

# NewsFeed



Carolina at the San Diego Mesa College Farmers Market

## VOLUNTEER SPOTLIGHT

### STUDENTS ACCESS NEW ON-CAMPUS FOOD DISTRIBUTION

by Carolina Chavez, San Diego Mesa College graduate and FSD partner volunteer

I was brought up to be a contributor—to give back to my community. I graduated from Mesa College in May 2018 and am now a Career Peer Ambassador at the career center, where I get to help students create or update their résumés, and help them find jobs that are meaningful and pay a living wage. Many of our students have families and need to secure a job that allows them to take care of their responsibilities. I'm happy to be a part of helping them meet their needs.

Mesa College recently started a farmers market style distribution, “The Stand,” in partnership with Feeding San Diego, to bring fresh produce and groceries to our campus once a month. This assistance helps feed students, staff, campus workers, and neighbors who are not able to afford food. I get to volunteer regularly at The Stand and see families with kids coming through the friendly line. It warms my heart. It's wonderful to see the little ones picking up pieces of fruit and carrying bags full of food. I love being a part of this event where I get to see many happy faces — with healthy food for the rest of the week!

It's important to me to help as much as I can because I remember sitting in class, in the middle of a test, thinking about how hungry I was. Really, the only thing I should have been thinking about was, ‘What is the right answer?’ Students should only have to worry about classes and learning—not about food.

Mesa College gives back to its students and the community. The Stand is a perfect example of that. Everyone here is involved, open to new ideas, helpful and kind. That's why I knew this farmers market would be the success that it is.

To all of my fellow San Diegans who make The Stand at Mesa College possible, thank you! You provide healthy food for so many people who need it. 🌱



*Vince attending food distributions after the West Fire in Alpine*

## LETTER FROM THE CEO

Dear Friends,

The holiday season is an important time for San Diego to come together as a community. It's the time of year when we think not just of our own families, but also of those who are not as fortunate. As we share in the joys of the season, we do so knowing that we can share that joy with a struggling veteran, a homeless mother with children, an injured worker, a retiree on a fixed income, or a military family coping with the high cost of living in San Diego. We are united in a commitment to ensuring that every San Diegan has enough to eat.

Thanks to you and thousands of like-minded community members, Feeding San Diego provides 26 million meals each year to our neighbors who are struggling to put food on their table. Together, we continue to strengthen our highly efficient hunger-relief programs to reach more people in need, as quickly as possible.

Thank you again for sharing our vision of a hunger-free and healthy community. Wishing you and your family a holiday season filled with happiness, peace, and joy.

With gratitude,

Vince Hall  
CEO



### FROM MY PERSPECTIVE

*by Sandy McDonough, Vice Chair, FSD Board of Directors*

A few years ago, I attended a fitness class where the trainer paused to take in each student. She said to each of us, "You're here. Don't waste it." It struck me how right she was. I now apply that mantra to everything I do. If you're going to bother showing up at the gym, then work up a sweat. Don't waste it standing around. If enough healthy food is produced daily to feed everyone in the city, then don't waste it.

When I joined the Feeding San Diego board, I was looking for an opportunity to help solve the hunger problem in my hometown. I was convinced there was enough food to feed everyone, but there just weren't enough resources to get the food that already existed to people who needed it. When something so basic and so important is at our fingertips, why waste it?

FSD applies the same "don't waste it" principle to donated funds, using them judiciously and efficiently to ensure maximized potential to help.

FSD is an innovative and creative organization building systems and solutions in recognition of the simple fact that when food is "ready now" it will not go to waste when it is made available to people facing hunger who are ready to eat now.

I am proud of FSD and its commitment to a hunger-free and healthy San Diego. I am thankful to have the opportunity to reach out across our community and take hold of readily available food and simply say, "We didn't waste it."

*\*This is an excerpt of a longer reflection by McDonough. Visit our blog at [feedingsandiego.org/blog](https://feedingsandiego.org/blog) for the full article.*







*Volunteers loading a truck with fresh food from Sprouts*

**RETAIL PARTNER SPOTLIGHT**

**RETAIL RESCUE COLLABORATION WITH SPROUTS**

*“We believe healthy living is a journey and every meal is a choice. We love to inspire, educate, and empower every person to eat healthier and live a better life.”*

Sprouts Farmers Market is living its mission statement, which naturally aligns with Feeding San Diego’s efforts to solve hunger by providing healthy meals for San Diegans in need. Sprouts has been a Feeding San Diego retail partner since 2015, donating more than three million meals for San Diegans facing hunger.

Every week, 86 neighborhood partners pick up food from 22 different Sprouts locations across San Diego County. As a result, thousands of meals are saved from the landfill and quickly provided to families experiencing hunger in their local communities.

Sprouts’ partnership with Feeding San Diego benefits all participants—as a retailer, Sprouts fulfills its mission, FSD neighborhood partner organizations are equipped to assist neighbors in need, thousands of families receive nutritious food every week and as a result, every nutritious food item saved from the landfill helps protect the environment.

Without this partnership, nutritious food would otherwise go to waste in the landfill, producing methane, a leading greenhouse gas. By redirecting healthy food to those in need, instead of throwing it away, FSD is reducing global warming.

Along with donating food through the year-round Retail Rescue Program, Sprouts hosts a holiday “Grab ‘N Give” campaign, where shoppers can purchase a pre-packed bag of seasonal food items for people facing hunger. Those bags are picked up by the same local charities, who then give them directly to families facing hunger during the holiday season.

Hunger in San Diego County can be solved, thanks to the generosity of Sprouts Farmers Market, the food industry, and more than 8,000 generous donors who make the Feeding San Diego mission possible. 🌱



*Behind the scenes rescuing food at a neighborhood Sprouts*



*Community Christian Services Agency receives food donation*

**HUNGER-RELIEF INITIATIVES**

FEEDING KIDS

FEEDING SENIORS

FEEDING FAMILIES

FEEDING HEROES



# GIVE HOPE SHARE JOY

## Month of A Million Meals



## MONTH OF A MILLION MEALS

Feeding San Diego is preparing to give hope to the one in eight San Diegans facing hunger at this special time of year. Join Feeding San Diego as we team up with ABC 10news to fight hunger. Last year, thanks to the generosity of thousands of San Diegans, we provided more than four million meals during the Month of a Million Meals campaign. We know we can match that goal this year, and maybe even surpass it!

### DONATE

Food is central to family celebrations during the holidays. Consider giving in honor of a loved one, or making your tax-deductible year-end gift to help with special meal distributions. Every \$10 you give provides 40 meals for San Diegans in need.

### VOLUNTEER

Join the 14,000 people who give their time each year and help provide healthy meals for the community. Volunteers are needed every week! Sign up at [feedingsandiego.org/volunteer](https://feedingsandiego.org/volunteer).

### SHARE

ABC 10news shares stories and campaign updates about Month of a Million Meals throughout December. Watch live or online for human interest stories, and share impactful moments with loved ones and your personal network. Share our message: together, we can solve hunger.

**LEARN MORE AT [FEEDINGSANDIEGO.ORG/MMM](https://FEEDINGSANDIEGO.ORG/MMM) OR FOLLOW [#MILLIONMEALSSD](https://twitter.com/MILLIONMEALSSD)**





## PAVING A ROAD TO FEEDING HUNDREDS IN JAMUL

After many years of volunteering at Jamul Community Church (JCC), Melodee Takasugi, newly retired from Cuyamaca Community College, took on a new role: running a Feeding San Diego food distribution partnership to make sure her community had the food they needed to thrive.

Jamul is a 16.8 square mile rural town 20 miles east of downtown, “where some of us have paved roads, and some of us don’t,” says Melodee.

After wildfires in 2009, 13 families came to JCC each week seeking help from the church. JCC now serves more than 700 people *in a single day*. Melodee, her husband and their team of volunteers, ages eight to 84, tailor food distributions to their neighbors’ changing needs.

Grocery stores are far for Jamul residents, and higher prices make the choice between food and other necessities a daily decision. Food is free at JCC to anyone in need every Thursday from 10am - 3:30pm, accommodating the community’s unique work hours and lengthy travel time.

Participants are welcomed with coffee, tortillas, and beans, making the food distribution a community event. They can attend free onsite English and Spanish classes and are supported by an informal network of job connectors, community advocates, and neighbors looking out for one another. Melodee says participants increasingly recognize the need in their community, and deliver food back to their own neighbors who can’t make it to the distribution.

The fresh produce, including potatoes, onions, carrots, and stone fruit, are both appreciated and practical, particularly for those whose unreliable power often means camp stove cooking. One senior shared that this distribution is her only social outing for the week. She tells Melodee, “I love all of you, you’re just so good to me!”

The generosity of Feeding San Diego’s community—including volunteers like Melodee, donors, and food industry partners—provides consistent and dignified access to healthy food to help our neighbors make ends meet. 🌱



*Selection of groceries in JCC’s pantry*



# THANK YOU

Feeding San Diego thanks our generous corporate, foundation, and organization donors who contributed toward our mission from July to September 2018.

## **\$50,000+**

San Diego Food Funders

## **\$25,000-\$49,999**

Morgan Stanley

## **\$10,000-\$24,999**

Darden Restaurants

The Kraft Heinz Company

The Starbucks Foundation

W. K. Kellogg Foundation

## **\$5,000-\$9,999**

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7-Eleven Inc.

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Synchrony Bank

## **\$1,000-\$4,999**

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The Benevity Community Impact Fund

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Sempra Employee Giving Network

## **TEAMS FOR GOOD: THE COMBINED POWER OF FUNDS AND FUN!**

Teams for Good is an opportunity for corporate and community groups to double their impact by volunteering their time while making a gift to a Feeding San Diego holiday meal distribution. The holiday season can be a stressful time of year for our neighbors who experience food insecurity. This program was designed to meet their needs and celebrate our shared community.

More than 20 corporate and community groups are already participating in Teams for Good. So far, these philanthropic groups have already provided 200,000 meals for food-insecure families, children, and seniors. At the same time, they enjoy teambuilding shifts in the Feeding San Diego distribution center, demonstrating their commitment to solving hunger—and having fun at the same time!

Thank you to the following Teams for Good sponsors who are holiday heroes for providing their support:

### **FULL TRUCK**

Hughes Marino

Pfizer

USE Credit Union

### **HALF TRUCK**

Crowe PR

Genomatica

Gurtin Municipal Bond Management

HP San Diego Marketing Team

ID Analytics - a Symantec company

Platform Science

Qualcomm Mobile/Compute Conn.

Wholesale Warranties



There is still time to join Teams for Good this December! To reserve your shift today or to learn more about the program, please contact Melissa Sayviseth at [msayviseth@feedingsandiego.org](mailto:msayviseth@feedingsandiego.org) or 858.768.7432.

# BY THE NUMBERS



63,000

Number of people who receive FSD's food *each week*.



485,000

Number of people Feeding San Diego serves *each year*.



Number of meals Feeding San Diego distributed in the past year.



97%

Percent of the food FSD distributes that would have otherwise gone to waste

## ON THE GO

GREETINGS FROM WHEELZ & THE NUCREW

Hello Friends,

Meet Kian Eftekhari! Kian has volunteered since May 2017, and in that time has contributed more than 95 hours. He first learned about Feeding San Diego when friends told him about their great experience volunteering here. Kian serves as a Team Leader every Saturday.

As a Team Leader, Kian works with large groups and helps guide volunteers through the process of gleaning and packing produce for families experiencing hunger. His favorite part of volunteering is helping groups find more efficient and creative ways to pack produce. This is the kind of technical and logistical leadership experience that will help Kian and other teen team leaders shine when it comes time to apply for college and future jobs.

Especially during the holidays, Kian feels the importance of volunteering. "This is a time of year when all San Diegans should have the gift of food," Kian said. He knows he is making an impact in his community. "FSD is a great opportunity for all youth to get involved," he said. "Even two hours can make a big difference."

Pledge to do what Kian suggests and give at least two hours a week to make a difference for our community.

See you around!





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# EAT, SHOP, GIVE.



## RESTAURANTS UNITE DECEMBER 11

Join the fight against hunger and make a difference for kids and families in need over the holidays. Dine out on December 11, and 5 percent of all sales at participating restaurants will be donated to Feeding San Diego.

Find participating restaurants at [feedingsandiego.org/restaurantsunite](https://feedingsandiego.org/restaurantsunite).



## BLOOMINGDALE'S GIVING DAY DECEMBER 15

Get your holiday shopping done in one day while fighting hunger with Feeding San Diego! Bloomingdale's Fashion Valley is donating ten percent of all purchases from guests who mention "Feeding San Diego" at checkout. We hope you can join us for this special day!

Learn more at [feedingsandiego.org/events](https://feedingsandiego.org/events).