

# FOOD FOR THOUGHT

SPRING 2017



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## “It’s hard getting by on Social Security.”

On a sunny spring morning, David visits the emergency food pantry at Metro Good Neighbor Center in Normal Heights to receive food assistance because he has little food at home.

The Metro Good Neighbor Center is one of the Food Bank’s 400 nonprofit food distribution partners that operate feeding programs. The Food Bank’s 400 nonprofit distribution partners include food pantries, soup kitchens, homeless shelters, low-income senior centers and after-school programs. The Food Bank supplies food to these nonprofits that hand out the food to individuals and families in need.

David is a youthful-looking 68-year-old who lives in Mid-City which borders Normal Heights and City Heights. “I’m from Wisconsin originally, but I have lived in San Diego for over 50 years. I grew up in Fairmont Park, which is called Azalea Park now. I went to Wilson Junior High School and then Hoover High School,” he explains.

“I worked for the City in the sanitation division and the building division. We did trash pickup. We did it by hand back then. Now it’s all mechanized. We picked up 16 tons a day in trash. There was two of us. One guy drives 20 minutes and the other guy picks up the trash and we trade off every 20 minutes so that it’s fair. It was hard work,” explains David.

“And then I worked in the buildings division as a dispatcher for problems in different city-owned buildings. For example, if there was a flooding problem I would dispatch a plumber. I had a headset on and I’d type in the problem. I’d share the issue with the supervisor, and we would dispatch someone to fix the problem. I had to move on from that when I got carpal tunnel syndrome,” he says.

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



# Jacobs & Cushman San Diego Food Bank

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## What is Nutrition Insecurity?

When I arrived at the Food Bank four years ago I thought that I had a good working knowledge about the problem of hunger and the work of food banks.

But as I did more extensive research on hunger and poverty and the more exposure I had to our food assistance programs, I began to realize that the problem of hunger is a very complex issue.

One key part of the puzzle is "food insecurity." Of the many terms I encountered, "food insecurity" was the most used among hunger-relief advocates. It means that an individual or family is living at or near the poverty level and does not know how they will get their next meal due to a lack of resources.

Food banks of the past solved this problem by providing food regardless of its nutritional value. Fast forward to 2017, and food banks are much more sophisticated. Rather than simply handing out food, we focus on the nutritional value of the food we provide because we see food banks as part of the solution to ending the cycle of poverty. That's why, of the 22 million pounds of food we distributed last year, over 7 million pounds was fresh produce.

And that is why we now use the term "nutrition insecurity" to define those who not only need food, but need nutritious food – to help prevent nutrition-related disease and ensure that children receive the nutrition they need concentrate in school and grow up healthy – putting kids on the path to success in life.

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I'm very pleased to report that the Food Bank received two outstanding environmental sustainability awards last month. We became the first food bank in the nation to receive the LEED Gold Version 4 certification, and we received the Environmental Protection Agency's Energy Star Award due to our facility performing better than 95% of similar facilities across the U.S. HUGE thanks to our donors, staff, SDG&E, and the San Diego Green Building Council who made these awards possible!

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I want to thank everyone who made last month's annual Food Bank gala such a BIG SUCCESS! The gala, Cheers To 40 Years: A Ruby Celebration, commemorated the Food Bank's forty years of service to San Diego County. We honored the amazing support of David & Lesley Cohn with the annual Eugene "Mitch" Mitchell Award, and the event raised vital funds for programs including our Food 4 Kids Backpack Program. Over 500 guests attended the gala which sold out five weeks in advance! So make sure to mark your calendars for next year's which will be held on Saturday, April 28, 2018!

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Save the date for our North County Golf Classic fundraiser for the North County Food Bank taking place on Monday, July 24, 2017 at the Shadowridge Golf Club in Vista! It will be an exciting day on the links for a great cause! Visit [NorthCountyFoodBank.org](http://NorthCountyFoodBank.org) for more information!

Please know that *you* are at the heart of all we do. Your support makes our programs possible, and for that I extend my heartfelt gratitude.

Warm regards,

James A. Floros  
President/CEO





David, 68, receives food assistance from the Food Bank's distribution partner, Metro Good Neighbor Center in Normal Heights.



Debbie Raysin runs the Metro Good Neighbor Center, a Food Bank food distribution partner.

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David took early retirement in 2011, but he discovered belatedly that he could not get full Social Security benefits. "When I retired I found out that they didn't take out enough Social Security automatically from my paycheck when I was working, so I'm getting about half as much as I should be getting if I would have paid more attention to my pay stub. And I wasn't working at the City long enough to get a pension, so I live off of my reduced Social Security check," he explains.

When asked what prompted David to visit the emergency food pantry, he says, "What drew me to Metro Good Neighbor Center was that they are genuine people, and it's a church. I'm a spiritual guy, so when I come here for food, I feel more relaxed about it."

David receives canned meat, canned vegetables, canned fruit, cereal, instant mashed potatoes, canned soups, dry beans, spaghetti and rice from the emergency pantry.

The emergency food pantry at the Metro Good Neighbor Center is run by Debbie Raysin who has worked at the pantry for 22 years.

"We moved to this location in October from the South Bay area. We are a multi-service agency providing support to our clients in a number of areas. We find that we get clients from all parts of San Diego that need food assistance, not just the neighboring communities."

"We value our partnership with the Food Bank. We distribute emergency food to individuals and families in need three days a week. Last month, we had nearly 200 families visit the pantry to get food assistance. Many of our clients are seniors and the homeless," explains Debbie.

The Food Bank's Emergency Food Assistance Program (EFAP) supplies food to more than 400 nonprofits with feeding programs, like the emergency pantry at the Metro Good Neighbor Center. The EFAP program currently serves more than 90,000 people in San Diego County every month.

If you would like to support our Emergency Assistance Initiative, please contact Liz Sheahan, Vice President of Development, at 858-863-5129 or [LSheahan@SanDiegoFoodBank.org](mailto:LSheahan@SanDiegoFoodBank.org).

## Host a "Virtual Food Drive" this Summer

Host a Virtual Food Drive this summer, and help the Food Bank feed children living in poverty.

The Food Bank's Virtual Food Drive is an easy way for our supporters to donate food to families in need.

Simply visit the Food Bank's website and select and pay for food items with your credit card securely online using a smartphone, tablet or computer.

The Food Bank is encouraging businesses, civic groups, schools and faith-based groups to host Virtual Food Drives during our School's Out, Hunger's Not – Summer Food Drive.

The Food Bank can customize a Virtual Food Drive with your organization's logo, set up internal competitions between departments, classes and groups while giving food drive leaders the ability to monitor your organization's progress.

Check out our Virtual Food Drive online. Visit: [SanDiegoFoodBank.org/Virtual](http://SanDiegoFoodBank.org/Virtual)



# Support the School's Out, Hunger's Not — Summer Food Drive



Help the Food Bank feed children living in poverty this summer by supporting our summer food drive campaign.

During the summer months, children living in poverty stop receiving free meals at school and face hunger at home.

This June, you can support the food drive by visiting your local Vons or Albertsons supermarket and purchasing a pre-filled \$5 bag containing some of our most-needed food items. Or donate via the Food Bank's Virtual Food Drive.

Your donations will help us prevent a child from going to bed hungry.

Thank you for helping us feed children in need this summer!

Thank you to our summer food drive sponsors



Thank you to our supermarket sponsors



Thank you to our summer food drive media sponsors



The San Diego  
Union-Tribune

## Join the Food Bank's Legacy Circle and Create a Future Free from Hunger

You have made supporting people in need in San Diego County a priority in your lifetime.

Continue that legacy with a gift in your will or estate plans that will provide nutritious food to hungry San Diegans for years to come.

By feeding the families of tomorrow, you can help the San Diego Food Bank break the cycle of poverty because hungry children struggle in school, and without a proper education, a child is likely to remain in poverty into adulthood.

Your legacy gift will break the cycle of poverty and help families move forward without the paralyzing fear of hunger, so children can focus on learning, and their parents can focus on earning.

Join the Food Bank's Legacy Circle and put the next generation on the path to success by providing the nutritious food they need to learn, grow and thrive.

Legacy gifts, also known as planned gifts, can:

- Make a powerful impact on the Food Bank's mission
- Provide strong tax advantages
- Provide income to others
- Increase your lifetime income
- Allow you to be honored during your lifetime, while your giving will continue for years to come



Members of our Legacy Circle are the Food Bank's most committed supporters and receive special recognition and benefits for supporting our mission. For more information visit: [SanDiegoFoodBank.org/Legacy](http://SanDiegoFoodBank.org/Legacy) or call Liz Sheahan, Vice President of Development, at 858-863-5129.

# Save the Date for the 7th Annual AimLoan.com San Diego Blues Festival, Saturday, Sept. 9



Mark your calendars for the Food Bank's 7th annual San Diego Blues Festival on Saturday, Sept. 9.

The family-friendly event will feature national and local blues acts on two stages. This year's headliner, Mavis Staples, is a Grammy Award-winning artist and a legend in the music industry whose career has spanned over 60 years. She will be joined by nine other musical acts including Rick Estrin and

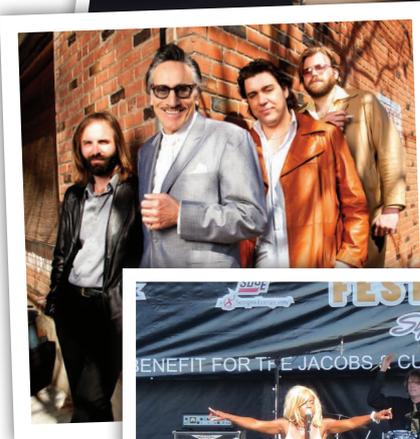
the Nightcats, TJ Norton, Joe Louis Walker, Blue Largo, the California Honeydrops, and more.

The festival will run from noon to 8 p.m. at the Embarcadero Marina Park North on the downtown San Diego waterfront.

Advance general admission tickets for the event are \$20. VIP tickets are \$150. And this year, SUPER VIP Tickets are \$250. VIP and SUPER VIP tickets include an evening concert on Friday night before the festival. Children 12 and under are free of charge. All proceeds from the event benefit the Food Bank's hunger-relief programs.

General admission tickets for the event are \$35. VIP tickets for Saturday are \$150. And this year, SUPER VIP Tickets are \$250, which includes an evening VIP Concert at the House of Blues on Friday night before the festival. Children 12 and under are free of charge. All proceeds from the event benefit the Food Bank's hunger-relief programs.

Bring your family and friends for a fun-filled weekend of music, and help the Food Bank give hunger the blues. The Food Bank is encouraging all event-goers to bring two cans of food to donate. For tickets and information visit: [SDBluesFest.org](http://SDBluesFest.org)



## The Food Bank's 2016 Annual Report is available on our website!

The Food Bank's 2016 Annual Report: Breaking the Cycle of Poverty is available on our website!

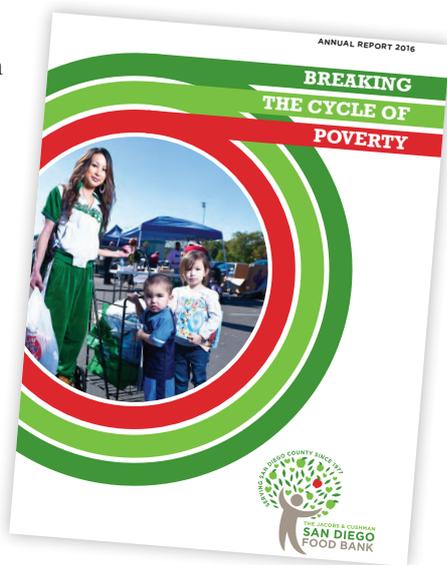
Our annual report provides the Food Bank's financials, distribution data, highlights our key programs and initiatives, and provides a look at our vision for the future.

This year's annual report illustrates how the Food Bank is helping to break the cycle of poverty among the families and children that we serve.

Find out how your support is helping the Food Bank serve individuals and families in need in our community.

Read the report online at:

[SanDiegoFoodBank.org/AnnualReport](http://SanDiegoFoodBank.org/AnnualReport)



## THE JACOBS & CUSHMAN SAN DIEGO FOOD BANK LEADERSHIP COUNCIL

Want to make a difference in the lives of those served by the Food Bank?

Join the Food Bank's Leadership Council and help support the Food Bank's mission.

The Leadership Council offers opportunities for members to support the many campaigns, projects and events that are vital to our hunger-relief efforts.

The Council meets throughout the year and operates through several working committees.

For more information and to sign up, visit: [SanDiegoFoodBank.org/Leadership](http://SanDiegoFoodBank.org/Leadership)

## Special Thanks

Our gratitude goes to the following corporations, foundations and organizations for their generous support received between Dec. 15, 2016 and March 3, 2017.

### Foundations & Organizations

#### Diamond (\$50,000+)

Entertainment Industry Foundation

#### Platinum (\$25,000 to \$49,999)

First 5 San Diego  
The San Diego Foundation  
Sempra Energy Foundation

#### Gold (\$10,000 to \$24,999)

Allison & Robert Price Family Foundation  
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#### Silver (\$5,000 to \$9,999)

California Restaurant Association  
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RSM US Foundation  
Smart Food Foundation  
Tee It Up for the Troops  
Turk Family Foundation

#### Bronze (\$2,500 to \$4,999)

American International Group  
Boys & Girls Foundation  
Circle's Edge Disc Golf  
Combined Federal Campaign  
Cushman Foundation  
Hays Family Foundation  
North Park Lions Club

#### Copper (\$1,000 to \$2,499)

Airman Memorial Chapel, Marine Corps Air Station  
CarMax Foundation  
Motorola Solutions Foundation  
Rancho Santa Fe Foundation  
Religious Offering Fund, Naval Air Station North Island  
San Diego Unified Port District  
Warren-Neely Foundation  
The Wilson Sonsini Goodrich & Rosati Foundation

### Businesses

#### Diamond (\$50,000+)

Riverstone Resources, LLC

#### Platinum (\$25,000 to \$49,999)

Richard & Richard Construction Company, Inc  
Tri-City Healthcare District

#### Gold (\$10,000 to \$24,999)

Business Complete Solutions  
Davis Elen Advertising  
Lamb & Barnosky, LLP  
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Qualcomm Matching Gift Program

#### Silver (\$5,000 to \$9,999)

American AgCredit  
BAE  
Barnhart-Reese Construction, Inc  
Sharp Health Plan

#### Bronze (\$2,500 to \$4,999)

Barons Market  
Broadridge Matching Gift Program  
ECG Management Consultants  
FOX5  
iHeartMedia San Diego  
Jake's Del Mar  
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Rancho Chrysler Jeep Dodge  
Tribune Company  
VW Kearny Mesa  
Wells Fargo Insurance Services

#### Copper (\$1,000 to \$2,499)

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