

FoodforThought



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

Share Your Lunch – Feed a Child

Want to make a difference in the life of a child this summer? How about 20 children?

Second Harvest Food Bank makes it easy. Your donation of just \$10 – the price of a typical lunch out at a restaurant – will allow the Food Bank to feed 20 children from low-income families who are suddenly at risk for hunger when the school year ends. Why? Simply put, when there is no school, there are no school meals. The free breakfasts and lunches that these children rely on during the school year are no longer available.

This is where the Food Bank comes in. To help alleviate childhood hunger during the long summer months, we run a targeted campaign called Share Your Lunch. Food and funds raised will be used to help us distribute additional, nutritious food to programs that feed children in need in our community. Our Share Your Lunch campaign goal is to feed approximately 85,000 children each month this summer. But we need additional food and financial resources to make this goal a reality. We need you.

You, your colleagues and your friends can make all the difference. There are several ways to help:

- **Run a food and fund drive.** It's easy! And we're here to help every step of the way: we'll create an online giving page for your organization that reflects your total donations and the number of children fed, plus we'll even deliver promotional materials, including food collection barrels at no cost to you.
- **Make a donation.** There are three easy ways: online at www.ShareYourLunch.net, by sending a check to us at 750 Curtner Avenue, San Jose, CA 95125, or by calling our donor hotline at

1-866-234-3663. Buying one less sandwich, bag of chips and a drink gives you the opportunity to provide 20 meals for children in need.

• **Help us educate our community on the pervasiveness of local childhood hunger.** Stay connected on our Share Your Lunch campaign progress and receive program updates through social media. Visit our website at www.SHFB.org to get connected.

Share your lunch and help make this a hunger-free summer for our children.



At a recent Family Harvest distribution, Jahmel shows off his favorite food

Message From the CEO

As a child, the end of the school year signaled that it was time for long carefree days full of fun and freedom. When I became an adult and had children of my own, I wished for them the same joy that I had experienced during the glorious summer months.

I naively thought that most parents in my community had the same feelings about summer. But since coming to Second Harvest Food Bank nine months ago, I now understand that for many



families, summer is a time of increased hunger and stress. I can't begin to imagine the worry that parents feel wondering whether or not they will be able to provide the healthy food their little ones so desperately need.

During the 2009-2010 school year, 120,524 children from low-income families in Santa Clara and

San Mateo Counties were eligible to receive breakfast and lunch through their school's nutrition program. This equates to one out of every five children in our community. For some children, these school meals are the only guaranteed regular source of food. When school ends, so do these meals, forcing parents to stretch their already tight budgets even further.

Childhood hunger is real — and it's right here in our community. For this reason, Second Harvest Food Bank conducts a summer campaign called Share Your Lunch. The goal of this campaign is to raise food and funds that will allow the Food Bank to increase the amount of healthy food distributed to programs that feed children during the summer months. These include the Food Bank's Family Harvest program and Kids NOW (Nutrition on Weekends) program, as well as our partner agency food pantries, day camps, and youth homeless shelters.

Without good, consistent nutrition throughout the summer, children are likely to begin the school year physically and mentally behind their peers. Studies show that hungry children suffer from hyperactivity, absenteeism and generally do worse socially and academically. But it doesn't have to be this way.

You can make a difference in the lives of children in need in our community. Your donation of just \$10 will allow us to provide nutritious meals to 20 children.

If you are a parent in need of additional food assistance during the summer, we're here to help. Please visit our website at www.SHFB.org or call 1-800-984-3663 to learn about the resources available for your family.

Warm Regards,

Kathryn Jackson



Cisco Employees' Creativity Results in \$34,600 Donation to Second Harvest Food Bank

Cisco's Governance Risk and Controls group received a 2006 Range Rover HSE Sport Wagon as part of a court settlement and decided to auction the car and donate the proceeds to charity.

"With just over 23,000 miles and still under factory warranty, we knew the vehicle would sell for a significant amount," said Jeff Bonham, senior manager, Service Abuse Investigations. "We decided that the proceeds from the auction would better serve the community. Our group was familiar with Second Harvest from previous volunteering events at their facility and it made sense to have the auction benefit the Food Bank."

An internal website was launched, followed by email promotions and Cisco signage promoting the auction to U.S. based Cisco employees. At the close of the auction, a lucky Cisco employee drove away with a great vehicle, and the Food Bank received a donation for the full winning bid amount of \$34,600.

"The proceeds from the auction come at a critical time for Second Harvest," says Van Dang, vice president, Legal Counsel, and Second Harvest Food Bank board member. "Donations from Cisco and our employees provide a tremendous opportunity for those in need, especially at a time when so many are struggling to provide for their families."

The funds will support the Food Bank's Share Your Lunch summer campaign.

"Providing nutrition for children during the summer months is a necessity," says Marguerite Lee, Corporate Community Relations Manager for Cisco. "Keeping them healthy and prepared for the school year is key to their academic achievement and sets them up for future success."

Above: Check presentation from Cisco. From left to right: Jeff Bonham (Cisco), Tami Cardenas (Second Harvest), Tim Walker (Cisco) and Marguerite Lee (Cisco).

PRODUCE MOBILE KEEPS DELIVERING

Here's a not-so-fun fact: Did you know that fresh fruits and vegetables are unaffordable luxuries for 2.24 million Californians who cannot afford to put food on their tables? This is an ironic reality for a state that has the largest agricultural economy in the United States and produces copious amounts of high-quality fruits and vegetables for much of the nation and the world.

It's not news that fresh fruits and vegetables are critical to good health. To help make these important food options available to our clients, Second Harvest launched the Produce Mobile Program in 2006 and it's been rolling ever since. Thanks to the generosity of a local individual donor, the Food Bank was able to purchase a special refrigerated truck complete with canopies and side doors that open up for easy food distribution. Since most of the produce is contained in the vehicle's storage bays, clients can walk right up to the truck and select items to take home and prepare. It's our version of a farmer's market on wheels and it rolls out to neighborhoods in need all over Santa Clara and San Mateo Counties.

The service model for the Produce Mobile program is simple: First, the Food Bank schedules monthly produce distributions with select community agencies and schools. Next, clients are notified of the distribution times and the partner agency informs the Food Bank of the number of clients to expect at the distribution. Last but not least, the Produce Mobile truck arrives at the site chock



full of fresh produce for distribution. More than 9,000 low-income households benefit from this program each month. Colleen, a first-time Food Bank client, recently commented, "I worry so much about my two daughters and about making ends meet. I hate for them to know how I scared I am sometimes. But thanks to the food we receive from the Food

Bank, I know my children will eat healthy and

that they won't be hungry. The food we receive keeps us going and helps so much."

But how does the Food Bank obtain items such as gorgeous cherries, beautiful carrots and juicy pears? Thanks to the California Association of Food Banks Farm to Family Program, Second Harvest receives large quantities of donated produce including these items and many, many more through a collaborative state wide program called Farm to Family. Farm to Family acquires fresh fruits and vegetables directly from growers and packers and then coordinates rapid delivery to food banks all across the state. Thanks in part to the Farm to Family program and to our commitment to health and nutrition, we learned that our food bank received more fresh fruits and vegetables than any of the other food banks in California last year.

Delivering fruits and vegetables to community members who cannot typically afford such nutritious food helps fight hunger and obesity, as well as establish positive lifelong eating habits for children. Here's to good health!

How Food Changes Lives and Builds Community



Carl and his son Joshua gratefully select a bag of oranges to take home with them. Nearly half of the food you help Second Harvest provide to families in need is fresh fruits and vegetables. Because of your support we are the single largest recipient of produce from the statewide Farm to Family Program that supports food banks in California.



Joni is raising her daughter Brittany entirely on her own. In order to make ends meet, Joni works three jobs. She's a care provider for seniors, a landscaper and delivers pizza at night. Brittany's grandmother Victoria started the center where they now pick up food. She never thought she would be on the receiving end, but is grateful when the Food Bank's truck pulls up with enough for everyone.



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Return Service Requested

- My address has changed
- My name is misspelled
- I received duplicate copies
- Please remove my name from your mailing list

WISH LIST

- General office supplies**
- Sturdy gloves**
- Small shopping carts for members**
- Clean brown bags**

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

Seeing Stars: Second Harvest Food Bank of Santa Clara and San Mateo Counties Rated Among the Top 8% of US Charities

Receives 4-Star Rating for Sound Fiscal Management for 4th Year in a Row

For the 4th year in a row, Charity Navigator, America's premier charity evaluator, has awarded Second Harvest Food Bank of Santa Clara and San Mateo Counties a 4-star rating (the highest available) for the organization's sound fiscal management.

According to Ken Berger, President/CEO of Charity Navigator, "Only 8% of the charities we rate have received at least four consecutive four-star evaluations, indicating that Second Harvest Food Bank consistently executes its mission in a fiscally responsible way and outperforms most charities in America. This exceptional designation from Charity Navigator differentiates Second Harvest Food Bank from its peers and demonstrates to the public it is worthy of their trust."

As the nonprofit sector continues to grow at an unprecedented pace, savvy donors are demanding more accountability, transparency, and quantifiable results from the charities they choose to support with their hard-earned dollars. In this competitive philanthropic marketplace, Charity Navigator highlights the work of efficient charities like Second Harvest Food Bank and provides donors with information needed to give them greater confidence in the charitable choices they make.

"We are incredibly proud to once again receive a 4-star rating from Charity Navigator," said Kathy Jackson, CEO of Second Harvest. "We are mindful of the trust our supporters place in us when they make a donation and we honor that trust by using donated resources efficiently and effectively in the fight against hunger in Santa Clara and San Mateo Counties."

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