

FOOD FOR THOUGHT

SUMMER 2013



"I'm not one who wants to ask for help, but I knew I had to ask for help. I did it for the kids. I would do anything for my children."

IN THIS ISSUE



Please Support the

School's Out, Hunger's Not Summer Food Drive

Page 3



Come to the San Diego Blues Festival and help support the Food Bank

Page 4

"I knew I had to ask for help"

On a bright, sunny day, Melissa, 31, and her daughter Taylor, 6, stand in line for food at the Food Bank's food distribution near their home in Lemon Grove. Taylor sits in a rusted, red Radio Flyer wagon that her Mom pulls as the line moves forward.

"The economy has really impacted my family," explains Melissa. "The jobs aren't out there. It's hard being a single mom taking care of two kids, trying to provide rent and food for them. So the Food Bank helps a whole lot."

Melissa's son, William, 11, is at home while she and Taylor pick up food from the Food Bank.

"I am currently unemployed and looking for a job. I was denied unemployment benefits so we survive on child support. They didn't really explain why I was denied unemployment; they just sent me the denial letter," she says.

"We are on Food Stamps right now, but that doesn't last the whole month. I receive \$324 a month in Food Stamps but that's for me and two children, which isn't enough to stretch the month so I come to the Food Bank to get extra help," explains Melissa.

Before Melissa lost her job, she worked as a dietary aid at a convalescent home. Since then she's been looking for a job. "I'm looking for pretty much anything – any type of job so I can provide for my children. I apply to at least ten or more jobs a day, and I still haven't had any luck," she says.

After Melissa lost her job, she couldn't feed her children so she came to the Food Bank for help.

"We experienced a time when we didn't have any food at home, and that's when I came to the Food Bank to get help. It was really scary not having food. I would go

continued on page 3





A Letter from the Food Bank's New President & CEO, James A. Floros

When I joined the Food Bank in January, I was so impressed by the dedicated staff and the organization's remarkable operational efficiency.

Now six months into the job, I have learned much, but what I still find most eye opening is the scale of the Food Bank's operation and the enormity of our service population.

I am a career nonprofit guy, and I've never seen another organization in San Diego County that manages to serve nearly 350,000 people every month with a mere 40 employees. But the Food Bank accomplishes this with our tremendous staff who work in partnership with more than 20,000 volunteers who help us sort and distribute food to families in need. A true team effort!

It was staggering to learn that more than 460,000 people in San Diego County live in poverty, and sadly about a third of that number are children. And I was surprised to discover that the "face of hunger" in our community looks like you and me. Like most people, I thought the Food Bank primarily served the homeless, but that is actually a small percentage of the people we serve.

The fact that we serve 16,000 low-income military personnel and their dependents every month is disheartening. We also serve senior citizens struggling to get by on Social Security, working-poor families who can't make ends meet, and chronically hungry school children who receive free school meals Monday to Friday, but face hunger over the weekends because there's no food at home. It's a big job.

In order to get a better understanding of the demographic makeup of our service population, we commissioned Point Loma Nazarene University to conduct a survey of our service population with funding from philanthropist Malin Burnham and the Melvin Garb Foundation.

The final report of the survey revealed that 66% of the households we serve have at least one employed member; over 50% of the people we serve are Hispanic; nearly 30% are Caucasian; and nearly 25% of the seniors we serve were forced into early retirement through job loss.

The demand for our services has never been greater, but because of the dedicated support of our donors and volunteers, we are able to provide the high level of services that we are known for. Our work is still not done. While we are serving nearly 350,000 people every month, there are still more than 100,000 people living in poverty that we have not reached.

On behalf of the Food Bank thank you so much for your generous support. Please know that you are at the heart of all we do!

James A. Floros,
President & CEO



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“I knew I had to ask for help”

continued from page 1



without eating so that my kids could eat. I was feeding them anything that was cheap, food that would go far,” she says.

Melissa was surprised by how kind and welcoming the Food Bank’s volunteers were with her and her family. “I thought to myself, ‘I don’t care what it takes; if it means taking care of my kids, I’m going to do it,’” she confides.

“The first time coming to the Food Bank was really good. Everybody was really nice, and it’s not like anybody looked at you or judged you differently because I guess we’re all in the same situation. It’s better to ask for help than to just say, ‘Oh no, I can’t accept it.’”

A look of relief fills Melissa’s face as she starts to walk home pulling the red wagon filled with boxes of food from the Food Bank. As she and Taylor walks toward home, Melissa turns back and says, “This will help us so much. We are so thankful to the people who make this possible.”



Please Support the “School’s Out, Hunger’s Not” Summer Food Drive

When school is out for summer vacation, more than 200,000 low-income school children in San Diego County stop receiving free school breakfasts and lunches, and face hunger at home.

Often their parents work in low-wage jobs or they are unemployed, and over the summer months these families are forced to turn to the Food Bank for help.

At the same time, donations to the Food Bank drop dramatically during the summer when need from the community is greatest.

Throughout July, Sycuan and FOX5 San Diego are sponsoring the “School’s Out, Hunger’s Not” Summer Food Drive.

Visit your local Vons supermarket and purchase a pre-filled \$5 bag containing our most-needed food items, and place the bag in the red barrel at the front of the store. Or donate nonperishable food from our “most needed food items” list.

Thank you for helping us feed hungry children this summer!

Thank you to our summer food drive sponsor

Sycuan
CASINO

Thank you to our supermarket sponsor

VONS

Thank you to our summer food drive media sponsor



Come to the Third Annual AimLoan.com San Diego Blues Festival Benefiting the Food Bank

Three members of the Blues Hall of Fame – Charlie Musselwhite, Billy Boy Arnold and Jody Williams – will be playing at the Food Bank’s third annual blues festival fundraiser, along with many more of today’s most exciting blues performers, on Saturday, Sept. 7.

The family-friendly event will feature 10 national and local blues acts on two stages from 11 a.m. to 8 p.m. at the Embarcadero Marina Park North on the downtown waterfront, next to Seaport Village. All proceeds from the event will help the Food Bank fight hunger in San Diego County.

The event will feature gourmet food trucks, local craft beer and wine vendors, along with arts and crafts booths. Admission is only \$10 per person if purchased before Aug. 1, and children 12 and under are free. The Food Bank is encouraging all event-goers to bring two cans of food for our food drive at the festival.

Since the Food Bank can provide three meals for every \$1 donation, each \$10 ticket to the festival will provide 30 meals to hungry San Diegans.

Bring your family and friends for a fun-filled day of blues by the scenic San Diego downtown waterfront and help the Food Bank give hunger the blues.

For more information and to purchase tickets online, visit: www.sdbluesfest.com.



PERFORMING ARTISTS

- Charlie Musselwhite
- Dave Alvin's Downey Blues All-Stars
- Billy Boy Arnold & Jody Williams
- Eden Brent
- Lucky Peterson, featuring Tamara Peterson
- Nikki Hill
- The Fremonts
- The Tighten Ups
- Bill Magee Blues Band
- Billy Watson & His Submarine Trio

Dan Shea Awarded Eugene “Mitch” Mitchell Community Hero Award at Foodtasia Gala

Local restaurateur, Dan Shea, of Donovan’s Steak & Chop House and Donovan’s Prime Seafood, was awarded the inaugural Eugene “Mitch” Mitchell Community Hero Award, named after former Food Bank chairman “Mitch” Mitchell, who served on the Food Bank’s board of directors from 2006 to 2010.

Shea was given the award for his outstanding support and services to the Food Bank

The award was given to Shea at the Food Bank’s gala, *Foodtasia: A fantasy of food and fun*, which was chaired by local restaurateur Lisa Busalacchi.

The event was a huge success, with more than 300 attendees, and it raised nearly \$100,000 for vital Food Bank hunger-relief programs.



Dan Shea accepts the Food Bank’s 2013 Eugene “Mitch” Mitchell Community Hero Award.

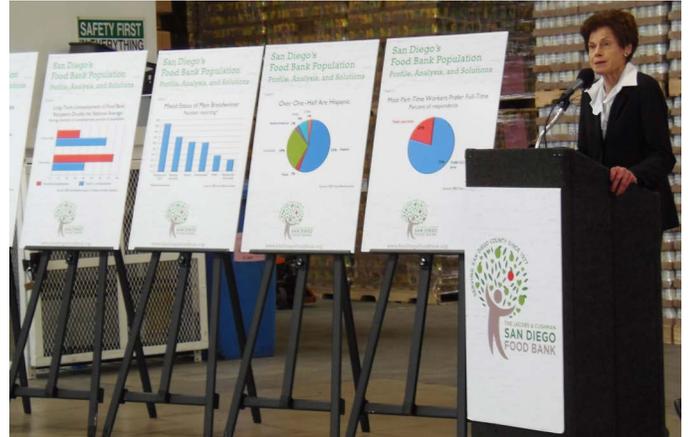
Food Bank and Point Loma Nazarene University Launch Groundbreaking Survey of Food Bank Client Population

This spring, the Food Bank and Point Loma Nazarene University's Fermanian Business & Economic Institute launched a groundbreaking 30-page report that includes vital demographic data from the first-ever survey of the Food Bank's client population.

The report, *San Diego's Food Bank Population: Profile, Analysis, and Solutions*, "puts a face" on the population the Food Bank serves daily. It provides information on average household income, employment, household size, percentage of households with children, percentage of seniors seeking food assistance, a breakdown of the Food Bank's client population by ethnicity, and answers the question why so many San Diegans rely on the Food Bank's services.

The survey was launched at a press conference in May with the report's author Point Loma Nazarene University chief economist Dr. Lynn Reaser, philanthropist Malin Burnham, who co-funded the report, U.S. Congressman Scott Peters, County Supervisor Dave Roberts, and Food Bank CEO James A. Floros.

With this vital demographic data, the Food Bank will be better equipped to serve the population who rely on our services and will start a dialogue with community leaders about ways to more effectively tackle the root causes of hunger and poverty. For a copy of the report visit: www.SanDiegoFoodBank.org/publications.



Point Loma Nazarene University chief economist Dr. Lynn Reaser delivers the survey's key findings.

Food Bank CEO Visits Sacramento and Washington D.C.

With a series of anti-hunger bills facing key votes in both Washington D.C. and Sacramento, Food Bank CEOs across the country have been meeting with legislators to ensure that hunger-relief programs are protected from budget negotiations.

This spring, Food Bank CEO James Floros attended the National Anti-Hunger Policy Conference in Washington D.C. and the California Association of Food Bank's (CAFB) annual conference and legislative day.

Floros met with elected officials in both Washington and Sacramento to discuss anti-hunger legislation and the work of the Food Bank in each official's district.

(Left-Right): CEO James Floros meets with Assemblymembers Brian Maienschein, Brian W. Jones, Rocky Chavez, Majority Leader Toni Atkins, and Senators Marty Block and Mark Wyland.



(Left-Right) CEO James Floros meets Representatives Duncan Hunter, Susan Davis, Darrell Issa, Scott Peters, and Senator Barbara Boxer.



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



Join the Food Bank's Monthly Meals Club

You can fight hunger every day of the year through our Monthly Meals Club. It costs so little to fill a hungry tummy. A monthly gift of \$10 will guarantee a hungry individual at least one healthy meal every day, every month, for the entire year. And a monthly gift of \$30 will provide three meals a day, every month, for the entire year.

To join the Monthly Meals Club, please contact Taylor Dorius today at 858-863-5130.



Donate in Honor of Someone Special

Can't think of what to buy your friend or loved one for that special occasion? Why not make a tribute gift instead? Give a donation to the Food Bank as a gift in honor of a friend or loved one as a birthday present, holiday gift, or for a special occasion.

Making a tribute gift is a great way to celebrate the special people in your life, while helping those in need. Your honoree will receive a signed letter from the Food Bank informing them of your gift and thanking them for inspiring your donation. And you will receive a tax-deductibility statement for the gift.

Donating in honor of a friend or family member is easy. Just visit our website today www.sandiegofoodbank.org.



Make a Memorial Gift to Honor a Loved One

A memorial gift is the perfect way to honor a deceased loved one.

The memory and charitable spirit of a departed friend or family member can live on through a donation that will provide nutritious food to those in need. For every \$1 you donate, the Food Bank can provide 3 meals to the hungry in our community.

If you would like to make a memorial donation, please contact Casey Castillo at 858-863-5114.

Special Thanks

The Food Bank would like to thank the following corporations and foundations for their generous contributions. The list reflects donations received February through June 2012.

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