

HUNGER ACTION MONTH: SEPTEMBER 2011

The Food Bank for Monterey County Is Taking Action!

September is Hunger Action Month. The Food Bank for Monterey County, a member of Feeding America, joins with our partner hunger relief agencies to ask everyone in Monterey County to play a role in fighting domestic hunger.



**HUNGER
ACTION
MONTH™**

Hunger affects communities all across the country—rural, urban, and suburban. Right here in Monterey County, 1 in 5 residents, half of them children—struggle with hunger. The problem is closer than you think, but so is the solution.

Throughout the campaign, the Food Bank will call on you to take action. Our nation is in recovery from a massive recession, and we're working harder every day to assist individuals and their families right here in Monterey County in these tough economic times. Whether it's by advocating and raising awareness, making donations, or giving of your time and energy, everyone can play a role in ending hunger during Hunger Action Month.

To learn more about Hunger Action Month, and the work that the Food Bank for Monterey County and Feeding America do all year long, visit the national website at www.HungerActionMonth.org. Or, for local information, call **758-1523**, visit food4hungry.org or follow us on Facebook at <http://www.facebook.com/TheFoodBankforMontereyCounty>.

Join us this Hunger Action Month! Together we can create a voice for the 90,000 individuals struggling with hunger in Monterey County.

Here are some things you can do to help, and thank you!

- Visit our website at food4hungry.org or HungerActionMonth.org
- Brown Bag Benefit: ask co-workers to brown bag their lunches, and donate money saved to the Food Bank
- Ask your employer to match employee donations to the Food Bank for Hunger Action Month
- Contact your faith community about organizing/participating in a food drive
- Have the kids draw a picture for Hunger Action Month, and display it at your office!
- Volunteer at the Food Bank
- Write a letter to your elected official about hunger in Monterey County
- Make a donation and spread the word!

Nothing Else Matters When You're Hungry



We Serve
1 in 5
Monterey County Residents



Food Bank
for Monterey County

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(831) 758-1523
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food4hungry.org



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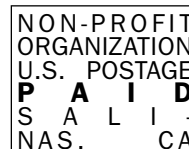
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Join Partners Ending Hunger



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Ways to Support Our Work

Ninety-five cents of every dollar you give goes directly toward feeding those who suffer from hunger. And, for every dollar donated, we can distribute \$8 worth of food!

There are many ways to support the Food Bank. Your support is critical to our ability to meet the needs of the community. If you have questions, please call Development and Communications Director Melissa Hartman at (831) 758-1523 ext. 202 or email mhartman@food4hungry.org.

Cash Contributions Personal checks and credit card donations may be sent to: Food Bank for Monterey County, P.O. Box 3965, Salinas, California 93912.

Online Use our secure donation site at food4hungry.org to make a financial donation.

Partners Ending Hunger Join our monthly giving program and make a regular contribution from your checking account, credit card, or electronic bill pay.

Make a Gift of Stock A donation of appreciated securities will help further our mission while also minimizing some capital gains taxes.

Make a Bequest We can provide information about including the Food Bank in your will.

Donate Food Contribute to local food drives or organize your own.

Virtual Food Drive Visit the Food Bank's secure online food purchase donation program at food4hungry.org.

Volunteer The Food Bank is always looking for people who are willing to give their time and energy to help others.



foodbites

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From the Executive Director

I've spent a great deal of my professional life creating and managing organizations and systems to help others, particularly those who need emergency food. The challenge is to meet the greater demand for our services with ever-shrinking resources.

The reality is that the situation is likely to become more critical over time. It's likely to get worse if someone—staff, volunteers, and donors—doesn't do more.

It's enough to make everyone—including me—feel discouraged.

But this feeling has never gotten me anywhere. I'm sure you know this, too. So I'd like to share with you what I believe is an important shift in focus. I'd like us all to focus on all the creativity and commitment we have brought to the most challenging time we have faced in a very long while.

- We are more efficient. We have the help of more volunteers than ever before—more than 500 per month.
- Our employee force is small—would you believe we serve 90,000 different people with only 16 full-time staff?

- We are collaborating with 90 different nonprofit agencies including the Department of Social Services, because with increased access to the Food Stamp Program (now known as CalFresh), we will be able to add millions of dollars back into the local economy.

And we are blessed to have loyal donors, from foundations with staff who recognize that the need for food assistance is at an all-time high, to savvy contributors who appreciate that for every dollar donated, we can distribute \$8 worth of food.

When I come to work at the Food Bank now, I believe with all my heart that we are doing good work, our best work ever. We are meeting the challenge. Our course ahead will be filled with discoveries—of our abilities and of our values, but this direction, I am convinced, will be a positive one.

And I trust that you, as I do, remain focused on the positive.

— *Leslie Sunny,*
Executive Director



Leslie Sunny

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Our Sponsors for 2011



"The Food Bank fights hunger and promotes good nutrition, which is a key building block for health. The Alliance appreciates partnering with the Food Bank for a healthier Monterey County."
Janet Johnston, PHR, Human Resources Manager,
Central California Alliance for Health



"Here on California's Central Coast, we're blessed by a land that's both stunningly beautiful and incredibly bountiful. Yet in the midst of plenty, many people in our communities would still go hungry or be unable to feed their families if they couldn't turn to the Food Bank for Monterey County. Earthbound Farm is proud to support the Food Bank's important mission to eliminate hunger in Monterey County."
Jean Breheny, Manager, Marketing Communications,
Earthbound Farm



"We are honored to be a part of the Food Bank for Monterey County's efforts to eliminate hunger. We've made it our priority, too—Dole Fresh Vegetables is glad to be helping those get through some tough times."
Kent Hansen, Senior Vice President, Human Resources, Dole Fresh Vegetables



"Monterey Bay Systems is honored to partner with the Food Bank for Monterey County for their 2011 Holiday Food Drive. The Food Bank for Monterey County does an amazing job making the most of the dollars they raise to maximize the number of people they serve. We encourage everyone to take a look at the work the Food Bank does and find a way to donate either money or time!"
Kellie Murphy, Managing Partner,
Monterey Bay Systems

Summer is Here... School Lunches Are Not

According to the just-released study by California Food Policy Advocates, *School's Out...Who Ate? A Report on Summer Nutrition in California*, Monterey County ranks 46th out of the 58 California counties in terms of child summer lunch participation and has suffered nearly a 30% loss in involvement in the last year.

The Summer Food Service Program (SFSP) was originally designed for children who attend schools with a traditional summer break. Seventy-six percent of all eligible Monterey County children are not served by summer lunch programs.

Only 33,000 low-income children access this critical benefit while attending school—and, it may be astounding to learn, **fewer than 5,000 have these nutritious meals when school is out.**

Why Don't More Children Participate?

- The transition from traditional schedules to year-round calendars, intended to support improved academic achievement, also benefited low-income students by providing nutritious summer meals.
- Reduced summer school programming because of federal funding cuts has reduced participation dramatically. From 2003 to 2010, the number of California students attending school year-round

has been reduced from 1.3 million to fewer than 700,000.

- Other SFSP sponsors at parks and community centers in low-income areas, including Boys and Girls Clubs, YMCAs, and churches have dropped significantly. Sponsors are needed to help coordinate the program, and agencies are needed to host feeding sites and encourage families to bring their children.

What You Can Do

- Approach your house of worship or local parks and recreation official to find out whether SFSP sponsorship is feasible
- Volunteer at your local host site
- Raise parental and teacher awareness of this important program



Hunger doesn't take a summer vacation

Why the Food Bank's Services Are So Critical in Summer

Research has shown that even mild undernutrition experienced by young children during critical periods of growth may lead to reductions in physical growth and adversely affect brain development.

In the summer, many families are left struggling to stretch already limited food budgets even further with

yet another gap to fill. The SFSP is intended to fill this gap, but it serves just a fraction of those in need.

So your gift during the summer months is especially important for this very vulnerable population. Thank you for your help in ensuring that our young people stay nourished over the summer and return to school healthy and ready to learn!

Food Bank Programs

The Agency Clearinghouse is the primary food resource for other Monterey County nonprofit agencies.

- 90 member agencies
- 1,825,181 pounds of food distributed in 2009-10
- Monthly average of 4,289 households served

The Education & Advocacy Program promotes our mission by educating people about the personal, political and social issues related to hunger; and advocating for state and national anti-hunger legislation.

The Family Market is a direct distribution program focusing on fresh produce.

- 10 distribution sites
- 1,500,526 pounds of food distributed
- Monthly average of 2,881 households served

The Emergency Food Assistance Program is our largest direct distribution program.

- 25 sites
- 2,610,238 pounds of food distributed
- Monthly average of 6,553 households served

We have been voted a Finalist in the Monterey Peninsula Chamber of Commerce's Business Excellence awards in the Nonprofit Category—one of the Top Three Charities in Monterey County

We Are A Charity Navigator Four-Star Charity

Donor Perspective: Seeing is Believing

Earlier this spring, while passing through Soledad on business, a substantial line of people winding around the block caught Food Bank for Monterey County donor Charles Gargarin's eye. His curiosity piqued, he stopped to investigate. What he found was one of our Emergency Food Distribution sites in action.

"I wondered about the significant number of people, but what really impressed me was how positive, patient and respectful they all were. The woman I approached was happy to talk to me."

Charles continued, "She told me they were waiting for their bag of food from the Food Bank. She also relayed with great enthusiasm what a big difference that food makes to her family."

What Charles—and the woman he spoke to—likely didn't know is that last year the Food Bank distributed 79,944 bags of food to people like these at 25 different locations around the county: 85% of those went to families with children. For Charles and the woman in line the experience was deeply personal. Yet the deeper reality is that thousands of people's lives are touched.

Charles was moved by what he had witnessed that day. He states, "When I got back to my office I called Executive Director Leslie Sunny to tell her about my experience and

how impressed I was! The efficiency of the site, the mutual respect of Food Bank volunteers, staff and recipients, the quality of the food, and the number of people being served...all of that motivated me to double my gift to the Food Bank this year! It is magic to me how they can turn \$1 into \$8 of distributed food. I am proud to be a part of making that kind of magic happen."

Would you like to see one of our sites in action—remember, we are countywide, from the Peninsula to Salinas, from South County to Pajaro—or take a tour of the Food Bank's Salinas warehouse facility? Please call Leslie Sunny at 758-1523, and she will make sure that your experience is as eye-opening as was Charles Gargarin's!

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Charles Gargarin, Donor

Update: The Food Stamps Outreach Program

Ninety percent of the people who come to the Food Bank for Monterey County come for food assistance are not enrolled in the Food Stamps program, now known as CalFresh. Many are eligible, but they don't apply for a variety of reasons: fear and misinformation about the application process, difficulty getting to the county offices to apply, and, often, pride.

The Food Bank's new program assists families in submitting the application. Dorothy Jones and Sophie Grant, our Food Stamps Outreach Workers, put our clients at ease, build trust, and explain that this is a nutrition program, not a welfare program. It is designed to assist families in providing nutritious meals for their families to promote healthy living.

From October 2010 to June 2011, the Food Bank's CalFresh staff has assisted with 721 applications. They have distributed information about CalFresh and pre-screened more than 1,000 potential applicants. We will soon have the number of successfully-completed applications.

We want to thank the David and Lucile Packard Foundation and the California Association of Food Banks for providing the funding for this pilot program.



The Monterey Peninsula Corvette Club roars into our parking lot with a \$3,500 donation—(l to r): President Larry Acquistapace, FBMC Executive Director Leslie Sunny, Event Coordinator Brian Strickland, and Vice President Greg DeCarli

Letter Carriers' Annual Food Drive: Stamp Out Hunger

The 2011 National Association of Letter Carriers collected 70.2 million pounds of food on May 14. Now in its 19th year, the *Stamp Out Hunger* effort is the nation's largest single-day food drive. Non-perishable donations residents left at their mail boxes were collected by the nation's 230,000 letter carriers as they delivered mail. The Food Bank for Monterey County received over 20,000 pounds of food!

Program Spotlight: The Family Market

Our Family Market is in full swing, featuring a bountiful selection of the local fresh produce for which our area is so well-known, such as strawberries, raspberries, broccoli and cauliflower. In addition, we are bringing in apples, oranges, and stone fruit such as peaches and plums for our recipients.

This program is our answer to dwindling traditional food supplies and the high incidence of diabetes and obesity in our service. We are serving more people with less food.

Food donated by grocery stores and reclamation centers has lessened 55% over the past two years.

We now face a potential 50% decline in U.S.D.A. commodities, the foundation of the Emergency Food Assistance Program. These are the so-called “staple foods,” including rice, beans,

canned tuna or other meat, canned vegetables, and fruit.

The good news is...more highly nutritious food is available for distribution here in Monterey County. Increasingly, fresh produce and fruit, dairy goods, bread and other baked items are donated.

The Family Market is an outdoor food distribution based mainly on self-selection. It's just like a Farmers Market, only free—instead of receiving pre-packed bags, families may take the food they need. The Family Market provides an ideal venue for nutrition information, Food Stamps, and other health and human services programs available to low-income Monterey County residents.

We have been able to add a bounty of produce to our recipients' diet.



FBMC Board President Joe Splane lends a helping hand at our Marina Family Market

A recent survey of our Family Market clients revealed that 98% of recipients randomly surveyed said that they ate more fruit and vegetables because of this program. Below you can see how much this program has grown:

FY 2007-08	988,091 pounds	14,130 households
FY 2008-09	1,306,593 pounds	17,922 households
FY 2009-10	1,500,526 pounds	19,761 households

With your help, we will be able to serve these fresh, nutritious foods all summer long!

Join Partners Ending Hunger

What if every week were an incredible week? A week when you felt meaning and purpose. A week when you know that you were literally changing the world for the better.

That's what it's like for the Food Bank's monthly Partners Ending Hunger donors. Every month, they support Food Bank programs with an ongoing commitment. And in return, they can be confident that **with less than a dollar a day, they're saving innocent, vulnerable children** from hunger.

