Ending Hunger Through Food Rescue

Feeding San Diego’s mission is to connect every person facing hunger with nutritious meals by maximizing food rescue. Our vision is a hunger-free and healthy San Diego. Feeding San Diego provides more than 31.2 million meals to people facing hunger every year through a decentralized food rescue and distribution network, including more than 320 local charities, schools, faith communities, meal sites, health centers, and food pantries located all across the county. We serve children, families, seniors, college students, military families, veterans, and underserved and disadvantaged populations throughout San Diego County.

Getting Started

Thank you for choosing to host a fundraiser with Feeding San Diego. The process is simple and has a huge impact for our community. We have put together an easy to use guide to help you with your success. Be sure to share your passion for the cause as it will help to inspire your colleagues, friends and family. Let us know if you have any questions along the way.

Fund Drive: Raise Money to Feed San Diego

With our efficient distribution model, buying power and relationships with hundreds of food partners, we stretch your dollar further than what it purchases at a grocery store. By hosting a fund drive, you’re ensuring San Diegans have access to nutritious meals.

Why It Matters

Before COVID-19, 1 in 8 people in San Diego County faced hunger, including 1 in 6 children. Now, the need has surged by 50%.

The consequences of hunger on individuals, families, and the community are devastating.

40% of all food produced is wasted, and food waste is responsible for 8% of global greenhouse gas emissions.

What We Do & Our Impact

**FEED**

Feeding San Diego provides more than 31.2 million meals to people facing hunger through a decentralized rescue and distribution network.

We distribute meals in partnership with more than 320 local charities, schools, faith communities, meal sites, and food pantries.

**RESCUE**

Feeding San Diego rescues high-quality food before it goes to waste from over 600 locations in San Diego County and over 225 farms and packing sheds throughout California. By diverting more than 27.6 million pounds of food from the landfill we saved 24,578 metric tons of CO₂ equivalent from being emitted into the atmosphere.

**UNITE**

Our impact is achieved through the success of our diverse food rescue and distribution network and by uniting and mobilizing 10,000 volunteers, 19,300 donors, more than 55 staff, and the community. Together, we are Feeding San Diego.

GET HELP WITH A FUND DRIVE PAGE

For any questions about a personal fundraising page, a team fundraising page, or gifts associated with your page, please contact Melissa Sayviseth at msayviseth@feedingsandiego.org or 858.768.7432.
1 Getting started

To create a fund drive, click the become a fundraiser button on the webpage.

2 Choose your fundraising type

Click the appropriate button when the option appears. You will be asked to set up an account. If you already have an account, log into your account instead.

3 Enter your fund drive details

Next, you’ll be asked to enter your fund drive page’s details such as your fundraising goal, end date, and headline.

You can also enter a short URL—a shorter version of your fund drive page’s website address for easy sharing. Click finish to move on.

Upload a profile picture for your fund drive page. We encourage uploading a picture to help personalize your page. You can always change your photo later.

4 Edit your fund drive page

When you’re done setting up, you’ll see your fund drive page. The last step is to edit your page. To do so, tap the Manage button to open your editor. From there you can change the content, post updates, and change the details of your page such as your profile picture.

5 Share your fund drive page

Share your fund drive page on your social media, with your friends, family and colleagues via email to help you reach your fundraising goal.

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Thank you for hosting a fund drive to support Feeding San Diego! Every dollar donated helps provide nutritious meals for San Diegans in need. Here are some suggestions and strategies to help take your fund drive to the next level.

1. **Donate**
   - Other people are more likely to donate to your page when they see that someone has already contributed. Donating some of your own money also demonstrates to potential supporters that you are serious about helping the cause.

2. **Personalize**
   - Add your own text and picture to your fund drive page. Make sure you tell your potential donors why are you hosting a fundraiser for Feeding San Diego.

3. **Share**
   - Share your fund drive page with your friends, family and colleagues. Promote your fund drive page on your social media networks to encourage your followers to give back.

4. **Compete**
   - Invite your friends and colleagues to join your team by sharing your link. Create a friendly competition and offer prizes for added fun!

5. **Follow-up**
   - Reach back out to non-responders half way through your fund drive campaign. Remember, people can easily miss or skip over your initial outreach.

6. **Say thanks**
   - Don’t forget to thank your supporters for contributing to your fund drive. Write a personalized email or leave a comment under their donation thanking them for their support.

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To learn more about our work in the community or to see how your support is making a difference, please visit feedingsandiego.org

**VOICES OF THE PEOPLE WE SERVE**

Feeding San Diego provides more than 31.2 million meals every year to children, families, seniors, college students, military families, veterans, and other underserved populations. Here are testimonials from clients we serve in the community.

**Kristen, YMCA Armed Services**

“The stability that comes with the food distribution is just marvelous. It helps alleviate the food insecurity so many people are facing right now,” shared Kristen, a stay-at-home mother of three children. Kristen’s husband has been serving the U.S. military for over 15 years and she is grateful for all the help Feeding San Diego extends to military families.

**Greg, Porter North Elementary School Pantry**

“Since the pandemic, I have had to deal with breakfast, and lunch, and dinner for my daughter. I am a single dad... it's just her and I. So this distribution takes the stress off of me. These are tough times, a lot of losses, but we are going to make it because I learned as a soldier that people are good, generous, and compassionate. So if you help Feeding San Diego, you are feeding San Diego,” shared Greg, a retired military man and an ICU nurse by trade, he’s a cancer survivor and a disabled vet.

**Rosie, San Marcos Mobile Pantry**

“There are four people in the family. It's really helpful. There are lots of fruits and vegetables so it's very healthy. We really appreciate it,” shared Rosie, who recently discovered the distribution. “My grandson found out about it on the internet. It has made our life easier. I don't have to worry so much anymore, especially because I am retired. I am very grateful.”

**Alfredo, Campo Mobile Pantry**

Alfredo has been attending our food distribution for the past 2 years. The food he receives helps support his family of 6, including his two grandchildren—2.5-year-old twins! “This has been a great resource for our family,” he shares. Alfredo recognizes that there are a lot of hungry people out there. “We only take what we really need – nothing goes to waste.”

**Miriam, Sunset/Willow Elementary School Pantry**

“I have two kids; my elder one is 13 years old and my daughter is 13 months old,” shared Miriam, who attended the distribution for the first time. “We have been doing okay during this pandemic, but I lost my job due to COVID-19. My parents also live with us, so we have to be extra careful to stay safe. But we are thankful for what we have.”