

# FOOD FOR THOUGHT

SPRING 2018



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## We survive on one paycheck and help from the Food Bank

On a rainy spring morning, Heidi Heim stands in line for food assistance with her two children Chloe, aged 2, and Lily, aged 3, at a Food Bank distribution in Tierrasanta.

"It's tough living in San Diego. Everything is more expensive here...rent, utilities, gas, and food. My husband is in the military. We moved to San Diego from Washington State which was our first duty station, and it had a much much lower cost of living," explains Heidi.

"Up in Washington State we were comfortable. We were doing really well, but when we moved down here to San Diego we immediately started to struggle financially. We went on the WIC Program as soon as we got here because we were struggling to afford food to feed our kids."

"My husband is in the Navy. His rank is E5. We rely on one paycheck for the whole family. He doesn't make more than \$30,000 a year. We survive by using these programs such as the San Diego Food Bank and WIC. We only have one car. I drive my husband to work so that I can use the car during the day for errands," continues Heidi.

**"I just want to express my deep gratitude to the Food Bank's donors. This is so important for my family to get by here in San Diego."**

Heidi has been receiving food assistance from the Food Bank for six months. She heard about the Food Bank's programs from a friend. "I economize as much as I can to buy the best quality food at the cheapest prices. The most expensive food is always meat and fresh produce. We love the fresh produce from the Food Bank. My little one loves to walk around eating the carrots we get from the Food Bank. My kids are super fruit eaters. They love the fruit we receive from the Food Bank," she says.

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



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# Innovating to Meet the Community's Evolving Needs

When I talk to community groups about the work of the Food Bank, I explain that we are a nimble and innovative organization because we are local and able to adapt quickly to meet the community's evolving needs.

As I outlined in our last newsletter, our College Hunger-relief and Diaper Bank Programs are excellent examples of this. We identified unmet need in the community, and now these programs are helping remove barriers to education and employment for our client population.

Our recently published annual report (See page 5.) highlights our accomplishments over the past fiscal year, and I am proud of the of the vital work we are doing in the community every week. This year, we introduced a new monthly food distribution for low-income military families near the 32nd Street Naval Base, and through our combined military outreach programs we are feeding nearly 39,000 low-income, active-duty military personnel, veterans, and their dependents every month. This is up from 28,000 being served monthly last year.

This year we added six elementary schools to the Food 4 Kids Backpack Program. So now we are providing weekend backpacks filled with food to nearly 2,000 elementary school children at 41 schools in 12 school districts in San Diego County.

And we have increased the number of seniors on our Senior Food Program to nearly 12,000. Most seniors on the program have as little as \$20 left over for food after paying rent, medicine, and utilities. Thanks to the Senior Food Program and other Food Bank programs the seniors we serve are able to enjoy their golden years rather than facing a daily struggle with hunger.

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We have a number of campaigns and events happening over the next several months that we hope you can support:

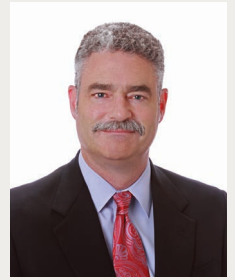
- Our Dollar-A-Dish campaign returns this month. More than 70 participating restaurants nominate an entrée, appetizer or drink for the campaign, and every time that menu item is sold, \$1 is donated to the Food 4 Kids Backpack Program. [SanDiegoFoodBank.org/Dollar](http://SanDiegoFoodBank.org/Dollar)
- Our *School's Out, Hunger's Not - Summer Food Drive* takes place in June. Visit Albertsons and Vons supermarkets and donate a \$5 pre-filled bag of food. All donations help us feed children living in poverty. [SanDiegoFoodBank.org/Summer](http://SanDiegoFoodBank.org/Summer)
- Hit the links in July for our Drive Out Hunger Golf Classic benefiting our North County Food Bank chapter. [NorthCountyFoodBank.org/Golf](http://NorthCountyFoodBank.org/Golf)
- Saturday, Sept. 8 is our 8th annual Blues Festival featuring Billy Gibbons. Visit [SDBluesFest.com](http://SDBluesFest.com) for details and tickets.

On behalf of the Food Bank's staff and family of volunteers, we thank you for your continued support. *You* are at the heart of our mission, making what we do possible.

Thank you!



James A. Floros  
President & CEO



James A. Floros  
President/CEO







Heidi receives food assistance at a Food Bank distribution in Tierrasanta

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When Heidi first arrived in San Diego she looked for work but had to stop her job search after the birth of her second child. “I tried to find work when we first got here, and then we had our second child, and child care in San Diego is so expensive that I wouldn’t even make enough to pay for it and have any money left over. It would cost nearly \$3,000 per month for child care for my two children. After paying child care costs and tax, I would barely break even.”

“I was an associate professor before I moved to San Diego – which is like a contract position. You get paid for the classes you teach. And I’m overqualified for any lower position, but lower positions would only pay around \$2,000 anyway, such as an office admin job or even at a restaurant, and that wouldn’t be enough to pay for child care. So, I made the decision to stay home and raise my children on a very tight budget and get back to work when they are school age,” she explains.

Heidi walks through the food line and receives oatmeal, lentils, rice, beans, fruit juice, frozen fish, frozen chicken, frozen cranberries, canned vegetables, canned meat, canned fruits, a bag of apples, a bag of onions, a bag of potatoes, a bag of carrots, cabbage, and fresh bread.

As Heidi walks towards her car, she asks to share a message with the Food Bank’s donors. “I just want to express my deep gratitude to the Food Bank’s donors. This is so important for my family to get by here in San Diego. I really appreciate the help now, and when we are in a better financial position and our kids get in school we will give back to the Food Bank so that we can help others.”

The Food Bank’s Emergency Food Assistance Program (EFAP) 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)**



# Please Place a Bag of Food Next to Your Mailbox to Donate on Saturday, May 12, 2018

Postal workers will collect food donations from homes across the county for the annual Stamp Out Hunger Food Drive on Saturday, May 12, 2018.

The Food Bank is asking our supporters to place a bag of nonperishable food items next to residential mailboxes for postal workers to pick up and deliver to the Food Bank.

The Food Bank is requesting our most-needed food items that include: canned meats, canned fish, canned fruits and vegetables, canned soups and stews, pasta, rice and cereal.



The Stamp Out Hunger Food Drive is the nation's largest, single-day food drive operated by the National Association of Letter Carriers (NALC) and the U.S. Postal Service.

**All food collected for the food drive will be distributed to individuals and families in need in our community.**  
**For more information visit:**  
**[SanDiegoFoodBank.org/StampOutHunger](http://SanDiegoFoodBank.org/StampOutHunger)**



## 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 Albertsons and Vons supermarkets and purchasing a pre-filled \$5 bag containing 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!

For more information visit, [SanDiegoFoodBank.org/Summer](http://SanDiegoFoodBank.org/Summer)

**Thank you to our summer food drive sponsors**



**Thank you to our supermarket sponsors**



**Thank you to our summer food drive media sponsors**





# Billy Gibbons & Friends to Headline AimLoan.com San Diego Blues Festival Saturday, Sept. 8, 2018



Singer-guitarist Billy Gibbons & Friends will headline this year's AimLoan.com San Diego Blues Festival which is a benefit for the Food Bank.

The family-friendly event will feature national and local blues acts on two stages from noon to 8 p.m. at Embarcadero Marina Park North on the downtown San Diego waterfront.

This year's headliner, Billy Gibbons, is best known for his role in ZZ Top, a Rock And Roll Hall of Fame band that formed in 1969. Gibbons will have a separate band at the blues festival.

Other musical acts will include Tommy Castro & the Painkillers, two-time Grammy nominee Kenny Neal, John Nemeth & the Blue Dreamers, Lightnin' Malcolm and The Sons of the Soul Revivers.

Attendees will enjoy specialty food vendors, local craft beer and wine, along with arts and crafts booths.

General admission tickets for the event are \$30. VIP tickets are \$150 and include a complimentary lunch, two drinks and preferred shaded seating near the stages. Super VIP tickets are \$250 and include all VIP benefits plus guaranteed seats directly in front of each stage and an invitation to the festival's kickoff party the night before.

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.com](http://SDBluesFest.com)



## The Food Bank's 2017 Annual Report is Available Online!

The Food Bank's 2017 annual report is available on our website!

This year's annual report celebrates the Food Bank's 40th anniversary and highlights our four decades of service.

The report also provides the year's financials and distribution data, our programs and initiatives, and it recognizes our donors and supporters.

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

Read the report online at:

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



## A Gift from Your IRA is a Win-Win!

For those aged 70½ with an Individual Retirement Account (IRA), making a qualified charitable distribution (QCD) to the Food Bank can provide you with tax benefits.



When funds are transferred directly from your IRA to the Food Bank, your donation counts toward your required minimum distribution and the gift is excluded from your taxable income.

This tax-savvy strategy can lower your adjusted gross income and taxable income, resulting in a lower overall tax liability.

Individuals can direct a maximum of \$100,000 per year to QCDs (\$200,000 per couple). Please talk with your financial advisor to determine what will work best for you.

**For more information, contact Liz Sheahan, VP of Development, at [LSheahan@SanDiegoFoodBank.org](mailto:LSheahan@SanDiegoFoodBank.org) or 858-863-5129**

# Special Thanks

Our gratitude goes to the following corporations, foundations and organizations for their generous support received between December 2017 and March 2018.

## Businesses

### Diamond (\$50,000 to \$2,000,000)

Baker Electric Solar  
Tri-City Healthcare

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

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### Diamond (\$50,000 to \$2,000,000)

County of San Diego

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The Benevity Community Impact Fund

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The San Diego Foundation  
Sempra Employee Giving Network  
Smart Food Foundation  
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The Walter J & Betty C Zable Foundation

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

Combined Federal Campaign  
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Kaiser Foundation Health Plan, Inc.  
Paul Bechtner Foundation  
The Thursday Club

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

Union Bank Foundation

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

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Ayco Charitable Foundation  
Christ Episcopal Church Thrift Shop  
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GE Foundation Matching Gifts Program  
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North Island  
San Diego Aces Disc Golf  
San Marcos Community Foundation  
State Board of Equalization Employee Fund  
Sunroad Community Foundation  
Thomas C. Ackerman Foundation  
Wal-Mart Foundation  
Wilson Sonsini Goodrich & Rosati Foundation

## Planning Your Estate?

**Include the Food Bank in your will.** Your legacy will make a difference in the lives of the San Diegans we serve for generations to come.

Please call us at 858-863-5129 or  
send an e-mail to  
[legacy@sandiegofoodbank.org](mailto:legacy@sandiegofoodbank.org)

