



# NewsFeed

Ending hunger through food rescue.

**Families Need  
Your Help This  
Holiday Season**



**“As long as she went to bed and her stomach was full, that was fine. I could eat tomorrow.”**

*- Melissa, Feeding San Diego Food Recipient*

A publication by





## And The Award Goes To...

MEET A VOLUNTEER WHOSE COMMITMENT TO ENDING HUNGER STANDS OUT

Marjorie Zinner prefers the word capability to disability, and rightly so. She is more than capable and has shown this through her incredible service to Feeding San Diego and her community — both as a deaf person and as a volunteer.

She was recently chosen as Volunteer of the Year by the San Diego Business Journal as part of its Non-profit & Corporate Citizenship Awards 2022. This award is the culmination of her decade-long efforts to support Feeding San Diego's mission. Over the past ten years, Marjorie has created a lasting impact on our organization's volunteer department by serving as an advocate and ambassador for other deaf people who donate their time. All in all, she has donated over 3,790 hours to Feeding San Diego. Congratulations Marjorie, and thank you for choosing to support Feeding San Diego!



*Pictured above: Marjorie beams while showing off her award.*

# FEEDING SAN DIEGO

## By The Numbers

What your support helped achieve from July 1, 2021 to June 30, 2022.

**35,077,476 meals** distributed throughout San Diego County

**27,920,069 pounds** of high-quality food rescued from going to the landfill and instead used to feed people

**10,056 volunteers** who gave a total of **47,427 hours**, the equivalent of 23 full-time employees!

**370 distribution partners** helped give nutritious food supplied by Feeding San Diego to San Diegans in need

**616 food donors** and **225 farms and packing sheds** donated healthy food

**68%** of the food we distributed was rescued from grocery stores, wholesalers, distributors, retailers, and farms



# Q & A

WITH OUR CEO

With high inflation and cost of living in San Diego, our community is feeling the impact. Our CEO Dan Shea answers some of the most urgent questions as we head into the holiday season.

**Q: Can you explain the current need for Feeding San Diego's services?**

**A:** The hunger crisis isn't over. At our Together Tour drive-through food distributions, for example, we are seeing a nearly 50 percent increase in need for our services compared to the same time last year. Our two sites in the South Bay each regularly have nearly 2,000 families drive through in a two-hour period. Food insecurity continues to disproportionately affect certain communities, including households with children, households headed by single women, and black and Latino households. Every day families are making tough choices between food and putting gas in their car, paying utilities or healthcare. No one should have to make impossible choices.

**Q: How can the community best support Feeding San Diego right now?**

**A:** Because of high inflation, funds are needed to support the higher cost of operations, particularly for purchasing food and transportation. Donations have decreased since the height of the pandemic, but the demand for our services is still high. Your donations truly do make our mission possible. As part of the Feeding America network, our purchasing power allows us to buy and rescue more food with donated funds. We also continue to need a consistent, steady stream of volunteers to help sort and pack the two million pounds of food that moves through our distribution center every month.

**\$1 donated** helps provide **2 meals**

**Q: What are Feeding San Diego's goals for the year ahead?**

**A:** We are focused on providing fresh, nutrient-dense produce to those we serve through the expansion of produce pantries and healthcare partnerships, while also expanding our school pantry program to make sure we get nutritious meals to children and families at local schools.

## KEEPING UP WITH OUR GOOD NEIGHBORS

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



A Good Neighbor since 2018, local team members from the investment management firm donate their time to help sort and pack food. PIMCO is also a donor in alignment with its corporate responsibility efforts to combat hunger.



The Vertex Foundation has roots in San Diego and has been a Good Neighbor since 2014. Their financial support has helped provide critical services to Feeding San Diego's School and Mobile Pantry programs.



Dedicated to helping families in our community, the real estate brand has been a Good Neighbor we have counted on for financial support since the height of the pandemic.

## BECOME A GOOD NEIGHBOR

Email Frances Burnett, Senior Manager of Corporate Partnerships at [fburnett@feedingsandiego.org](mailto:fburnett@feedingsandiego.org).

**GIVE FUNDS. GIVE TIME. GIVE VOICE.**  
Visit [feedingsandiego.org](http://feedingsandiego.org) or call 858.452.3663 to get involved.





## One Mother's Fight

### COVID-19, CANCER, AND FOOD INSECURITY AS EXPERIENCED BY A SINGLE MOM

Six-year-old Zoey knows how to make scrambled eggs. According to her, it's simple enough. She describes her method of how she cracks an egg with just one finger and uses a fork to whisk them before pouring them into the pan. In her blue printed dress and cowboy boots, at home in her kitchen, all you see is a youngster with a big smile on her face who is not shy at all. You'd never know how much her mother, Melissa, fights to make sure there is enough nutritious food in her life.

Melissa lives in San Ysidro with her two daughters, 16-year-old McKenzie and six-year-old Zoey. She has been through a lot this year alone: the whole family got COVID, she experienced financial setbacks after missing work when the family was sick, and now the worst of all: a cancer diagnosis. All of these challenges are in addition to being a domestic violence survivor. This is a woman who is a fighter, who puts her kids first no matter what.



Melissa and her daughter Zoey read a book together after dinner.

"There's been times, in the past, where I've chosen not to eat so that Zoey can eat and make sure she was full. I bought and cooked all of us a meal, and she wanted more, and there wasn't any. So, I let her have mine. As long as she was full and went to bed and her stomach was full, that was fine. I could eat tomorrow," she shares.

"That's a feeling that I'm sure a lot of people feel. That's a mother's job. The kids are taken care of and you come later."



Melissa pictured with her daughter Zoey in their apartment.

“That’s a mother’s job. The kids are taken care of and you come later.”

Melissa found out about Feeding San Diego's Together Tour drive-through food distribution at Southwestern College through her victim advocate and has attended a handful of times to receive fresh produce, pantry staples, and frozen protein. To her and her family, the ability to quickly and easily drive through to access no-cost groceries makes a huge difference in their lives.

"Leaving the Feeding San Diego events, it's like a weight lifted off your shoulders and the feeling of 'Today is going to be a good day,'" Melissa says.

"Often times I will buy food over paying a bill, and just let it be late. It's not ideal, but I've done it. It's tough when there's not enough and you have to make the decisions," she tells us. "With gas going up, obviously you need gas to go to work, to take the kids to school, to go to the grocery store and doctor's appointments. The next is, you have to eat. Everything else, you just kind of make it work. With the Feeding San Diego distributions, I'm able to put a little bit less toward the grocery bill and put it toward my electricity bill, or an event my daughters want to go to."

“Often times I will buy food over paying a bill... It's tough when there's not enough.”

These are the choices that are more than tough — they're nearly impossible. With the cost of basic necessities like housing, utilities, and gas at soaring rates, families right here in San Diego are having to decide between paying a bill or buying food. Melissa is just one example, and she now faces her biggest fight ahead. About a month ago, she was given a devastating cancer diagnosis that she is now facing head on. Despite all the challenges that Melissa has stacked against her, she remains positive.

"Throughout my life, I've been through a lot that should have broken me. And here I am. The odds are against me with the cancer, but it's not about me. It's about my kids. They need me, and I'm just not ready to go yet."



Melissa prepares dinner for Zoey.

Help give hope to families like Melissa's by donating this holiday season.

Tune in to the Month of a Million Meals Telethon on ABC 10News this GIVINGTUESDAY to make a donation and have your gift matched!

Tuesday, November 29 | 4 - 8 p.m.

abc 10 PRESENTS  
Month of A Million Meals  
BENEFITING FEEDING SAN DIEGO



## Food is Medicine

FRESH PRODUCE IS THE PRESCRIPTION FOR A HEALTHY LIFE

Something we consistently hear when we meet people who attend our food distributions is how much they appreciate the access to fresh produce. Recently, Feeding America released a new report titled *Elevating Voices to End Hunger Together*. This nationwide community listening initiative discovered vital insights into what people facing hunger want and need. One of the big takeaways was that people want access to healthy food for a better quality of life.

92 percent of survey participants agreed that “food is medicine – if you have regular access to healthy foods, you feel better physically, emotionally, and mentally.”

On September 28, 2022, the Biden administration held the first hunger conference in more than 50 years, the White House Conference on Hunger, Nutrition & Health. This was important for two reasons. One, it signaled that this administration is paying attention to the hunger crisis at hand. Two, it plainly put hunger, nutrition, and health together as one in the same. This is pivotal because the problem of hunger cannot be addressed without also talking about nutrition and health. We don't want to just feed our community – we want to provide nutritious food that helps our community thrive.



Leo's daughter holds a cantaloupe at a food distribution.

A large percentage of the food distributed by Feeding San Diego is produce, and we want to continue to increase that amount. One of our goals over the past year has been to launch and expand the Produce Pantry program. Much like our school pantries onsite at local schools and mobile pantries that pop up in food deserts, produce pantries aim to provide a plethora of produce in hunger hot spots so people can access healthy foods they can't afford otherwise.

After a successful implementation of a produce pantry at Faith Chapel in Spring Valley, the Parker Foundation provided seed funding to grow the produce pantry program. There are now nine sites that serve as Produce Pantries to distribute only fresh produce to communities in need on weekly, bi-weekly, or monthly intervals. But there is still more work to be done to expand the program.

As Leo, a retired marine with three kids told us: “This really helps getting the fruits, especially the oranges, because that's good for the kids with the virus and how much kids get sick. They need it more than we do. Our priority is the kids and we want to make sure they have a proper diet.”

“  
**Our priority is the kids and we want to make sure they have a healthy diet.**  
 ”



An attendee receives fresh produce at a produce pantry at Feeding San Diego's headquarters in Sorrento Valley.

## The Conrad Prebys Foundation Helps Support Local Students & Families

\$100,000 GRANT WILL BOLSTER THE SCHOOL PANTRY PROGRAM

We know that kids need access to nutritious food to thrive. We also know that nearly 50 percent of K-12 students in San Diego County rely on free or reduced-price meals. Despite the fact that California is offering Universal School Meals to all students this year, with persistent inflation and record-high gas prices many families are struggling to keep food on the table at home on nights and weekends. Feeding San Diego's school pantry program ensures consistent, reliable access to healthy food in a location that families already feel comfortable visiting – school.

This summer, Feeding San Diego was chosen as the recipient of a \$100,000 grant from The Conrad Prebys Foundation to be used for the school pantry program. As the largest grantmaking organization in San Diego, the Foundation supports a range of efforts, including visual and performing arts, higher education, medical research, health care, youth development, and animal conservation.



A volunteer at San Marcos Elementary School's school pantry hands off fresh corn to an attendee.

With school closures during the pandemic and the ensuing staffing shortage at schools, Feeding San Diego is working to expand the school pantry program to more schools across San Diego County. These grant funds and your donations make it possible for our team to work closely with local school districts to ensure families have the food they need.

## Thank You

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

### \$100,000 and above

California Department of Social Services  
 Conrad Prebys Foundation  
 Feeding America  
 Violet M. Johnson Family Foundation  
 Anonymous (1)

### \$50,000 - \$99,999

Chick-fil-A  
 Target Corp  
 Walmart Foundation

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

Price Philanthropies  
 Michael and Regina Dowd  
 Samuel H. French and Katherine Weaver French Fund

### \$10,000 - \$49,999

The Bay Club Company  
 The Benevity Community Impact Fund  
 Charles & Ruth Billingsley Foundation  
 County of San Diego  
 Cox Charities  
 Crocs  
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Philip E. Fess Family Foundation  
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 RSI Roofing  
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 The Sandra B. Phelps Legacy Fund at the San Diego Foundation  
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 Windermere Homes and Estates Foundation  
 Anonymous (3)

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

The Alfred & Karin Esser Charitable Fund  
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### \$2,500 - \$4,999

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# You Can Make The Holidays Brighter



## JOIN FEED 365

Our inspiring community of monthly donors makes a difference all year long! A recurring gift of just \$15 per month can provide stability for families who need your support.



## DONATE STOCKS & SECURITIES

You can donate directly from your traditional IRA (if you're 70.5 years or older) or donate appreciated stocks to minimize your tax burden while contributing to a hunger-free San Diego.



## BECOME A MEMBER OF THE GROVE

The Grove supporters are generous donors who make an annual gift of \$1,000 or more to provide sustaining support for hunger-relief and food rescue programs. Members are regularly invited to exclusive events to learn more about the work we do.



## SUPPORT A BENEFIT CAMPAIGN

When you shop with any of our participating partners, a portion of the proceeds go directly to us to help rescue good food before it goes to waste, and feed those facing hunger throughout San Diego County.



## GET INVOLVED

Scan the QR code or visit [feedingsandiego.org/get-involved](https://feedingsandiego.org/get-involved) to get started.

# HUNGRY FOR MORE?



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