

NewsFeed

ENDING HUNGER THROUGH FOOD RESCUE



HUNGER ACTION HEROES

In 2021, 53 million people in the United States turned to hunger relief organizations like Feeding San Diego for food assistance. Meanwhile, 35% of all food produced is wasted every year — almost 90 billion meals' worth of food annually.

Feeding San Diego is the leading hunger relief and food rescue organization in San Diego County. Its mission is to end hunger through food rescue. The organization works with food donors like grocery stores, farms, hotels, and restaurants to rescue high-quality food that would otherwise go to waste and go to those facing hunger.

What is a Hunger Action Hero?

The Comic-Con San Diego Hero Art Collection invites students in San Diego to submit their own Hunger Action Hero designs. The winners, through food rescue and Demeter are featured as submissions as part of the community.

These heroes rally around those who help with food and celebrate those who can be a Hunger Hero too!

Take Action! #HungerAction



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The incredible story of two local students and their *Hunger Action Heroes!*



Make a Difference Every Day of the Year



You have the power to provide life changing nutritious meals all year long by joining the Feed 365 community of monthly donors.

\$15 a month can provide a meal a day to help military families like Leo's.



JOIN THE COMMUNITY

feedingsandiego.org/feed-365

Fueling San Diego County Kids

SUMMER MEALS PROGRAMMING GIVES KIDS THE FUEL FOR SUMMER

Did you know that almost 50% of San Diego County students are at risk of losing access to nutritious meals in the summer months? There are nearly 500,000 K-12 students in San Diego County, and over 240,000 of those students rely on free or reduced-price meals while in school.¹ Feeding San Diego's summer meal programs provide the food needed to play, jump, and grow — the fuel for summer!

This summer, thanks to support from stakeholders like you, Feeding San Diego provided meals for kids at 22 sites across San Diego County and hosted food distributions at San Diego County libraries. Our youth meals team worked with library staff to prioritize rural and high-need communities and worked with recreation centers and other non-profits to establish distribution sites across the county.

We also welcomed local Olympic skateboarder and Feeding San Diego ambassador Bryce Wettstein to Memorial Recreation Center in Logan Heights to kick off the summer and show kids some of her skills!



¹ According to data from the California Department of Education.



Pictured: Olympic skateboarder Bryce Wettstein with students at Memorial Recreation Center in Logan Heights.

A Message From Our CEO

Dear Friends of Feeding San Diego,

While this is certainly not the year we expected when we set out to celebrate our 15-year anniversary, we recognize that even during dark times, there is light. As we continue through the year, this milestone is recognized amidst ongoing upheaval and challenges that continue to test communities and countries around the world: inflation, war, pandemics, extreme weather, economic uncertainty, the list of hardships goes on. At Feeding San Diego, we see the light in the faces of those we serve. When their need for nutritious meals is met at food distributions across the county, there is a brighter outlook for the future.

The light can also be found in new opportunities. Seeing the local students' joyous reactions to winning our Hunger Action Hero Art Contest is, quite simply, incredible. To be so young and to have your artwork displayed in a museum is not something every kid gets to experience. We are thankful to Aiden and Sirena for participating in our contest and congratulate them on having their Hunger Action Heroes, Hunger Halter and Demeter, debuted to the world during San Diego Comic-Con® this past July (read their full story on pages 3-4).

We now have the opportunity to meet more of our neighbors at the Feeding San Diego Marketplace, a new program that is helping provide food to those in Sorrento Valley and surrounding areas. The Marketplace is located at Feeding San Diego's headquarters and prioritizes client choice and convenience. By allowing people to choose their groceries, order ahead, and pick them up at a time that is convenient for them, we can provide a better experience for those who need access to food assistance.



HELPS PROVIDE



September is Hunger Action Month and we are calling on the public to help us Cross Out Hunger. Whether you start a fundraiser, make a donation, or come in to volunteer, we are grateful to you for helping us end hunger through food rescue.



With gratitude,

DAN SHEA
CEO

KEEPING UP WITH OUR GOOD NEIGHBORS

The Good Neighbors program recognizes companies and community groups that help end hunger through food rescue with an annual contribution of \$2,500 or more.



CoreGiving is a fellow non-profit that supports Feeding San Diego with its "DOLLARS HOURS MEALS" program. A partner since 2001, CoreGiving helps fight hunger one DOLLAR, one HOUR, and one MEAL at a time.



Target has supported Feeding San Diego since 2010 by providing grant opportunities and financial support. They even included Feeding San Diego in the Target Circle annual campaign last fall!



Recently, Cox Charities awarded Feeding San Diego a grant to support the Feeding Heroes program, which provides food assistance to military families and veterans. In addition to grants and employee giving programs, staff also volunteer at our distribution center to give back.

Become a Good Neighbor! Email Frances Burnett, Senior Manager of Corporate Partnerships at fburnett@feedingsandiego.org.

GIVE FUNDS. GIVE TIME. GIVE VOICE.

Visit feedingsandiego.org or call 858.452.3663 to get involved.

Hunger Action Heroes, Assemble!

TWO LOCAL STUDENTS NAMED WINNERS OF THE HUNGER ACTION HERO ART CONTEST

Every comic book fan dreams of having their heroes step off the page and into reality. For two talented young artists, this dream has been realized.

14-year-old Aiden Prior of Encinitas and 17-year-old Sirena Ascencio of Chula Vista are the winners of our Hunger Action Hero Art Contest, a first of its kind collaboration with the Comic-Con® Museum. The heroes Aiden and Sirena ideated and illustrated, Hunger Halter and Demeter, have been brought to life by a renowned costume designer, made their debut to the world during the 52nd annual San Diego Comic-Con®, and are now on display at the Comic-Con® Museum through the end of the year!

Aiden and Sirena were two of almost 300 students that entered the contest. K-12 students from around San Diego County were invited to create a Hunger Action Hero who rescues food before it goes to waste and helps provide nutritious food to community members facing hunger. There was one requirement: use Feeding San Diego's Cross Out Hunger logo in the design as an emblem of fighting hunger. The goal of the contest was to inspire the next generation of hunger relief and food rescue advocates, while rallying the community around those in need of food assistance. Even superheroes need help sometimes!



Pictured from left to right: Aiden, Hunger Halter, Allan Lavigne, Demeter, and Sirena at a Comic-Con® Museum event.

Each winner has a unique story. Sirena designed Demeter to represent an Afro-Asian woman to make sure people of color can see themselves in her hero. Aiden almost didn't enter, because in the past he's faced bullying because he is autistic. Now that he's won, he has a message: "Don't let people tell you that you can't do anything."

“
Don't let people tell
you that you can't
do anything.”

Keep your eye out for Hunger Halter and Demeter in future Feeding San Diego campaigns to educate youth on the importance of hunger relief and food rescue in San Diego County.



Hunger Halter

BY AIDEN
Age 14
Encinitas, CA

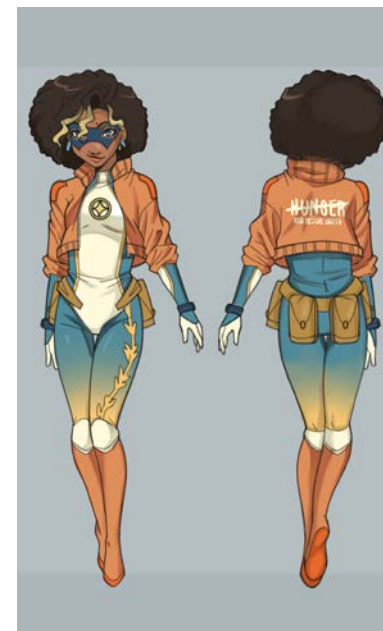
Hunger Halter experienced hunger as a young boy and set out to prevent anyone else from experiencing the same thing. Born with his powers, Hunger Halter would lose them if he didn't have a full stomach. One day, he walked by a community center handing out food and was able to strengthen his powers with the nourishing food he needed. One day, he woke up with two new superpowers, super speed and senses, and started traveling the world to gather items for those in need. He gathers and distributes all types of food and drinks, fresh, canned, and any unwanted food, before it goes to waste.



Demeter

BY SIRENA
Age 17
Chula Vista, CA

Demeter is Julie Anders, whose day job is working as a news reporter. The character is based on Greek mythology — Demeter is the goddess of harvest and agriculture. Demeter can accelerate the growth of crops and rejuvenate them if they are diseased. In her day job, Julie reported on increasing famine and hunger, and she wanted to help. Demeter was appointed by the 7 Provisions, a council of heroes related to the wellbeing of humankind. The council appointed her and provided her with a motorcycle that travels at the speed of light, allowing her to travel around the globe to help those facing hunger.



Initially, there was only supposed to be one winner, but costume designer Allan Lavigne decided to bring the first and second place winners to life. Lavigne is the studio head of The Bronze Armory Studios and has created costumes for legendary comic book films including "Iron Man" and "Captain America." In addition to Lavigne bringing their heroes to life, these talented young artists also each won four passes to San Diego Comic-Con®.

FEEDING
SAN DIEGO

HUNGER

FEED. RESCUE. UNITE.

You Can Be a
Hunger Action Hero!

September is Hunger Action Month. Cross out hunger by starting a fundraiser or making a donation. Anyone who donates \$50 or more to this campaign will be entered to win one of three exciting prizes!

TAKE ACTION

crossouthunger.org





Pictured from left to right: Feeding San Diego Founder and Board Chair Gwendolyn Sontheim, Feeding San Diego Chief Strategy Officer Bob Kamensky, Feeding San Diego food recipient Lisa, and San Diego Mayor Todd Gloria.

300 Million Meals and Counting

Back in May, Mayor Todd Gloria stopped by Feeding San Diego to proclaim May 22, 2022 as “Feeding San Diego’s 15th Anniversary Day.” It was a memorable morning and a reminder to keep going, even when times are challenging.

“Your generous support in showing someone cares during the worst of times is inspiring, makes people feel valued, and gives hope. We should not lose sight of that message,” said Feeding San Diego’s Founder and Board Chair, Gwendolyn Sontheim.

Our mission isn't possible without you.



GET INVOLVED

feedingsandiego.org

No-Cost Shopping for the Community

THE FEEDING SAN DIEGO MARKETPLACE IS UP AND RUNNING

200 square feet isn’t much space, but it is enough to fill with fresh produce, canned goods, pantry staples, and even frozen protein for people who need it. Feeding San Diego has created the Marketplace, a pocket-sized grocery store that provides no-cost nutritious groceries for people in need in the Sorrento Valley area, including nearby Mira Mesa. Neighbors that live in the area are thankful that it’s here.

“It is helping people out that need food. There are actually a lot of people, more and more, coming here,” said John, who lives in Mira Mesa and has been coming to the marketplace on a weekly basis. “We’re not starving, but it really helps out so I can eat fruits and vegetables. Without this, it would be pretty tough. Especially with inflation.”



Without this, it would be pretty tough. Especially with inflation.



John is retired from the Navy and has a number of health issues from an injury that make daily tasks difficult. He lives on a fixed income, made up of his military retirement and disability. He rents a room in a house nearby, and recently his son and his family — including two grandkids — moved in while they save up to try to buy their own house. He likes to pick up food for his grandkids to make sure they are eating their fruits and vegetables. John and his family show that small programs can make a big difference in people’s lives.

A huge thank you to the Aqualia International Foundation LTD for its generous donation that made the Feeding San Diego Marketplace possible!



Pictured: John at the Feeding San Diego Marketplace.

Food Rescue in Action

With soaring inflation, food donations are needed more than ever. Thankfully, Bimbo Bakeries USA is a generous food donor who is making it possible for people who attend our distributions to enjoy fresh baked bread, from sliced sourdough to hamburger buns.

This fiscal year, the cost of purchased food is up 20 percent. While our organization has long relied on food donations, they are more critical than ever to help keep costs down and provide a wide variety of goods to those we serve.

Bimbo Bakeries USA works with Feeding America nationally and Feeding San Diego benefits locally, with deliveries coming to the distribution center once a week. Not only are they helping to feed the San Diego community, they are also helping to keep food out of the landfill!



Pictured: Feeding San Diego Volunteer Project Lead Jasmin, with the Bimbo Bakeries USA donation at Feeding San Diego’s volunteer center.

Thank You

TO OUR GENEROUS DONORS WHO GAVE \$2,500 OR MORE BETWEEN JANUARY 1, 2022 AND JUNE 30, 2022.

\$100,000 and above

Bentivoglio Family Foundation
California Department of Social Services
County of San Diego
Feeding America
The Benevity Community Impact Fund

\$50,000-\$99,999

County of San Diego District 2
CVS Health
Jersey Mike’s Subs
San Marcos COVID-19 Community Grants Program Fund
Raytheon Technologies
SOLV Energy
The Parker Foundation
The San Diego Foundation
Anonymous (9)

\$25,000-\$49,999

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City of Oceanside
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Costco
Crocs
David C. Copley Foundation
GoMacro
Henry L. Guenther Foundation
The Hervey Family Fund
Johanna Unger
Craft-DeMeules Family Fund
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Allison and Robert Price Family Foundation
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Cynthia Freid
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Halozyme
Intercontinental Coffee Trading
Nordstrom Cares
PIMCO
Price Waterhouse Coopers
Qualcomm Foundation
ReaderLink
Sempra Employee Giving Network

Sempra Energy Foundation
Seth Sprague Educational and Charitable Foundation
Susan Ehrhardt
The Bravo Foundation
The Karney Flaster Family Foundation
The Meyer Charitable Foundation
The Starbucks Foundation
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USDA

\$5,000-\$9,999

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BAE Systems
Baker Commodities, Inc.
Belmont Park Entertainment
Bergelectric
Nierenberg Family Fund
Carolyn Bell Walker and Gordon Kent Walker Family Trust
Dan Shea
Denise and Mahesh Podar
Dennis and Audrey Beth DiLucente
Donald Anderson
E & J Gallo Winery
Elizabeth Cushman
Emergent BioSolutions Inc
Facebook
GEICO Philanthropic Foundation
Give Lively Foundation
Heather Caliri
Hot Topic/BoxLunch
Hyundai Motor America
James and Glynda Knighten
The RCG Fund
Johnson & Johnson Employee Giving and Matching Gifts Programs
Juniper & Ivy
Kindhumans
Krug Family Trust
Clark and Lenette Howard
LHLeicher Giving Fund
Marty Cass Charitable Fund
Meggitt
Oberto Family Charitable Fund
Paula and Bill Hodgkiss
Paul and Jan Collier Charitable Gift Fund
Pfizer
Precision Oncology
Fresh Turns Fund
RC Creations Inc
Regents Pizzeria
Schnapp Family Charitable Fund
San Marcos Community Foundation
Max and Sharon Gardner

Southern California Physicians Managed Care Services
Southwest Airlines
SPF Insurance Services
Thermo Fisher Scientific
W. K. Kellogg Infrastructure Partners LLC
Wendy Roemer
Taylor Family Fund
Viasat

\$2,500-\$4,999

Amazon
Amy and Vincent Monteparte
Andrea Balasuriya
Anonymous Funds at Vanguard Charitable
AP Wireless Infrastructure Partners LLC
AT&T
Becton, Dickinson and Company
Charitable Adult Rides & Services
Combined Federal Campaign
DAVE, Inc
Bastien/Vickers Family Fund
Fredrick Hanson
Gail Barker
Harold Tindall
HDR Foundation
Illumina
Joel Gott Wines
John Rouse
Judy and Jeffrey Lash
The Ken and Patsy Janda Fund
Kimberly Kole
Kimley-Horn Foundation
Marci and Scott Duhs
The Mary Margaret McKenzie Charitable Fund
Nirav Bhatt
Clampitt/Hurst Charitable Giving Account
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Salesforce
Smart & Final Charitable Foundation
Gosselin Family Fund
Steve and Ruth Netzley
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TalentZok
Target Corp
TASC
The Art Pratt Foundation of Old Mission Rotary Club
Thio-Tai Family Giving Fund
Tommy Bahama Marlin Bar
Traci DePuy
Tribute Pizza
Wayne and Penny Perryman
Whole Foods Market
William and Irene Jernigan

NonProfit Org.
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PAID
Permit No.
2420
San Diego, CA



VOLUNTEERS NEEDED



Join others who are passionate about ending hunger through food rescue and have fun while giving back! Volunteers are needed in the following areas and more:



FOOD RESCUE

Become a MealConnect driver! Our online platform, MealConnect, serves as a hub to connect food donors, agency partners, and volunteer drivers to rescue food that would otherwise go to waste.



FEEDING SAN DIEGO MARKETPLACE

The new marketplace needs volunteers to help check out customers and pack orders from the OrderAhead app for our nearby neighbors.



DONOR RELATIONS

Have you ever received a gratitude call? We have volunteers who help us thank our many donors for their generosity, and you can be one of them. Join the chain of gratitude!

Visit feedingsandiego.org/volunteer or call 858.452.3663 to get started.

Thank You

TO THESE VOLUNTEERS WHO HAVE DONATED SO MUCH OF THEIR TIME TO SUPPORT FEEDING SAN DIEGO'S TOGETHER TOUR FOOD DISTRIBUTIONS:

Linda Vittori

380 HOURS

Gary Vittori

373 HOURS

Jim Jumamil

100 HOURS

Cooper Jumamil

100 HOURS

Gary Schumacher

80 HOURS

Total hours donated between July 1, 2021 and June 30, 2022.

HUNGRY FOR MORE?



Join our email list to receive our monthly News Bites e-newsletter and add impact to your inbox.
Sign up at feedingsandiego.org/stay-inspired.



9477 Waples St., Ste. 100,
San Diego, CA 92121

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