

food thought

FOR

All It Took Was One Domino.

Two years ago, sixty-five year old Ted had a good job, a nice home, and a beautiful wife, Donna.

His broad, grandfatherly smile and Donna's kind exuberance filled their neighborhood with optimism and joy. They were the couple everyone looked to for help.

Then a single domino fell: Ted suffered an injury at work.

That injury forced Ted into retirement without benefits. And the dominoes started falling faster and faster.

Suddenly Ted and Donna were thrust into existing on a Social Security income. It wasn't long before they fell behind on house payments and were forced from their family home.

Displaced from their neighborhood, Ted and Donna found shelter in a nearby Motel 6. Their plan? Stay for a few days. But recessionary dominoes kept falling. Soon, the challenge of finding an apartment without a job turned "a few days" into a year.

Eventually, the Motel 6 "domino" toppled, and Ted and Donna landed in the tenuous position of having to choose between staying safe or eating.

But then, Ted and Donna found Second Harvest Food Bank's partner agency at Park Place Senior Apartments next to the railroad tracks on busy Katella Avenue. In one move, Ted and Donna found both housing and food.

Now the dominoes are staying upright.

Today, Ted and Donna are not only enjoying nutritious food from Second Harvest but once again they are bringing kindness and joy to their neighbors as they help run the pantry at Park Place.

"It could happen to anyone," muttered Ted. "If it wasn't for Second Harvest, I don't know what we would do."

Kathleen (pictured with Ted and Donna below) describes a similar story, "I worked down the street at the college but never received retirement benefits. Now, I'm seventy-four years old and scraping by on Social Security. Second Harvest provides a lot of fresh veggies and extras, treats that I could not afford on my own."

Lyn, who works alongside Ted and Donna at the food pantry, commiserates, "Living on Social Security, it's too expensive to buy meat or fresh vegetables. Second Harvest is a lifesaver."

Cindy (*pictured in the first row, far left*) notes, "I enjoy watching the faces of those who come to the food pantry the first time. They are expecting the worst. But when we hand them meat and fresh fruit, their eyes light up. We are really helping people!" Cindy admits she considers foods like meat and fresh fruit to be "luxuries" but with the help she receives from the Food Bank, she and her husband were able to save

enough to move out of their motel and into an apartment.

These five seniors are all clients, as well as faithful volunteers who are passionate about serving others in need right here in Orange County.

Supplied with food from Second Harvest Food Bank, Orange County's pantries provide food to tens of thousands of residents who've been toppled by one domino or another.

We can't stop the dominos from falling. Joblessness, the frail economy, and life challenges are beyond our scope.

But we can help the hungry right here in our own neighborhood.

All it takes to help families like Ted and Donna's is your generous contribution.

Will you give today?

Will you take a moment right now, before you put this newsletter down, and send in your gift to Second Harvest today?



DIRECTOR'S CHAIR

Fourteen months ago, Second Harvest launched a unique program to provide local agencies with an immediate solution for families encountering hunger for the first time: the Emergency Food Box.

It worked.

Over 30,000 boxes of hope were placed in the grateful hands of Orange County families.

Because the Emergency Food Boxes allow agencies to meet immediate needs, this solution for struggling families has soared in popularity.

"The need is immense. We have hundreds of volunteers working to fill Emergency Boxes with food so families can feed their children," notes Kris Thomsen, Volunteer Manager.

"Because of the overwhelming response, this program has become a vital way to serve the hungry," notes Director of Development, Monica Horner, "Each Emergency Food Box is designed to feed a family of four for a week. But because of the program's huge success, we only have enough boxes for each participating agency to distribute once a year. That's a big gap that needs to be filled."

You can provide instant encouragement and hope to families encountering hunger for the first time. Many of these families do not know where to turn for help. The visible relief on the faces of struggling parents who receive a box is one of the strongest indications this program is making a difference.

"We call these 'Emergency' Food Boxes for a reason – they bring immediate hope and relief to families who have run out of food," Horner concludes, "When you give to Second Harvest, you are really making a difference."

Second Harvest will distribute as many Emergency Food Boxes as our funding enables us.

Will you give today to Second Harvest so we can meet the emergency-level needs of Orange County families?

Families depend on us. And we depend on you. Will you give right now?



Joe Schoeningh
Executive Director



 Give by
April 30...

...and The Feinstein Foundation will **MATCH** a portion of every dollar you give.

Want to give food too?

The Feinstein Foundation will **MATCH** a portion of every pound of food you donate by April 30.

What They GET When You GIVE:

Designed to supplement the needs of a family of four for one week, each box you donate is filled with non-perishable staple food items like:

- Mac & Cheese
- Peanut Butter
- Spaghetti Sauce
- Green Beans
- Pinto Beans & Rice
- Beef Stew
- Cereal
- Peaches
- Tuna
- Pasta



2012 GOAL

**To distribute more than
34,000 Emergency Food
Boxes to Orange County
Families in Need.**

Emergency Food Boxes provide hope to families encountering hunger for the first time, and do not know where to turn for help.
Will you give hope today?

**YOUR
IMPACT
!**

A “No Lunch” Lunch Feeds 100,000!

At our annual “No Lunch” Lunch this past November, key community leaders and supporters of Second Harvest Food Bank of Orange County gathered to raise awareness and financial support for the 615,000 at-risk people in Orange County.

In the spirit of a Thanksgiving soup kitchen, the acclaimed Antonello Ristorante provided a simple meal of

soup, bread, and water. This “poor man’s lunch” served as a distinct reminder of the daily challenges the hungry face in Orange County.

At the lunch, the Founding Chairman Emeritus of Second Harvest Food Bank, Tom Fuentes, was honored for his instrumental role in raising the start-up funding for the Food Bank, and for his exemplary leadership in increasing



the Food Bank’s distribution capacity fourfold during his six years as Chairman.

The event was a tremendous success. Led by a \$10,000 gift from Heart Sponsor Ralphs Supermarkets, over \$35,000 net was raised – enough to provide over 100,000 meals to the hungry.

Ralphs Makes a Difference.

Ralphs Supermarket, recognized as one of the most generous companies in America by Forbes magazine, has been a long-time supporter of the Food Bank. Ralphs employees regularly serve at Food Bank events, volunteer in our warehouse, and harvest crops at the Incredible Edible Park. In addition, Chuck Ackerman, Sr. Vice President of Sales and Marketing at Ralphs, serves on the Food Bank’s Board of Directors. Thank you to Ralphs for their outstanding support.



“NO LUNCH” LUNCH SPONSORS

- \$10,000 Heart Sponsor**
Ralphs
- \$2,500 Gold Heart Sponsors**
Budweiser • A.G. & Dianne Kawamura
- \$1,000 Silver Heart Sponsors**
21st Century Communications Strategies • Golden State Foods
- \$500 Bronze Heart Sponsor**
American Security Bank • PERC Water • Synoptek

Kaiser Cares

To increase the Food Bank’s capacity to provide nutritious food to families in need, Kaiser increased their commitment to Second Harvest and generously granted \$95,000. This significant gift allowed Second Harvest to increase purchases of nutritious surplus produce and to make a key equipment acquisition: a set of glass freezer and refrigerator doors, making food more easily accessible for our member agencies.



Kaiser’s staff is also personally involved at Second Harvest. Fifty-three Kaiser staff members have volunteered a total of 167 hours. Thanks Kaiser!



**OUR
IMPACT
!**

Grocery Rescue

Every day, high quality products such as milk, meat and bread march closer to their sell-by dates – and potentially closer to being wasted. And every day, Food Bank’s Grocery Rescue arrives just in time to “rescue” these still high-quality foods so they can be placed into the hands of struggling families.

Initially, Grocery Rescue utilized five dedicated trucks to pick up food each morning from stores like Ralphs, Albertsons, and Fresh & Easy. Then, during the afternoon, the trucks would deliver the fresh food to our partner agencies. But most agencies were unable to participate because of storage limitations.

Today, Grocery Rescue trucks bring the food directly to the Food Bank where all partner agencies can access these sought-after items. In fact, the Grocery Rescue program is so popular that the Food Bank has created “appointment shopping” to ensure that each agency is able to get an equal share of the food.

This one strategic improvement has had tremendous impact: transportation costs have been reduced, another 20 Albertsons stores have been added to the route, and each month, 100 more agencies are now able to access this nutritious food source from our warehouse.

The change to the Grocery Rescue program gives smaller agencies a chance to get produce and meat. Now, more food is rescued and placed into the hands of the hungry than ever before.

–Kelly King, Agency Relations Supervisor

TAKE ACTION IN 2012

ASK US ABOUT PLANNED GIVING

Not everyone has the foresight to maximize his or her donation's impact through planned giving. But recent tax law changes have created a unique opportunity for loyal donors to give strategically through their will or trust.

It just makes sense. You can extend your family legacy of caring for the needy through a planned gift, and due to the tax law changes, the donation doesn't just help Second Harvest – it benefits your family.

Since 1983, Second Harvest has created innovative programs, strong community partnerships, and remarkably high efficiency to feed over 240,000 hungry neighbors every month. Your planned gift will ensure Second Harvest stays strong into the future, regardless of economic conditions.

Your giving makes a real difference in the lives of Orange County families in need. Ensure your neighbors still receive your help in the future through your planned gift.

Your planned gift is a secure way of making sure hungry children, seniors, and struggling families receive hope – now and later. Will you start the process of making your planned gift right now?

Contact Director of Development, Monica Horner, at 949-653-2900 to find out how your planned gift can continue your legacy of caring for those in need.



AUXILIARY SPOTLIGHT

The Harvesters

The Harvesters, a dedicated group of women committed to raising funds and promoting Second Harvest, has the distinction of being the Food Bank's very first fundraising group. Established in 1992, these ladies have created a community of activists who have raised over \$5 million to help feed Orange County's hungry.



Harvesters Advisory Board (from left), Melinda Serra, Honorary Chair Suzan Paek, co-founders Jill Johnson Tucker and Jennifer Van Bergh, Jennifer Segerstrom, and Ann Smyth

Each year The Harvesters partner with South Coast Plaza to produce a multi-designer fashion show to benefit Second Harvest. This year's fashion show and luncheon raised enough funds to provide over one million meals for those in need.

In addition to this annual event, the Harvesters hold a number of smaller fashion events throughout the year, partnering with designers and restaurants at exciting local venues in support of the continued fight to end hunger in Orange County.

AUTOMATE the Important:



Join the Harvest Club

"I know people depend on my donations but I kept forgetting to mail my gift," notes Patrick Kleinow. "The Harvest Club is perfect for me. I decide in advance what to give and the club makes sure my gift gets where it needs to go!"

The Harvest Club is a great way to automate the important; to make sure your gift gets to those in need every month. Like Patrick, you can discover a real sense of peace in knowing you are making a difference through your membership in the Harvest Club.

Joining is easy. And your monthly gift can be modified at any time.

Go to **FeedOC.org**, and click on "Make a Monthly Gift" or call 949-653-2900 to join today.

Join now and feel the joy and peace of mind that come when you know the hungry can count on your gift.



Our Website:
FeedOC.org



Check out our Blog
feedoc.org/NewsAndEvents

Find us on Facebook
SecondHarvestFoodBank

Follow us on Twitter
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FOCUS ON NUTRITION

Cabbage

Fun Fact

The world's largest cabbage, grown in England in 1865, weighed 123 pounds.

What's in it for You

Cabbage is a good source of vitamin C and can help ward off cancer.

Serving Idea

Try a healthy twist on cole slaw – skip the mayo and instead dress your slaw with rice vinegar, soy sauce, sesame oil, ginger, and sesame seeds.

Visit FeedOC.org/HowWeWork/Nutrition.aspx for more tasty tips and recipe ideas.