

FOOD FOR THOUGHT

WINTER 2021

Local Military Families Get Help from the Food Bank Ahead of the Holidays



On a cloudy December morning, hundreds of low-income military families with young children received food assistance ahead of the holidays at a food distribution in Tierrasanta thanks to the generosity of our donors.

The Food Bank supplies food for a monthly food distribution for low-income military families in partnership with the San Diego Armed Services YMCA that is located near the Murphy Canyon military housing complex.

Yolanda (above left) and Junco (above right) are military moms whose husbands are active-duty personnel in the Navy. Both have children at home and are getting by on one paycheck due to the COVID-19 pandemic.

“We have five people in our family including myself, my husband, Jason, our fifteen-year-old daughter, Maria, our eleven-year-old daughter, Blanca, and our three-year-old daughter, Celia,” explains Yolanda.

“I was working in the public health department at SDSU, but I lost my job due to the COVID-19 pandemic. Now, I am homeschooling all three of my daughters full-time

because the schools are closed due to COVID-19. Right now, we are getting by on my husband’s paycheck from the Navy,” she continues.

“Before we moved to San Diego, we were stationed in Houston, Texas, and I was working in the public health department at a medical center. I lost my job when we moved here from Texas. It’s hard to get a job if you are a military spouse. Nobody wants to hire you because they know that you will have to move in a couple of years.”

“The holidays will be a struggle this year, especially for the kids. Things are tight with our budget, but we do not need a big turkey to be happy around the table. We can have beans, rice, and tamales, and we will be happy. As long as our family is together and everyone is safe and healthy, we will get by. It is just kind of heartbreaking when the kids ask us for Christmas presents, but we can’t afford them. My daughter asked for a bike for Christmas, and we had to say, ‘Sorry no bike this year.’”

“The holidays will be a struggle this year, especially for the kids ... but as long as we have our family together safe and healthy, we will get by.”

– Yolanda, Tierrasanta

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LETTER FROM THE CEO

As we enter the New Year and reflect on the past 10 months, I would like to extend my deepest gratitude to our Food Bank donors for supporting our vital COVID-19 Hunger-Relief Response Programs in 2020!

Thanks to *you*, our donors and supporters, we have been able to provide emergency food assistance to more than 600,000 people every month in communities throughout San Diego County.

To put the crisis into perspective, we have increased the amount of food that we are distributing by a whopping 63% compared to the same period last year!

From mid-March to the end of December 2020, we distributed 48 million pounds of food to families in need and those impacted by the COVID-19 pandemic. This is a record amount of food and more than we have ever distributed in our 44-year history!

As you will see on page 4, we have used your donor dollars to purchase over \$11 million worth of food on the wholesale food market due to skyrocketing demand for food assistance. Prior to the pandemic, we normally spent \$1 million *per year* in food purchases!

In order to meet the increased demand for food assistance and to serve our clients more quickly, safely and efficiently, we pivoted to adapt our distribution model by introducing contactless food distributions with ‘drive-thru’ lanes and ‘walk-up’ kiosks for the safety of our volunteers and service population.

And thanks to the community’s support for our COVID-19 Response Fund, we were able to provide capacity grants to help our nonprofit distribution partners procure the additional infrastructure needed to meet the increased demand for assistance.

These capacity grants helped with the purchase of refrigeration units, freezers, pallet jacks, shelving/racking, technology infrastructure, storage, safety equipment and PPE, transportation, and general food distribution supplies.

Please know that *your* donations are enabling us to feed families facing job loss due to the pandemic and those living at or near the poverty level who face a daily struggle putting food on the table.

It takes a community to feed a community, and thanks to *you* we are on the front lines every day ensuring that struggling families and those impacted by the COVID-19 pandemic have the food and resources they need.

Thank you for being part of the solution!

With gratitude,



James A. Floros
President & CEO



*Thank you for
supporting
our COVID-19
hunger-relief
programs
in 2020!*





The Armed Services YMCA's monthly drive-thru food distribution in partnership with the San Diego Food Bank provides food assistance to hundreds of low-income military families every month.

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Junko (pictured on page 1) and her family moved to San Diego from San Antonio, Texas in September when her husband Billy was transferred, and she faces similar challenges.

Junko was a preschool teacher before moving to San Diego, but she struggled to find a job after her family relocated. Then in March, the COVID-19 pandemic reached San Diego County, and most preschools closed due to the pandemic.

“Our budget is very tight because we are getting by on one income. In Texas, I was working as a preschool teacher, but because of the pandemic, I am staying at home full-time to take care of my two sons, Liam who is three years old and Kai who is one year old.”

“San Diego is much more expensive than San Antonio. The rent, food, gas, and utilities are high. And tax is much higher in California. Christmas will be tough this year because of our budget, but we are very grateful for the help that we are getting today from the Food Bank,” explains Junko.

As Yolanda and Junko go through the drive-thru food line, volunteers place canned vegetables, canned fruit, canned beans, frozen berries, a frozen chicken, cheese, a bag of dry beans, boxes of raisins, powdered milk, a bag of apples, a family bag of pre-cooked beef chili, a bottle of cooking oil, a bag of dry lentils, a bag of dry black beans, a bag of dry pinto beans, a bag of brown rice, and a bag of oatmeal into the trunks of their vehicles.

“I would love to thank the Food Bank’s donors for helping me and the other families here today. The Food Bank’s donors are helping more families than they know, and they are helping in ways that they can’t even imagine. A little help makes such a difference to us. I am so thankful that at least for the holidays we can have food for the



Volunteers place food in the trunk of Yolanda's car.



A volunteer places food in the trunk of Junko's car.

family. And we may have a bit left over to buy some small presents for the children,” says Yolanda as she leaves the food distribution.

If you would like to support the Food Bank’s COVID-19 Hunger-Relief Programs, contact Nancy Eisenberg at 858-863-5129 or NEisenberg@SanDiegoFoodBank.org.

COVID-19 Impact Report By The Numbers

Since the COVID-19 pandemic reached San Diego County in mid-March of 2020, the San Diego Food Bank and our North County Food Bank chapter have been on the front lines feeding individuals, families and seniors facing food insecurity in communities throughout the county.

Our COVID-19 distribution statistics demonstrate how we are stewarding your donor dollars efficiently and effectively to serve those affected by the pandemic.

Thanks to you, our donors, we are able to provide critically needed food assistance to those who have been impacted by COVID-19.

63%

The percentage increase in the amount of food distributed during the pandemic compared to the same period last year.

8 million

The number of emergency diapers distributed to families in need countywide since the start of the COVID-19 crisis.

600,000 People Served

The number of people we are currently feeding every month since the pandemic hit our region. Previously, we fed 350,000 people monthly.

52 Million Pounds of Food

The amount of food we have distributed to families in need from mid-March to the end of January 2021. We are distributing over 1 million pounds of food per week.

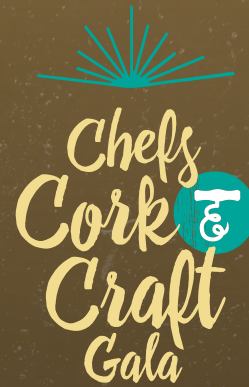
\$11 million

The amount of your donor dollars the Food Bank used to purchase food on the wholesale food market since mid-March to feed families impacted by COVID-19. In normal times, the Food Bank spends \$1 million per calendar year.

32,000 Volunteer Visits

The number of volunteer visits, since the start of the pandemic, to our warehouses in Vista and Miramar to sort, package and distribute food to those in need.

SAVE THE DATE FOR THE FOOD BANK'S 9TH ANNUAL



A RETURN TO OLD HOLLYWOOD

SATURDAY, APRIL 17, 2021

Mark your calendars for the Food Bank's 9th annual Chefs, Cork & Craft Gala taking place on Saturday, April 17, 2021.

This year's gala will benefit the Food Bank's COVID-19 Hunger-Relief Response Programs which are currently serving an estimated 600,000 people per month in communities throughout San Diego County.

The year's evening gala will feature a virtual program that will include an online silent auction, a program and video highlighting the Food Bank's mission in the community, and a live musical performance by the legendary Chris Norton.

This year's gala theme, A Return to Old Hollywood, will celebrate the glamour and grandeur of Hollywood's Golden Age.

The Food Bank will announce detailed plans for this year's gala nearer the event date which will be subject to health and safety protocols in effect at that time.

For more information and tickets, visit www.SanDiegoFoodBank.org/Gala or contact Vivian Quesada at: VQuesada@SanDiegoFoodBank.org or 858-863-5199.

North County Food Bank Hosts Community Champion Awards Ceremony



North County Food Bank volunteer of the Year, Cindy Martin.

Our North County Food Bank chapter hosted its first-ever awards ceremony recognizing individuals, businesses, and community groups for their support of our mission in North County communities.

The North County Food Bank's *Community Champion Awards: A Salute to Our COVID-19 Heroes*, was a virtual awards ceremony held in November honoring those who have generously supported the mission of the North County Food Bank during the pandemic.

The event included recorded acceptance speeches from our honorees along with an update on the Food Bank's COVID-19 Response. To view the list of awardees and a video of the ceremony visit: NorthCountyFoodBank.org/Awards.

Enterprise Donates \$75,000



For a third consecutive year, the Enterprise Rent-A-Car Foundation donated \$75,000 to the Food Bank as part of its Fill-Your-Tank program!

This year's Fill-Your-Tank program donation will support the Food Bank's COVID-19 Hunger-Relief Response Programs. In addition

to this donation, Enterprise Rent-A-Car is supporting the Fill-Your-Tank program with a hunger awareness and local engagement campaign.

The donation provided 375,000 meals to families in need in our community! A HUGE thank you to Enterprise Rent-A-Car!



Join the Monthly Meals Club!

Help the Food Bank feed those facing hunger every day, all year long. As a member of the Monthly Meals Club, you will provide food to our neighbors in need every month of the year through automatic direct debit donations.

A monthly gift of \$10 will provide a hungry individual at least one healthy meal every day, every month, for the entire year. A monthly gift of \$30 will provide three meals a day, every day, for the entire year.

Joining our Monthly Meals Club is one of the easiest ways to make a commitment to end hunger. Your gift is debited automatically and securely from your bank account or credit card.

To sign up, visit SanDiegoFoodBank.org/Donate/Monthly or contact Athena Williford at AWilliford@SanDiegoFoodBank.org or 858-863-5172.

Thanks for Supporting the 2020 Holiday Food Drive!

The Food Bank thanks everyone in the community who supported our 2020 Holiday Food Drive campaign which was more critical than ever before due to the impact of the COVID-19 pandemic.



Special thanks to our supporters: Bank of America, First 5 San Diego, Toyota, Wawanesa Insurance, Sycuan, Albertsons, Vons, FOX5, iHeartRadio, and the San Diego Union Tribune!

A big thank you to the community for donating Turkey Bucks and \$5 Hunger Bags at Albertsons and Vons. And we thank everyone who volunteered, donated online, and hosted a virtual food drive on behalf of the Food Bank!



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The San Diego Union-Tribune



Special Thanks

Our gratitude goes to the following corporations, foundations and organizations for their generous support received between September and December 2020.

Businesses

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

American Internet Mortgage AimLoan.com
Baker Electric Home Energy
USAA Federal Savings Bank

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

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

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Synergy One Lending
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PSI Services
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Walmart Store #2094

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

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Alliance Engineering of CA
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Chipotle Mexican Grill
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Technical Systems
Xpera Group The Vertex Companies
Toyota of Carlsbad
Treebeard Landscape
UBS Financial Services

Foundations & Organizations

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

Albertsons Companies Foundation
City of San Diego, Commission for Arts & Culture
Delta Dental Community Care Foundation
Kasperick Foundation
Rincon Band of Luiseno Mission Indians of the Rincon Reservation
Steve & Sharron MacDonald Foundation

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

City of Solana Beach
Enterprise Holdings Foundation
First 5 San Diego
Kaiser Foundation Hospitals
Witman Family Foundation

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

Bloom Family Fund Of The Jewish Community Foundation
Dunkin' Joy in Childhood Foundation
Las Patronas
Nobbs Family Foundation
Philip E. Fess Family Foundation
Sycuan Band of the Kumeyaay Nation
The Good Day Foundation
The JP Martin Foundation
The Peggy & Robert Matthews Foundation
The Well-Grow Foundation

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

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Shell Oil Company Foundation Matching Gifts
Shung-Ho & Rong Juh Chang Family Foundation
The Heramb Charitable Foundation
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