

FOOD FOR THOUGHT

FALL 2020

Moms Get Help from the Food Bank



Wendy



Azucena and her daughter, Jade

On a warm, sunny fall afternoon, ahead of the holiday season, dozens of cars wait in line to receive food assistance from the Food Bank's Saturday contactless drive-thru food distribution in Escondido. The food distribution is held in partnership with The Crossing Church, which hosts the food distribution every month.

Wendy (above left) and Azucena with her daughter Jade (above right) received groceries from the Food Bank at the food distribution.

"A friend of mine from church told me about the food distribution. I have been coming to this food distribution for about a year now," explains Wendy. "I am a single mom and I needed some help. I work as a loan assistant for a local bank and I have three daughters. I have a seventeen-year-old, Jordyn, a sixteen-year-old, Jessica, and an eleven-year-old, Alexandria."

"We had to move in April this year, and I went from paying \$1,200 per month to over \$1,600 in rent every month. And I had to get a car, so on

top of the rent, I have a car payment. We have a two-bedroom apartment. My two older girls share a room, and I share a room with my youngest daughter," she continues.

"Right now, my other bills haven't been paid, so getting help with groceries from the Food Bank really helps a lot. The cost of living just keeps going up, and right now I'm not getting financial assistance from my ex-husband because he's also struggling financially, so I'm the sole breadwinner for my family," says Wendy.

"The food from the Food Bank helps us so much. The chicken, the fresh produce, such as the apples, pears, onions, potatoes, and beans are great. I've made new recipes with the beans when I make dinners for the kids. And we eat the oatmeal from the Food Bank for breakfast. I put in the raisins we got from the Food Bank in the oatmeal. Everything we receive helps so much."

Azucena and her daughter, Jade, attended the same food distribution to receive food assistance from the Food Bank. "We need the help now."

"I lost my job because of the coronavirus. The holidays will be hard for my family. I don't think we will have enough to celebrate the holidays this year."

– Azucena, Escondido

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LETTER FROM THE CEO

Greetings San Diego and North County Food Bank supporters!

By the time you read this, we will be in the eighth month of the dreaded COVID-19 pandemic. As I have noted in past issues – **your** local Food Bank is on the job and working hard to help so many families, children and seniors in need – many of whom have never had to ask for help before. People who were once donors are now recipients of our services – and some are reluctant to ask for that help they need. Our message – **we are here for you** – there is plenty of food to go around – and we will get through this together!

When I look at our most recent stats – I am astounded by the way our organization has answered the call:

- Thirty-four million pounds of food distributed just since mid-March – that is the equivalent of 1,200 semi-truck loads of food! Just two years ago, we distributed a record-breaking 32 million pounds in a single year!
- As of the end of October – we have made \$8 million in food purchases – our annual average has been around \$1 million. I expect that number will climb to \$10 million by the end of the calendar year.

Now the holidays are upon us and the perfect storm may get worse. More layoffs, more hardship and even more people asking us to be there for them. A time of the year when families would usually gather for that Thanksgiving meal, exchanging gifts with loved ones – now all they can do is try to hold on. Moreover, we expect our service numbers to grow with the cold and flu season upon us.

I have said it before but it bears repeating - none of our important work happens without people like you! \$8 million in food purchases and over \$1 million in capacity grants to our nonprofit partners were made possible only because of you. So, all I can ask is that if you can continue to give, please do. When shopping at your local Vons or Albertson's – please donate a \$5 hunger bag. Most importantly, if you know someone that is hurting and needs our help – send them to SanDiegoFoodBank.org/GetHelp.

Someone once told me that tough times don't last – but tough people do. We got this and together, we will weather the storm! Thank you San Diego!

Happy Holidays,



James A. Floros
President & CEO



**Without your
support,
none of this
important
work happens.**

Planning Your Estate?

Include the Food Bank in your will.

Your legacy will make a difference in the lives of San Diegans we serve for generations to come.

Please call us at 858-863-5129 or send an e-mail to legacy@sandiegofoodbank.org



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I lost my job because of the coronavirus. I am a house cleaner. I clean houses in this area. I normally would clean five houses or more a week, but right now my clients can't have people coming into their houses because of the virus, so I have lost my income," explains Azucena.



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



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

"My husband works in construction, and we are getting by on one paycheck. The food that we are getting from the Food Bank helps us so much. We need the help. We are a family of four. We have two children, Jade, who is eleven years old, and Oliver who is seventeen years old," said Azucena.

"We are worried about the holidays. We are struggling right now, and we don't think that we will have enough to celebrate the holidays this year," she continues.

As Wendy and Azucena enter the drive-thru food distribution, groceries are placed in the trunks of their cars to avoid contact with volunteers.

They receive canned soup, canned meat, canned vegetables, a bag of potatoes, a bag of dried beans, a loaf of bread, a container of powdered milk, a bag of raisins, a bag of dried fruit, a gallon of milk, a 2-pound bag of frozen pork patties, a bag of plums, a bag of pears, and a bag of apples.

The San Diego Food Bank and our North County Food Bank chapter are asking our supporters to help families in need this holiday season by donating online or volunteering at our Miramar and Vista warehouse facilities.

For more information about our Holiday Food Drive, visit SanDiegoFoodBank.org/Holiday. For more information about our COVID-19 Response Programs, visit SanDiegoFoodBank.org/Impact for a full impact report.

To donate to our COVID-19 Response Fund, please contact Nancy Eisenberg at NEisenberg@SanDiegoFoodBank.org or call 858-863-5129.

Host a Virtual Food Drive this Holiday Season to Support Our COVID-19 Hunger-Relief Programs

Host a *Virtual Food Drive* this holiday season! The Food Bank's Virtual Food Drive is an easy way to donate food to families in need and those who have been economically impacted by the COVID-19 pandemic.

Simply visit the Food Bank's website to select and pay for food items with your credit card securely online using a smartphone, tablet or computer. The Virtual Food Drive is great for businesses, civic groups, schools, and faith-based groups to donate food over the holidays.

We can customize the webpage with your organization's logo and set up internal competitions between departments, classes, and groups while giving food drive leaders the ability to monitor your organization's progress. Check out the Virtual Food Drive online. Visit SanDiegoFoodBank.org/Virtual.



Holiday Food Drive 2020 & Support for the Food Bank's COVID-19 Response Programs

Please support this year's Holiday Food Drive and our COVID-19 Response Programs.

There are many ways you can help provide food to individuals and families in need and those impacted by COVID-19 this holiday season:

- Donate securely online at SanDiegoFoodBank.org/Give. Every \$1 donated provides 5 meals to those in need.
- Visit your local Albertsons or Vons in November and donate to the "Turkey Bucks" campaign which provides full holiday meals to local families in need.
- Visit your local Albertsons or Vons in December and donate a \$5 Hunger Bag at checkout. Food donated through the campaign supports the Food Bank's hunger-relief programs.

Special thanks to our Holiday Food Drive supporters: Albertsons, Vons, Bank of America, First 5 San Diego, Sycuan, Toyota, Wawanesa Insurance, The San Diego Union Tribune, iHeart Radio San Diego, and FOX 5.

Thank you for helping us feed the hungry this holiday season.



Thank you to our partners



Thank you to our supermarket partners



Thank you to our media partners



Stuff the Bus Food Drive Saturday, Dec. 12, 2020



On Saturday Dec. 12, volunteers will collect food drive donations from customers at Albertsons and Vons locations throughout San Diego County.

MTS and North County Transit District (NCTD) buses will be on site at supermarket locations where volunteers will "stuff" the buses with food drive donations that will be taken to the Food Bank.

Please visit your local Albertsons or Vons on Saturday, Dec. 12, and help us "stuff the bus" with food to feed local families in need and those impacted by the COVID-19 pandemic!

For information visit the Food Bank's website:
SanDiegoFoodBank.org/StuffTheBus.

High Schools Encouraged to Participate in VIRTUAL Freedom From Hunger Food Drive



More than 90 San Diego County high school Associated Student Body (ASB) organizations are invited to take part in the 13th annual VIRTUAL Martin Luther King Jr. Food Drive Challenge.

Schools can host a food drive for any two-week period between October 1, 2020 and January 31, 2021. Donations will support the Food Bank's COVID-19 Response Programs.

Prizes will be awarded to the winning schools' ASB organization by the food drive's sponsors.

Schools can register at SanDiegoFoodBank.org/MLK.

AimLoan.com Virtual San Diego Blues Festival Raises \$272,532!

Blues lovers from across the country joined this year's Virtual AimLoan.com San Diego Blues Festival on Sept. 12 which was broadcast on KUSI-TV, iHeartRadio, and live streamed online.



A BENEFIT FOR THE JACOBS & CUSHMAN
SAN DIEGO FOOD BANK

Sponsored by AimLoan.com with Stage Sponsor Baker Electric Home Energy, the event raised \$272,532 for the Food Bank's hunger-relief programs! Special thanks to AimLoan.com for matching donations dollar-for-dollar up to \$100,000!

Five blues artists performed for the two-hour virtual event including Tommy Castro & the Painkillers, Mr. Sipp, Southern Avenue, Watermelon Slim, and Whitney Shay.

The concert was a fundraiser for the Food Bank's COVID-19 Response Programs.

Thanks to our sponsors and fans for their support!



Join the Food Bank's Monthly Meals Club

You can 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 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.

Individuals we serve include working-poor families, fixed-income seniors, children living in poverty, low-income military families, and the homeless.

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.

North County Food Bank's Drive Out Hunger Golf Classic Raises \$75,000

More than 130 golfers supported our fourth annual Drive Out Hunger Golf Classic benefiting our North County Food Bank chapter.

Players took to the links at Shadowridge Golf Club in Vista for a beautiful fall day of golfing for a great cause.

The tournament which followed all CDC, state, and local health and safety guidelines featured an on-course lunch followed by a socially distanced outdoor social hour with a live auction benefiting the North County Food Bank's COVID-19 Response Programs.

Special thanks to this year's sponsors including our Title Sponsor, the Spiva Foundation, and our Presenting Sponsors, Southwest Airlines and Ed Johnson.



Special Thanks

Our gratitude goes to the following businesses, foundations, and organizations for their generous support received between June 5 and September 15, 2020.

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