

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 40.3 million meals to people facing hunger every year through a decentralized food rescue and distribution network, including more than 300 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



Over one million people in San Diego County face hunger, including more than 284,000 children.*



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



35% 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 40.3 million meals each year to people facing hunger through a decentralized rescue and distribution network. We distribute meals in partnership with nearly 300 local charities, schools, faith communities, meal sites, and food pantries.



RESCUE

Feeding San Diego rescues high-quality food before it goes to waste from 400 food donors in San Diego County and over 225 farms and packing sheds throughout California. By diverting more than 27.2 million pounds of food from the landfill, we saved 24,282 metric tons of CO2 equivalent from being emitted into the atmosphere. We are protecting people and the planet.



UNITE

Our impact is achieved through our diverse food rescue and distribution network comprised of nearly 300 community partners, 400 food donors, 225 farms and packing sheds, over 14,700 volunteer hours, 21,700 donors, more than 65 staff, and beyond. Every dollar donated helps provide two meals to people facing hunger. Together, we are Feeding San Diego.

* According to data from San Diego Hunger Coalition released in November 2020



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 link provided by a Feeding San Diego team member.

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 a 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.

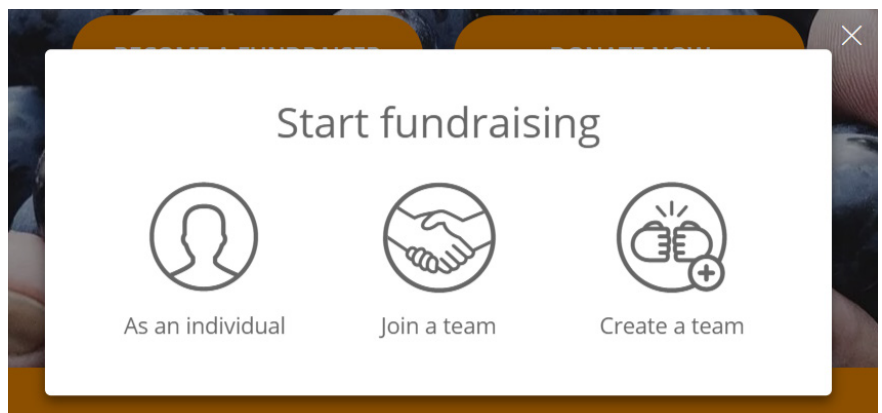
Upload a profile picture for your fund drive page. We encourage uploading a picture to help personalize your page. You can always change your photo later.

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.



Create your page

Set your fundraising goal *

USD
\$ 500.00

Fundraising end date *

Your Page's Headline *

0/255

Set your Fundraising Page's Short URL (optional)

https://give.classy.org/ExampleShortUrl

Start typing

☐ It's okay to contact me in the future.

FINISH

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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



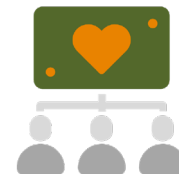
Other people are more likely to donate to your page when they see that someone has already contributed. Donating some of your own money also demonstrates to potential supporters that you are serious about helping the cause.

2 Personalize



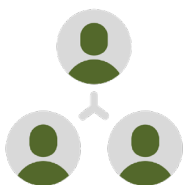
Add your own text and picture to your fund drive page. Make sure you tell your potential donors why are you hosting a fundraiser for Feeding San Diego.

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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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.”

