training, and a forum for our nonprofit partners to network and exchange ideas.

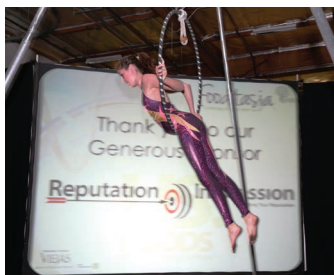
For more information contact Lisa Bacon at 858-863-5132.

Food Bank Gala Raises \$113,000



The Food Bank hosted our first-ever fundraiser gala, *Foodtasia, A fantasy of food and fun*, at the Food Bank's 80,000 sq. ft. warehouse which was transformed into a carnival-like setting with fire eaters, stilt walkers, aerialists and trapeze artists from the LindleyLopez Circus.

Celebrated San Diego chefs treated guests to signature dishes and the evening finished with entertainment and music for dancing with local band sensation NRG.



Acrobats perform for guests during dinner

The gala was chaired by Lisa Busalacchi, with honorary co-chairs Eugene "Mitch" Mitchell and Rebecca Mitchell.

The event was a huge success, with more than 300 attendees, and it raised \$113,000 for vital Food Bank hunger-relief programs.

Thank you Goodyear!



We would like to offer our special thanks to the wonderful folks at Goodyear and the Spirit of America who donated a ride for two on the Blimp for the Foodtasia gala. Each year Goodyear receives thousands of requests and is only able to accommodate a few lucky nonprofits. Donors Glen and Lynn Walker will celebrate their 85th and 80th birthday's riding the Blimp. They will be part of history because the blimp will soon only be shown in museums as the existing airship will retire within the next four years.

School's Out, Hunger's Not Summer Food Drive Raises 174,000 Pounds

In July, Vons hosted the School's Out, Hunger's Not - Summer Food Drive presented by Sycuan Casino. The food drive helped the Food Bank provide food to children living in poverty who normally receive free meals at school, but face hunger over the summer months when school is out.



FOX5's Chrissy Russo promotes the food drive LIVE at Vons on the FOX5 morning news.

In July, all 56 Vons supermarkets in San Diego County offered pre-filled \$5 bags of food for customers to donate to the Food Bank.

In total 51,274 bags were donated, breaking our goal of 50,000 bags!

Thank you to everyone who donated and to Vons, FOX5 and our food drive sponsor Sycuan Casino!



San Diego County Fair Supports Food Bank



The Food Bank was the beneficiary of this year's San Diego County Fair at the Del Mar Fairgrounds.

The fair hosted two major food drive days and encouraged fairgoers to make monetary donations every day of the fair from June 8 to July 4.

The Food Bank also received significant donations from fairgoers at the Gospel Fest weekend, the Beer Fest, and the Adam Lambert concert.

Those making monetary contributions received discounted and free "bouce-back" tickets to return to the fair for free.

The Food Bank would like to extend a huge thank you to Del Mar Fairgrounds' CEO Tim Fennell, all of the fair staff, and everyone who donated to this year's food and fundraiser!

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.

www.sandiegofoodbank.org

Leave a Legacy of Love in Your Will



You can express your support for the Food Bank's hunger-relief efforts through a planned gift or "legacy" gift in your will.

Your gift will help us to secure and distribute food to individuals and families need, raise public awareness about hunger in our community, and promote viable solutions to hunger and poverty.

The best place to begin is by speaking to your bank or financial planner about wills, trusts, annuities, or other planned giving options.

Your legacy of love will make a difference for generations to come. If you would like to make a legacy gift, please contact Kaye de Lancey at 858-863-5129.

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 deduction.

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 donation received January through August 2013.

CORPORATIONS

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