

FoodforThought



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Food Bank Gears Up For Annual Drive Goal: \$10 Million and 2 Million Pounds of Food

Every month more than 207,000 people in Santa Clara and San Mateo Counties rely on the Food Bank and our partner agencies to help them feed themselves and their families. As unemployment continues to rise, we

anticipate this number increasing. Currently, more than two thirds of callers to our Food Connection hotline are first time callers who have never before needed food assistance. These callers are recently-unemployed

people with solid work histories; some of them used to donate to the Food Bank through their company's food

**Nothing Else Matters
When She's Hungry.
Give What Matters.**



Ariana and her family receive food assistance through the Food Bank's Family Harvest Program

drives. This holiday season is critical. As we strive to feed more and more people in need in our community, we are asking everyone to do what they can and give a gift that matters – the gift of food. Visit us online at donate.shfb.org or call 1-866-234-3663. No gift is too small.

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
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Fax: 650.610.0808

www.SHFB.org

An affiliate of Feeding America.
Formerly America's
Second Harvest

Start Your Own Food & Fund Drive

Food & Fund Drives can be hosted at workplaces, schools, clubs, places of worship, and even at public locations within the greater community. Visit SHFB.org to learn how to start a drive. As the Coordinator, you should plan, promote, and manage your drive in a way that is convenient and meaningful for you.

Corporate Commitment Keeps Second Harvest's Mission Moving Forward



Nicole Snow of Oracle helps pack produce in preparation for distribution to low-income families

On Friday, September 11, 2009, as most people across the U.S. and many around the globe paused to remember the devastating events of eight years ago, a group of Second Harvest employees, together with executives and volunteers from Oracle and Symantec Corporation, spent most of the afternoon visiting one of the Food Bank's key distribution partners, Fair Oaks Community Center in Redwood City.

By two o'clock that afternoon, over 16,000 pounds of rice, beans, eggs, fruits and vegetables had been delivered to the agency. It was then up to the volunteers to help sort, pack and distribute the food to the 107 families waiting outside. John W. Thompson, Chairman of the Board, Symantec, Safra Catz, President, Oracle Corporation and Kathy Jackson, CEO, Second Harvest Food Bank, led a group of nearly 20 volunteers from Oracle, Symantec and Second Harvest in this task.

Even though the food would not be distributed until 4:30 p.m., low-income parents and their children had been lining up since just after 1:00 p.m. Clients are so dependant on, and grateful for, the monthly allocation of nutritionally balanced foods they often stand in line for hours, fearful that as the lines continue to grow each month, the food may run out.

"I'm very happy to be here," commented Thompson. "The number of people right here in our backyard who can not meet their basic needs for any variety of reasons simply must be helped by those of us who can. It's good for our community and it's good for our companies."

Thompson and Catz spent hours at Fair Oaks experiencing first hand how a distribution operates in preparation for their community mobilizing roles as 2009 co-chairs of Second Harvest's annual Holiday Food and Fund Drive.

Thompson was the co-chair of last year's record breaking campaign, helping the Food Bank raise \$10.4 million dollars and 1.6 million pounds of food. This year he and Catz will lead the community in trying to raise \$10 million dollars and 2 million pounds of food. This year's holiday campaign kicked off on October 21 with a media event at the San Carlos warehouse.

"The support and endorsement of our local corporate leaders is priceless," says Jackson. "Hearing about the community food needs from the Food Bank is necessary and expected, but hearing about it from an independent, influential community member adds additional credibility to our message. Our efforts have always been

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grass-roots, and John and Safra are helping us continue that strong tradition."

Second Harvest's San Carlos warehouse is just a few miles from Oracle's Redwood Shores Corporate headquarters and Oracle employees are frequent visitors to the San Carlos Facility. They can often be found wrapping barrels with the latest campaign information or sorting food. Oracle has been a long time supporter of the Food Bank and Catz chairing the holiday campaign serves as a natural continuation of the company's core commitment to community support.

Syantec, with headquarters in Mountain View, also has a significant number of employees engaged in supporting Second Harvest's hunger relief work by volunteering and holding company food drives. Syantec has participated in the Summer Share Your Lunch Campaign and the Holiday Food and Fund Drive and recently supported the purchase of the Food Bank's second Produce Mobile. The Syantec funded Produce Mobile features a hybrid tractor, a first for Second Harvest and the first of its kind in the nation.

TAKE YOURSELF AND A FRIEND TO SANTANA ROW

Shop, Enjoy & Give” at Santa Row every Tuesday, November 24 through December 22, from 6:00-9:00p.m.

Enjoy wine and food pairings plus receive incredible discounts at Santana Row shops and restaurants. Best of all, proceeds will benefit Second Harvest Food Bank.

Your \$20 ticket includes: food and wine tastings inside Santana Row shops and restaurants, a signature



wine glass and exclusive holiday shopping discounts. Extra Bonus: bring a non-perishable food donation to the

Santana Row Concierge when you purchase your ticket and receive \$3 off your entry.

For more information contact the Santana Row Concierge at 408.551.4611. Must be 21 years or older to attend.

Work Up an Appetite on Thanksgiving Morning

Start Thanksgiving Day off on the right foot at the Applied Materials ‘Silicon Valley Turkey Trot’.™ Before the big games, the big meal, the parades and the pies, why not get in a little exercise with a few thousand neighbors? It’s an event the whole family will enjoy. Many have made the “run” or “walk” a Thanksgiving Day tradition.

Proceeds from the race benefit three local non-profits including Second Harvest Food Bank.

The Silicon Valley Turkey Trot, founded and produced by the Silicon Valley Leadership Group, is in its 5th year and the cumulative total amount given to charity is expected to top \$1 million by the time the last participant crosses the finish line.

There are several runs and walks to choose from in the 5K and 10K range, along with a kid’s fun run. Elite runners, joggers and walkers will enjoy the downtown San Jose course, which is flat, fast and flows through neighborhoods and business areas. New this year will be a special “Costume” run. For more information and to sign up visit svturkeytrot.com.



VMware’s 3rd Annual Can-Do Challenge 4 for 40K

VMware is asking every runner to bring at least 4 canned food items to the Applied Materials Silicon Valley Turkey Trot on Thanksgiving morning and help them collect 40,000 pounds of food for the Food Bank. The first 800 people who bring 10 cans will receive a limited edition turkey squeaky toy.

This is the third year that VMware has hosted a food drive. Craig Williams of VMware says the Silicon Valley Turkey Trot along with the Can-Do challenge is a very unique way for the community to have fun while pulling together to help alleviate hunger in Santa Clara and San Mateo Counties.

Paper = Food

You can help feed hungry people in Santa Clara and San Mateo Counties by buying paper. Each time you buy a case of Give Something Back (GSB) 30% or 100% post-consumer recycled paper, GSB Inc. and Boise Inc. will donate \$1 to the Food Bank. GSB was founded on a simple concept: sell office supplies and donate the profits to local non-profit organizations. Today GSB has become the largest independent office supply company in the western region and has given over \$4 million back to impact our local communities. Contact Give Something Back at support@givesomethingback.com or visit www.givesomethingback.com/paperfood.php for more information.



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- 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 SHFB.org to sign
 up for our monthly
 eNewsletter

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