

# NewsFeed



## SEPTEMBER IS HUNGER ACTION MONTH: EVERY ACTION COUNTS!

September is Hunger Action Month. While this is an annual campaign where people across the country take a stand against hunger by volunteering, raising funds and advocating for policy change, this year is unlike any other. In San Diego County alone, there are more than 39,000 diagnosed cases of COVID-19, thousands of San Diegans are out of work, and many classrooms are now online. We are already seeing a 50 percent increase in need for food assistance across San Diego County — and know that the fallout from this economic crisis will be felt for years to come.

Our team and community partners are working around the clock to meet the evolving needs of the thousands of people facing hunger in our community — many for the first time. Thanks to the generosity of donors like you, we are in a strong position to tackle this crisis, but the road ahead is long and we know that the demand for food assistance will grow as the fallout worsens.

In this time of great challenge, Hunger Action Month takes on even greater significance. We need YOU. The children, families and seniors we serve need YOU. Every action counts, now more than ever.

### WAYS YOU CAN TAKE ACTION

- GO ORANGE for Hunger Action Month and post pictures to social media
- Enter our Hunger Action Month Art Challenge for the chance to win cool prizes
- Start a fundraiser and inspire friends, family, and colleagues to take action
- Make a one-time or monthly gift and help support our COVID-19 relief efforts
- Register to vote

Visit [feedingsandiego.org/hunger-action-month](https://feedingsandiego.org/hunger-action-month) for more information on ways you can take action. Thank you for your continued partnership during this unprecedented crisis. You make our work possible!

Special thanks, also, to the United Nations Association of San Diego for endorsing Feeding San Diego's Hunger Action Month campaign locally this year, in recognition of our alignment with the U.N. Sustainable Development Goals, specifically No Hunger (SDG#2), Responsible Consumption and Production (SDG#12), Climate Action (SDG#13), and Partnerships (SDG#17).

## AMBASSADOR SPOTLIGHT

# TONY HAWK, BILL WALTON AND JON FOREMAN RALLY TO SUPPORT FEEDING SAN DIEGO

We are fortunate that three incredible advocates and influential San Diegans rallied to support Feeding San Diego and the 1 in 6 people facing hunger during COVID-19: professional skateboarder Tony Hawk, retired professional basketball player Bill Walton, and Switchfoot frontman Jon Foreman. Despite their busy schedules, they made time to appear in a public service announcement (PSA) for our organization to raise awareness and funds during this devastating time.

Most of us know them for their amazing career accomplishments, like being the first to complete a 900 (Hawk), being inducted into the Naismith Memorial Basketball Hall of Fame (Walton) and winning a Grammy (Foreman). In addition to this, they are selfless San Diegans who do inspiring work in their community and lend their voice to causes when support is needed most.

“Amidst the insurmountable challenges of this difficult time, it’s beautiful to be a part of a community that comes together to meet real needs and to bring hope,” says Jon Foreman. Bill Walton adds, “If we can do something that’s going to be able to lift someone else up,



that makes our community better, that’s what we’re all about.”

In addition to appearing in the PSA, Foreman and his Switchfoot band members have been incredibly supportive of the Feeding San Diego mission. When the band canceled this year’s Bro-Am events because of COVID-19, they made a gift to Feeding San Diego and launched a #HomeFoodChallenge to help raise money and awareness for the organization.

You can watch the PSA on our YouTube channel: [youtube.com/FeedingSD](https://www.youtube.com/FeedingSD).

## PROGRAM SPOTLIGHT

# SUPPORTING YOUTH HUNGER ACROSS SAN DIEGO COUNTY

Before COVID-19, one in six children faced hunger in San Diego County. Now the need has surged by an estimated 50 percent. With the disruption to education and the unprecedented levels of unemployment that have ensued since mid-March, youth are increasingly affected by hunger.

One of the many ways Feeding San Diego is supporting youth hunger across San Diego County is through 25 youth meal sites, where children receive two free meals daily. Feeding San Diego fully adapted its operations to follow San Diego County health guidelines, and these sites operate as drive through pick-ups, with meals served on a first come, first serve basis to be taken home for consumption.

Feeding San Diego also provides meals to youth and their families through an additional 25 school pantries in partnership with local school districts. At these distributions, families receive produce and dry goods twice monthly.

This fall, Feeding San Diego will continue to support youth in need through all of our programs and hundreds of distributions throughout San Diego County.



## FY20 BY THE NUMBERS

Between July 1, 2019 and June 30, 2020, your support helped achieve the following impact:



## PARTNER SPOTLIGHT

### “OUR NEED IS RISING” - JULIE ATHERTON, MOUNTAIN HEALTH

Every other Saturday morning, Julie Atherton braves the blistering Campo temperatures to march up and down Feeding San Diego’s mobile pantry and help her fellow community members get the food they need. For over ten years, Julie has been instrumental in supervising food distributions in Campo. She is the Outreach Specialist at Mountain Health Community Center, a Feeding San Diego partner.

Located in rural east county, Campo is nearly 50 miles away from the San Diego city center. Julie explained that many residents live in extreme poverty and often feel neglected, “Most of the stores around here are liquor stores that have minimal grocery items. Since we don’t have access to fresh produce, people who come to this distribution really appreciate the fruits and vegetables. I’ve heard so many powerful stories about how this mobile pantry has helped the people here, and now that we’re going through this pandemic, those stories have only increased.”

As a 62-year-old cancer survivor, Julie has been advised by her doctor to limit sun exposure, but because she feels so strongly about giving back to the community, she persists. “I am out here doing this because I believe in this program.



**“Our need is rising. I’ve had numerous people tell me how important this distribution is to them because they haven’t gone back to work yet.”**

A lot of my community members supported me when I needed help - I was a single mom when I was diagnosed with cancer and they started a fundraiser for me. The community partnership that we have out here is amazing. When something goes wrong, everybody is in it together. It’s amazing. I know people who completely rely on the mobile pantry, this is where they get their food from. They either don’t have disposable income or fall under the poverty level. I appreciate what Feeding San Diego does for the community here. We really couldn’t do without this food distribution.”

## CLIENT SPOTLIGHT

### “SOME MONTHS WE’RE JUST MAKING ENOUGH FOR GAS AND RENT” - MARY ALICIA

Mary Alicia felt good about her new life when her family arrived in San Diego from Alabama, but the pandemic quickly changed things. She was living with her fiancé and nine-year-old son when their landlord suddenly notified them that they needed to move. Her ongoing health issues required her to have surgery, leaving her out of work with two young children at home. Between finding an affordable place to live, recovering from surgery and caring for her children, Mary struggled to find the time and money to purchase nutritious food for her family. When she moved out to Campo after being displaced, finding food was even more challenging, with the nearest major city a substantial drive away and gas a limited resource. Mary shared that Feeding San Diego’s mobile food pantry, in partnership with Mountain Health Community Center, has made all the difference in her and her family’s lives.

“Some months we’re just making enough for gas and rent, and it leaves us with very little money to buy food. With the kids being home full-time, it changed things,” she said. “It’s made a huge difference in making sure that my family eats more balanced meals.”



### “I HAVE SEEN PEOPLE GET BETTER, LIVE LONGER LIVES” - MARY



Sixty-two year old Mary and her husband brave the soaring temperatures to visit Feeding San Diego’s drive-through mobile pantry distribution in Campo every other week.

Despite a broken air-conditioner in the car, Mary couldn’t afford to miss coming to the distribution, “My husband and I are on food stamps; we are managing on social security, but it’s very hard for us to make ends meet. This program helps us get vegetables, fresh fruits, and things that are luxurious to buy in the stores. We have explored foods that we probably wouldn’t have bought. Some things that we just don’t buy are here and we eat healthier now. I have seen people get better, live longer lives because they have fresh foods to eat. Thank you for everything you’ve done for us.”

# THANK YOU

## Feeding San Diego extends our thanks to generous supporters who made gifts of \$2,500 or more, from October 1, 2019 through June 30, 2020

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## ON THE GO

GREETINGS FROM WHEELZ & THE NUCREW

Sweet notes like this remind us that one is never too young to give and help others in need.

Hi

I live in San Diego CA. I was given the opportunity to donate to any charity I want. I chose this charity because I wanted to give to kids like me, I wanted to give to kids that are less fortunate than I am.

Please accept this \$50

Sincerely

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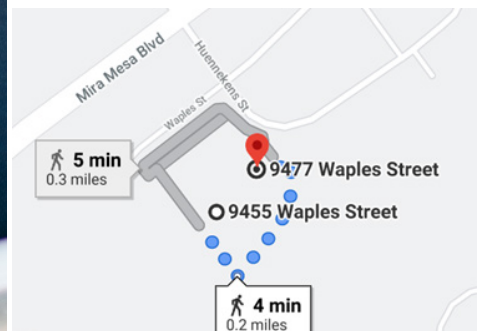
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AND SEE WHAT  
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Stay connected @FeedingSanDiego

