

# NewsFeed



## “WE STILL HAVEN’T RECOVERED FROM THE FINANCIAL SETBACKS SO THIS DISTRIBUTION IS VERY HELPFUL.” - AIDA

In March, Feeding San Diego officially launched the Together Tour, a series of large-scale drive-through food distributions in regions of San Diego County where the meal gap is most acute. Our goal is to make access to fresh, nutritious food convenient and consistent for anyone in need of assistance while they get back on their feet. While we host hundreds of distributions throughout the county every month, we saw an increase in need and implemented additional distributions to help those still recovering from the effects of the pandemic.

The large-scale distributions can serve up to 1,400 households and are contactless. Volunteers place approximately 50 pounds of food in the trunk of attendees’ cars, including fresh produce, dry goods, and a frozen meat protein. Our first-ever large-scale distribution happened in April 2020 at the former SDCCU Stadium. It was the height of the pandemic, and the line of cars told the story of the increase in need that happened quite literally overnight. While we enter into the recovery phase, which economists predict could be up to five years for the hardest hit industries in San Diego County, Feeding San Diego is committed to providing for our community.

We spoke to a number of people who came through and heard firsthand how the need for food assistance is still great. One recipient told us, “I’m not working, and I have to be home to take care of the kids. This will help provide food in our home. My kids love fruits and vegetables: apples and broccoli. I’ll keep coming to these distributions, it’s a lot of help. You’re helping me and many other families.”

We are thankful to our current site partners – California State University San Marcos, Pechanga Arena San Diego, Southwestern College, and The Shoppes at Carlsbad – for providing the space to help so many people.



| 2 By The Numbers and Letter from the CEO

| 3 Campaign and Sustainability Spotlights

| 4 Partner and Video Spotlights

| 5 Client Spotlight

| 6 Volunteer Spotlight and Wheelz & The NuCrew

| 7 Thank You to Our Donors

## TOGETHER TOUR BY THE NUMBERS (AS OF APRIL 30, 2021)



14

Large-scale distributions since February 2021



220

Volunteers donated time



1,468

Hours worked by volunteers



SIX

Sites across the county



California State University San Marcos  
LEGOLAND® California Resort  
North Island Credit Union Amphitheatre  
Pechanga Arena San Diego  
Southwestern College  
The Shoppes at Carlsbad



39,547

People served



585,550

Pounds of food distributed



ONE

Dancing LEGO character



11,711

Cars drove through

## LETTER FROM THE CEO

Hello Friends,

As summer approaches and with the one-year anniversary of the pandemic behind us, there is optimism in the air. But for many, the pandemic is still at the forefront of their thoughts. I am one of those people. As much as we would all like to move forward, it's important to acknowledge that the pandemic made existing socio-economic problems worse for many of the communities we serve. Feeding San Diego is here to help.

We are now fully immersed in recovery mode and continue to strive to help those still struggling from the fallout caused by the pandemic, as well as those who have long relied on our services like seniors, students, veterans and military families. I use the word recovery lightly because we cannot ignore the fact that unemployment remains high and the cost of living in San Diego continues to rise. Our work was vital in the community before the pandemic, and will continue to be long after we fully recover. There will always be someone who is struggling, and we will always be there for them. Asking for help is a strength, not a weakness.

Our team is committed to connecting those in our community with nutritious food, in "normal" times and in crisis. As we all work together to get back to normal, we are thankful to our stakeholders who make our work possible every day. To our volunteers, partners, staff, board of directors, and donors: thank you!

Since our last newsletter, we've worked to accomplish some great things that we'll share with you in the subsequent pages. Personally, it was an honor to connect Feeding San Diego with two local organizations whose work is immensely important, the Lucky Duck Foundation and The Salvation Army. Together, we're creating jobs for people experiencing homelessness and showing them that life has purpose when you have the support you need.

We're in this together.

With gratitude,

Dan Shea  
CEO, Feeding San Diego

## CAMPAIGN SPOTLIGHT

### GIVING KIDS THE FUEL THEY NEED TO THRIVE

The month of June signals the start of Feeding San Diego's annual *Fuel for Summer* campaign, which supports our programs dedicated to feeding kids across San Diego County during the summer months and beyond. Children across San Diego County need access to nutritious food to grow and thrive year-round, even if school is not in session. With the disruption to education caused by the pandemic, there are many children who have been struggling for over a year because of the lack of stability that schools typically provide.

Every summer, our programs ensure kids have the 'fuel' they need to have a healthy and productive summer before they return to campus in the fall. This summer, we will operate over 15 youth meal sites where food is distributed to families in need. These sites are at recreation centers, apartment complexes, YMCA locations around the county and at other non-profits serving youth. We will also continue our partnership with local school districts to keep our school pantries up and running, in addition to providing hundreds of community distributions throughout the county to reach as many families as possible who



need food assistance during the summer months.

The *Fuel for Summer* fundraising campaign will help raise critical funds to support these programs. Thank you to our sponsors of this campaign, including Ford Motor Company, Telos Capital Management, Wells Fargo, and California Bank & Trust.

Join our passionate community of monthly donors dedicated to ending hunger through food rescue.



Your monthly donation of any size can help people facing hunger all year long. **You have the power to Feed 365!**

## SUSTAINABILITY SPOTLIGHT

### CHAMPIONING CHANGE

"Hunger in itself is a real distribution problem. It's not the production, it's really the distribution."  
- Bettina Hausmann, President and Chair of the San Diego Chapter of the United Nations Association.

Feeding San Diego's commitment to ending hunger through food rescue has earned it recognition from the United Nations Association of San Diego, our local chapter of the UN whose advocacy efforts focus on translating the big, global concepts of the United Nations into a local context.

According to the Environmental Protection Agency's Food Recovery Hierarchy, feeding people facing hunger is the second most preferred option after source reduction when it comes to preventing and diverting food waste.

The UNASD has given us the distinct honor of being its first Sustainable Development Goals (SDGs) Champion and created a seal to recognize this honor for meeting four of the 17 Sustainable Development Goals: zero hunger (SDG2), responsible consumption and production (SDG12) climate action (SDG13), and partnerships (SDG17).

The seal also establishes Feeding San Diego as a local partner of UNA San Diego in its commitment.



## PARTNER SPOTLIGHT

### PROVIDING A FRESH START WHILE FIGHTING FOOD WASTE

Good things can happen when people work together. Our partner the Lucky Duck Foundation believes that working together to share and maximize resources is critical when addressing homelessness, and we agree. In partnership with the Lucky Duck Foundation and The Salvation Army, we have created a new opportunity for people experiencing homelessness.

With funding from The Lucky Duck Foundation's regional employment and job training program, The Salvation Army now employs residents of its shelter as drivers to operate eight different Feeding San Diego routes to rescue approximately 30,000 pounds of food per month. The food is rescued from numerous grocery stores including Costco and Smart & Final, as well as Starbucks and Amazon warehouses. Since its inception in 2020, the program has rescued more than 230,000 pounds of food that otherwise would have ended up in the landfill, and redistributed it to those in need, including individuals experiencing homelessness. The food is often distributed to residents at The Salvation Army's shelter.

One of those residents is Emiliano, who spent part of his teen life on the street, addicted to heroin. By his early 20s, he had been in and out of prison multiple times. His last time in the courtroom, the



judge sent him to The Salvation Army's drug and alcohol rehabilitation program. Once he finished it, he was offered a job as a driver and found a new purpose in life thanks to this opportunity.

"I always had a will of wanting to help people, but I never had a means of doing it," he said. "This is truly a second chance at everything in life. This is a chance to be there for people, to be present for them. These are things that I never could have imagined possible."

This interconnected network of charitable organizations has allowed people to help other people, which then creates a chain reaction of assistance at all levels.

## VIDEO SPOTLIGHT

### A JOB WELL DONE INSPIRES HEARTWARMING TRIBUTE VIDEO



**"You're doing a good job  
Don't get too down  
The world needs you now  
Know that you matter"**

In March, we released a heartfelt tribute video featuring One Voice Children's Choir to honor the countless Feeding San Diego supporters who helped make our tremendous pandemic response efforts possible.

The song, "Good Job" by Alicia Keys, was chosen because we would like to say "Good Job" to all our volunteers, donors, community partners and staff for uniting around our mission to end hunger in San Diego County. Check it out if you haven't already.

It was an honor to work with this incredibly talented choir, comprised of children between the ages of four through eighteen, to commemorate the one-year anniversary.

We think you'll agree that the children's voices are incredibly powerful and do an amazing job of delivering the message.

## CLIENT SPOTLIGHT

### “WE WERE SURPRISED AT FIRST WHEN WE FOUND ABOUT THESE FREE DISTRIBUTIONS.” - ADRIANNA



“I work at a hotel and HR told us about this distribution. I called my mom and told her to visit a distribution closer to her home. Although we have been lucky not to get sick during the pandemic, it’s been hard on us. My ten-year-old daughter is the only child in the family so she really misses interacting with her friends and teachers.

I am a massage therapist and I could not work for several months last year. And even though they have opened the massage center this February, I haven’t been called in to work yet.

My mom has been very happy with the produce she receives at the distribution. She loves to cook healthy dishes with it. Thank you so much! We are very happy and thankful.”

### “WE GET THINGS WE DON’T HAVE TO BUY ANYMORE; IT HELPS FINANCIALLY.” - JERRY

“There are just the two of us - me and my wife. My wife is telling everyone on the phone about this distribution! She wants to make sure people don’t forget.

“We like everything we get here. I like the apples, oranges, crackers, spaghetti, and noodles we get here. This helps a lot, especially when they have milk. We get things we don’t have to buy any more; it helps financially. That’s the whole point - helping. You will get something, you won’t go hungry.”



### “IT MAKES US VERY HAPPY THAT THERE ARE PEOPLE WHO ARE HELPING US THROUGH THESE DIFFICULT TIMES.” - AIDA



“I found out about this distribution through Facebook and this is my first time at a Feeding San Diego distribution. I am here with my friend and we are so excited to be here. What you are doing here is amazing. It’s helping our families a lot.

“There are six members in my family. I have two daughters and two sons. We have all been struggling this past year because of the pandemic. My husband did not get work every day like he used to. We still haven’t recovered from the financial setbacks, so this distribution is very helpful. We really appreciate it. Thank you.”

## VOLUNTEER SPOTLIGHT

### WE GET WHAT WE GIVE

On our new website, we are proud to celebrate our amazing volunteers! We had the chance to speak to a handful of volunteers about their journeys and what civic service means to them. You can read all the stories on our Feed Change blog, and we're pleased to share volunteer Audrey Gipson's story below. Audrey volunteered 200 hours in FY20 and has played a vital role in our pandemic response efforts.

**Q: When did you start volunteering with Feeding San Diego?**

A: I started in March 2020 when the pandemic policies were put in place. I was part of the Community Emergency Response Team for the City of San Diego, and they needed volunteers. After CERT had focused their attention on other emergencies, I stayed on. I loved the people I worked with, and I really wanted to help my community.

**Q: Can you share the most meaningful moment that has happened to you while volunteering?**

A: The most touching moment for me is at the distribution sites when people who receive the



food thank you and bless you for all the work and volunteering. It makes every day of volunteering worthwhile.

**Q: Why should others volunteer?**

A: Service to your community. Making sure that others are able to eat. One or a few volunteer hours make a huge difference. You can tell when people and children at distribution sites receive their food. This community is grateful for what we do and that makes me want to help more.

## CALLING ALL KIDDOS! LET'S COLOR.

We've made our buds Wheelz & the NuCrew into a coloring page for our youngest advocates to create works of art.

Share on social media with the hashtag [#ShowMeYourWheelz](#) for the chance to be featured.



Wheelz & the NuCrew

# THANK YOU

Feeding San Diego extends our thanks to generous supporters who made gifts of \$2,500 or more from January through March 2021.

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Our website has a new look! Whether you are looking to give help or get help, we hope you will find the site easy to navigate. Take a look and you will discover so much more about us and why the work we do matters: [feedingsandiego.org](https://www.feedingsandiego.org).

The new site houses our Feed Change blog, outlines all our initiatives and annual campaigns, gives the most up-to-date information about our impact in the community, and has all the information you need to get involved with our cause.



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