

# NewsFeed



## “THANK YOU TO ALL INVOLVED. I WILL DEFINITELY PAY IT FORWARD.”

During February, the month of love, Feeding San Diego launched a campaign called *Spread Love San Diego* to support those in need while inspiring hope in a time of crisis.

Over the last decade, the local hospitality industry generously supported Feeding San Diego. Now it's our turn to help. Prior to COVID-19, the hospitality industry accounted for one in eight jobs across San Diego County. Now, due to the pandemic, almost 40 percent of the industry find themselves unemployed.

A major focus of *Spread Love San Diego* was a series of dedicated distributions for members of the hospitality industry. Each Monday throughout the month of February, Feeding San Diego hosted drive-through food distributions at Pechanga Arena San Diego, for members of the hospitality industry who are out of work or working reduced hours and in need of nutritious food. Over the month, more than 3,200 households were supplied with more than 160,000 pounds of dry goods, fresh produce, and a frozen meat protein.

“Thank you so much for providing food to our industry and truly spreading the love,” said one recipient. “It goes such a long way to helping out financially and emotionally and is greatly appreciated!” Another person said, “Thank you to all involved. I will definitely pay it forward.”

We are so grateful to our sponsors ESET and Power Plus Productions for helping to spread love. We couldn't do it without the community coming together to help those that need us now more than ever. Special thanks to the San Diego Tourism Authority, the San Diego Chapter of the California Restaurant Association, and Pechanga Arena San Diego for helping make these distributions possible.

ESET also spread love by generously matching all donations made during the month, up to \$20,000.



## LETTER FROM THE CEO

The pandemic has reminded us that our lives are more intertwined than we realize. We rise together and we fall together. There is an interconnectedness that binds us.

Here in San Diego County, the pandemic has exacerbated the hunger crisis. The need for food assistance has surged by at least 50 percent. Thousands of people are living on the brink of hunger, many for the first time. People who were gainfully employed a year ago are now struggling to feed themselves and their families.

Asking for help isn't easy, but very few people go through life without needing a helping hand at some point. I know, because it happened to me. Early in my career, I found myself out of money, out of prospects, and living in my car. It was a humbling experience, and one I will never forget. I was grateful there were people who were willing to help. Since then, I've made it a lifelong commitment to pay it forward, which has enriched my life immensely.

Thanks to your support, we are able to be there for people in our community who need us, now more than ever. Because of you, Feeding San Diego is here to support those impacted by this unprecedented crisis.

We are committed to all effective strategies to feed those in need as long as we can. Please give what you can, if you can, and help us destigmatize the myth that asking for help is a weakness. The fact is, it takes courage to ask for help and it's the first step in enabling change.

Together, we are feeding San Diego.

With gratitude,



Dan Shea  
CEO, Feeding San Diego



## THANK YOU FOR WHAT YOU MADE POSSIBLE IN 2020!

Despite the challenges that 2020 brought, you inspired us, showed the power of unity, and were a tremendous source of hope for people in need of food assistance.

Looking back on the last year, you helped:

- Provide 26.6 million meals between March and December, an average of 700,000 more meals each month over the same time period last year.
- Enable us to purchase more food than ever before in order to keep up with the rise in need for food assistance across San Diego County.

- Provide thousands of critical volunteer hours, to glean and pack nutritious food in order to get it out into the community.



Because of you, people facing hunger have access to nutritious meals, they know their lives matter, and there is hope.

We are in this together.

Thank you from all of us at Feeding San Diego.

Join us for our next **UNITE: Stakeholder Call** on Tuesday, April 20, at 1 PM.



Register at [feedingsandiego.org/unite-stakeholder-call-series](https://feedingsandiego.org/unite-stakeholder-call-series).

## PARTNER SPOTLIGHT

### JEFF ADOPTS RETAIL RESCUE TO FEED THE MOST VULNERABLE POPULATIONS IN SAN DIEGO COUNTY

For the past year and a half, Jeff Gordan and the Community Research Foundation (CRF) have been rescuing food and other essentials from retailers across San Diego County. With the help of Feeding San Diego, Jeff rescues items that would otherwise go to waste and gets them into the hands of those who need them most.

Over the past ten months, Jeff has distributed over 60,000 pounds of food across the county. Since the COVID-19 pandemic struck, Jeff has gone above and beyond to extend help to San Diegans facing a severe shortage of food and essential supplies. "Anytime I show up with boxes of food for the homeless population, there is always someone that I don't know willing to come up and help me. Recipients are very grateful and always say, 'God bless you!'"

Stressing on the significance of this partnership, Jeff says, "Both our organizations have knowledge about vulnerable communities and their needs. Feeding San Diego has great connections with many retailers for food rescue and CRF has the expertise and capacity to reach out to these communities to try and meet their basic needs, it's a good fit and has been an extremely valuable partnership."



"While there are many programs out there to help the homeless population, there aren't as many programs for people who are working but still need help." When asked how others can join the movement, Jeff says, "Contact Feeding San Diego! Complete your food handlers training and get your certificate. Then ask Feeding San Diego to connect you to their retail rescue network. You can even go to the distributions they organize throughout the community where you can pick up food for anyone who needs it."

Thank you, Jeff, for your relentless efforts in keeping our community safe and healthy during these unprecedented times.

## CAMPAIGN SPOTLIGHT

### GIFT A MEAL TO SOMEONE FACING HUNGER

The impact of the coronavirus pandemic has been devastating to restaurants across San Diego County. Sadly, many have had to close, and those that remain are fighting to stay afloat and to keep their staff employed.

Feeding San Diego's *Gift a Meal* initiative enables customers to support their favorite restaurants while also helping to feed people in our community facing hunger.

Here's how it works:

- Go to [spreadlovesandiego/giftameal](https://spreadlovesandiego/giftameal) and select a participating restaurant.
- Order your favorites and add the "\$15 *Gift a Meal*" item from the menu too!
- Once the restaurant receives five meal donations or more, they will make meals of their choosing, and alert Feeding San Diego to arrange pick-up.
- We will pick up the meal and get it to a person in San Diego County facing hunger.

It's that easy!

"My Girl Scout troop #4978 really wants to help those facing hunger in San Diego for our Bronze



Girl Scout Troop #4978

Award project. My parents own restaurants in San Diego, and I know that most local restaurant owners and their employees need help right now. Asking our community to order meals from restaurants and then giving them to people who are facing hunger seems like a great way for everyone to help each other.

"I am proud that Feeding San Diego agrees, and I am grateful for their hard work to make this idea happen. Our troop is very excited to help communicate this idea to local restaurants and community members. Let's Spread Love San Diego!" shares Lily Piehl, age 10.

## AMBASSADOR SPOTLIGHT

### PRO ATHLETE TONY HAWK WINS \$173,800 FOR FEEDING SAN DIEGO

On the premiere of *Celebrity Wheel of Fortune* in January, professional skateboarder Tony Hawk not only selected Feeding San Diego as his charity to play for, but won \$173,800 for us!

"We are grateful to Tony Hawk for choosing us to receive this incredible donation that will help so many in need right now," noted Dan Shea, CEO of Feeding San Diego. "This significant donation will provide a huge number of meals to families and children facing hunger, whose futures remain uncertain because of the pandemic."

Hosted by Pat Sajak and Vanna White, *Celebrity Wheel of Fortune* features celebrity contestants who spin the wheel and solve word puzzles for a chance to win up to one million dollars for charity. Hawk, a longtime supporter of Feeding San Diego, was one of the first guests on the show, alongside comedian Leslie Jones and



actress Chandra Wilson. He used his turn to swiftly raise much-needed funds by solving a variety of word puzzles. In fact, it was the phrase "Fried Calamari" that earned him \$100,000, toward the end of the game. Now that's an epic ride.

# THANK YOU

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

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California Department of Social Services  
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### **\$500,000-\$999,999**

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### **\$250,000-\$499,999**

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### **\$100,000-\$249,999**

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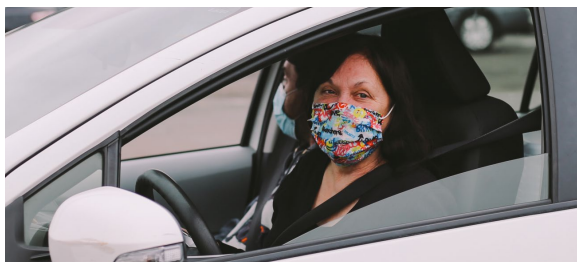
## CLIENT SPOTLIGHTS

### “COMING TO THIS DISTRIBUTION IS SO HELPFUL. THANK YOU” - GUILLERMINA

“There are eight in my household. I come to this distribution for my kids. It would be difficult to afford food for my family without this distribution. My husband is retired and collects disability, but it isn't enough. Our two kids who were working got laid off because of the pandemic. Food is so expensive, we just have enough for basic necessities. Coming to this distribution is so helpful. Thank you. Thank you for donating your time and money and expecting nothing in return.”



### “THANK YOU FOR DOING THIS DISTRIBUTION FOR US” - LESLIE



“I used to work at the Hyatt hotel, the San Diego Convention Center, and the Omni hotel. But there has been no work since March last year. Thank you for doing this distribution for us. My two sons also got furloughed from their jobs. We are just trying to get by. This is my second time at a Feeding San Diego distribution. Thank you for everything. We are crossing our fingers for a better future.”

### “THIS IS A BLESSING TO HAVE THIS HELP” - GASALVA

“There are four people in my household. This has been a great help, whether I get apples or lemons, it's very helpful. This is a blessing to have this help. This pandemic has taught me to be proactive, rationing food, planning, and budgeting. Even if I just have \$20 after attending this distribution, I know that money can go towards other necessities like rent or medical bills. Living a stressful life is not living at all. I'm very grateful for this, may God continue to give your volunteers and supporters strength to help those in need.”





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LOOK INSIDE  
AND SEE WHAT  
YOU HELPED  
ACCOMPLISH!



# THANK YOU TO OUR VOLUNTEERS!

Feeding San Diego is so grateful for all of our incredible volunteers. You have been instrumental in our expansion of services and modified packing and distribution measures to maintain safety amidst the COVID-19 pandemic. Your resilience and dedication to serving and giving back to your community are inspiring. Thanks to you, thousands of children, families, and seniors have access to nutritious food, packed and delivered with love.

Thank you for all you do - we couldn't do this without you.

**“The best way to find yourself is to lose yourself in the service of others.”**

- Mahatma Gandhi



Stay connected @FeedingSanDiego

