

FoodforThought



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Santa Clara County
750 Curtner Avenue
San Jose, CA
95125-2118
Tel: 408.266.8866
Fax: 408.266.9042

San Mateo County
1051 Bing Street
San Carlos, CA
94070-5320
Tel: 650.610.0800
Fax: 650.610.0808

www.SecondHarvestFood.org

An affiliate of Feeding America
formerly America's Second Harvest

NetApp and Second Harvest Food Bank: Moving Further & Faster Together



NetApp executives prepared made to order peanut butter and jelly sandwiches for employees – 100% of the proceeds were donated to Second Harvest's Share Your Lunch Campaign.

NetApp, a flagship Silicon Valley company since 1992, creates innovative storage and data management solutions benefiting businesses all over the world. The practice of “thinking globally and acting locally” perfectly describes their company-wide commitment to ending childhood hunger in our community.

Second Harvest Food Bank has received support from NetApp since 1997 when they made a first time gift of \$1,761.20 through their Holiday Food Drive. Since initiating their partnership with the Food Bank, NetApp and its employees have donated more than \$1,249,101, providing approximately 2,498,202 meals for people in both Santa Clara and San Mateo Counties.

In addition, this past winter, NetApp signed a historic five-year, \$250,000 agreement to become the presenting sponsor of Second

Harvest's “Share Your Lunch” summer food drive campaign. Through “Share Your Lunch,” more than 20,000 children each month at over 400 sites are guaranteed consistently healthy food choices while school is out for the summer. NetApp's own commitment single-handedly feeds the equivalent of 500 schools from Gilroy to Daly City.

Visit www.NetApp.com to learn more about how they enrich Silicon Valley both in their business practices and in their employee's dedication to use their time and their dollars to make equality a reality.





Unprecedented Need

Never in Second Harvest Food Bank's 34-year history have we seen such a flood in the number of requests for services that we are seeing today. For the first quarter of the fiscal year, we experienced a 55% increase in the number of calls for help compared to the same period last year. For most callers, this is the first time they have ever sought assistance. During this same period, we responded to a 22% increase in food distribution and 17% increase in the number of people requesting food assistance.

There is a growing food emergency that has engulfed families caught in the bind of a faltering economy, rising unemployment, and unstable fuel and food prices. They are the victims of a perfect storm – inflation, surplus food shortages, a recession, rising unemployment, and the mortgage crisis.

Seniors on fixed incomes have to make hard choices between paying for their medicine, housing, and food. We were recently notified by a partnering agency that their client survey revealed 76% of their homebound elderly participants “did not have enough money to buy food.” Our recent Hunger Index conducted in partnership with Santa Clara University revealed that 46% of the food needs of low-income individuals are unmet, leaving thousands struggling to find enough food to eat. Is this acceptable?

Please consider donating to Second Harvest Food Bank to help us preserve this unique pledge to our community to provide excellent service both in times of abundance and in times of uncertainty.

In partnership,
 CINDY McCOWN
 Senior Director of Programs and Services

Hunger Doesn't Take A Vacation

For an estimated 58,000 Santa Clara and San Mateo County children, the summer break signified not only the end of the school year, but also the end of the free and reduced price meal program at their schools. With the rising costs of basic living expenses, many low-income families simply cannot provide three meals a day for their children. During the long summer break, the likelihood that these children will become chronically hungry dramatically increases.

Second Harvest Food Bank's Children's Summer Nutrition Program provided food to children in need by partnering with 320 local youth groups such as Boys and Girls Clubs, AchieveKids and YMCA. By supplying meals to an average of 20,000 children per month, we helped to feed hungry children, fostering both their health and academic



growth. Children received nutritiously-balanced meals including fresh fruits and vegetables, kid-friendly snacks, and protein-rich items such as milk and yogurt.

Our Share Your Lunch campaign is the Food Bank's summer drive to raise food and funds specifically to support the Children's Summer Nutrition Program. We surpassed this year's goals by a huge margin, raising a total of \$844,990! Thank you!

California Food Policy Advocates, "2008 County Profiles of Hunger, Nutrition, and Health in California."

Join the

1974 LEGACY SOCIETY

You don't have to be wealthy to make a difference. Make a big gift to Second Harvest Food Bank that costs you nothing now!

Call Tami Cárdenas at (408) 694-0025 for more information on how to include your favorite charities in your will or estate plan.

Visit SecondHarvestFood.org/Legacy
Free workshops also available!



Healthy Food Makes Healthy Bodies

Childhood obesity in America is now a common headline in our news, but if so many children are overweight, how can they also be hungry? Many believe that the two cannot co-exist but this argument masks two direct causes of obesity: hunger and poverty.

Alyse, a Food Bank beneficiary, speaks from experience: “I know that fruits, vegetables, and low-fat foods are what my kids deserve. But I have to choose between them eating one small healthy meal a day or three affordable meals each day. With fast food, I can feed my three kids dinner with \$10.”

Food choices are not the only factor contributing to obesity and malnutrition in many low-income households. Food insecure families tend to over-eat when food is available, resulting in physiological changes. The body compensates for frequent food shortages by storing calories as fat. Over time, these eating patterns can lead to significant weight gain.

In addition to the costs associated with purchasing healthy foods, many low-income families have limited access to full-service grocery stores. Alyse confides that she must take two buses and walk 10 blocks to get to the nearest grocery store. After working two jobs and caring for her school-age children, the prospect of making the journey to the nearest grocery store is daunting.

Second Harvest is making strides in combating this issue locally. According to a recent client satisfaction survey, 93% of families receiving food from the Family Harvest Program say their children eat healthier, and 61% say they have noticed their children do not get sick as often.

Guckenheimer Kicks off Mission-Focused Campaign



As Second Harvest planned for our 3rd annual “Share Your Lunch” campaign this past spring, we were approached by Guckenheimer with a sustainable idea to help alleviate local hunger.

The “Eat Healthy to Stop Hunger” idea is simple. Guckenheimer works with their corporate clients to select a month for the “Eat Healthy Stop Hunger” campaign at their cafeterias. During that month, Guckenheimer designates locally grown, healthy menu items that, when ordered by the client’s employees, will generate proceeds for Second Harvest Food Bank. Employees do not view this as an additional request for support since they are already eating lunch at the cafeteria, instead it simply provides them with the opportunity to have some of the price of their entrée returned to the local community.

This past summer, Guckenheimer’s chef-prepared offerings included: Lite and healthy summer salad caprese tossed to order, cedar plank salmon with oven grilled vegetables, and organic berry and yogurt parfaits. “Our corporate partners have been very receptive to this campaign” says Guckenheimer COO Frank Lapetina. “They

see it as a way to continue to support the efforts of Second Harvest year round, without asking their employees for additional donations during a non-food drive time of year.”

So far, Guckenheimer’s participating clients have included NetApp, Juniper Networks, Gilead Sciences, and Wilson Sonsini Goodrich & Rosati. SanDisk and Applied Materials have campaigns planned for the fall. Guckenheimer’s goal, says Lapetina, is to have a different corporation engaged in the effort each month so that the Food Bank continues to receive support year round. “We are honored by this innovative campaign,” says Second Harvest’s Senior Director of Development, Michelle Sklar. “Guckenheimer’s focus on healthy, sustainable food items, dovetails perfectly with our own emphasis on providing quality food items, such as fresh produce, milk, and eggs, to people in need.”

Guckenheimer’s passion for serving healthy food makes them a unique partner of Second Harvest Food Bank. Learn more about their “Health, Nutrition, and the Environment” campaign at www.guckenheimer.com.

HOLIDAY FOOD & FUND DRIVE 2008



DONATE NOW



LEARN MORE



Together, we can end local hunger.

Visit SecondHarvestFood.org to make your donation today!

WISH LIST

- Aprons**
- Utility Carts**
- Sturdy gloves**
- First Aid Kits**
- Used Brown Bags**
- Folding Shopping Carts**
- Back Support Belts**
- Cleaning Supplies - wipes, sponges, mops, brooms, etc.**
- Folding Plastic Tables**
- Plastic Cones**
- Plastic Tarps**
- Tents-Canopies**

Please call our Donor Hotline at (866) 234-FOOD to schedule a visit for dropping off items from this list.

Help the Food Bank "Go Green"!

Visit SecondHarvestFood.org to sign up for our monthly eNewsletter.

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FoodforThought

Chief Executive Officer
Keith Flagler

Editor
Lynn Crocker

Contributors
Jonathan Doherty
Michelle Sklar

Design & Production
Alexander Atkins Design, Inc.

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750 Curtner Avenue
San Jose, CA 95125-2118
Tel: 408.266.8866
Fax: 408.266.9042

1051 Bing Street
San Carlos, CA 94070-5320
Tel: 650.610.0800
Fax: 650.610.0808

Toll Free: 1.866.234.3663
www.secondharvestfood.org

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