



2018 MEDIA KIT



SECOND HARVEST FOOD BANK OF ORANGE COUNTY

MISSION

To end hunger in Orange County.

VISION

Together we are creating a future in which no one goes hungry. Ever.

ABOUT SECOND HARVEST FOOD BANK OF ORANGE COUNTY

Established in 1983, Second Harvest Food Bank of Orange County is the largest nonprofit hunger relief organization in Orange County leading the fight to end hunger for more than 301,000 men, women and children at risk of hunger in our community. Second Harvest distributes donated, purchased and prepared foods through a network of more than 200 partner agencies in locations throughout the county. Last year, Second Harvest provided enough food for a record 21.6 million meals, feeding more than 250,000 people each month. Every dollar donated to Second Harvest provides enough food for three meals for the hungry. Second Harvest is a member of Feeding America, a national hunger relief organization.

Second Harvest has a five-year Bold Goal strategic plan to make even greater impact by providing more high-quality, nutritious food to children, families and seniors who continue to need help. The Bold Goal will increase the number of meals Second Harvest provides from 20 million to 30 million by 2021 and potentially close the entire meal gap by 2025.

QUICK FACTS

- ♥ More than 90 cents of every dollar spent is used for programs to feed the hungry
- ♥ More than 301,000 people (9.6 percent) in Orange County are at risk of hunger each month
- ♥ More than 117,000 (16.3 percent) children in Orange County are at risk of hunger
- ♥ Second Harvest feeds more than 250,000 people each month – but that leaves 51,000 people without food when they need it
- ♥ Second Harvest provided the equivalent of 21.6 million meals for the hungry in fiscal year 2017
- ♥ Food is provided through a network of more than 200 community partners distributing food in every city in Orange County
- ♥ School Pantry, Mobile and Adopt a Pantry, Kids Cafe, Permanent School Pantry and programs like Senior Grocery and Park-It Market target the most vulnerable members of the community: children and seniors
- ♥ 26,000 volunteers donate 109,000 hours of service a year to Second Harvest

All statistics apply to Orange County.



NICOLE SUYDAM

CHIEF EXECUTIVE OFFICER

Nicole Suydam is a nonprofit executive with over 20 years of management and leadership experience working with local and national organizations dedicated to meeting human service needs. As chief executive officer of Second Harvest Food Bank of Orange County since 2012, Suydam is committed to ending hunger in Orange County and engaging the community to support its mission through food donations, philanthropic support, volunteerism and advocacy.

Growing up in a low-income, single-parent home and losing her father at age seven gave Suydam a unique perspective and passion to help children and families who struggle to meet their basic needs. Her desire to end hunger also extends beyond Orange County as she serves on the board of directors of the California Association of Food Banks and as vice chair of Feeding America's National Council, which represents 200 food bank members.

Suydam received her Bachelor of Arts degree in history and political science from Vanguard University and is a member of its board of trustees and president of its alumni association.

In May 2018, Orange County Business Journal recognized Suydam as one of the five winners of its annual Women of the Year Awards, a prestigious designation honoring outstanding professional women who have made significant contributions to their organizations, their professions and the Orange County community. In addition, Orange County Business Journal also named Suydam as part of its 2016 and 2017 OC 500 Directory of Influence, and she was part of Modern Luxury Magazine's 2017 Altruist Award and The Orange County Register's 2017 100 Most Influential.

She and her husband Michael live in Aliso Viejo, California, with their two daughters, Lauren and Hannah.



HOW TO HELP

DONATE FUNDS

- ♥ Make a tax-deductible donation. More than 90 cents of every dollar Second Harvest spends goes directly to programs and services.
- ♥ Go to FeedOC.org to make a secure online donation, or visit feedoc.org/give-now for more information on other ways to give.

DANIEL J. HARNEY LEGACY SOCIETY

- ♥ Planned Giving. Donors can include Second Harvest Food Bank in their estate planning through a variety of charitable arrangements. For more information, contact Give@FeedOC.org or call 949-653-2900.

DONATE FOOD

- ♥ Donate through Second Harvest's Virtual Food Drive.
- ♥ Become a food donor. Second Harvest strives to provide nutritious food to those who need it most. The food bank's most-needed items include peanut or other seed butter, canned vegetables, brown rice, canned fruit or applesauce, dried or canned beans, whole grain cereal, canned or boxed soup, whole grain pasta, canned meats and fish, and healthy snacks, such as granola bars or dried fruits. Second Harvest also accepts personal care products, paper products and diapers.
- ♥ Sponsor a food drive at a church, school, company or service club. Second Harvest encourages partnerships with local organizations to collect canned and dry food products throughout the year. Visit feedoc.org/get-involved/start-a-food-drive for more information.

VOLUNTEER

- ♥ Food Sorting. Volunteers help sort donated food in our food distribution center.
- ♥ Ambassador Group. Represent Second Harvest Food Bank in the community by attending community events, speaking at schools and civic organizations, or helping with tours in our food distribution center.
- ♥ Office and Administrative Help. Volunteers can help by offering their special talents and skills.
- ♥ Izzy's Corner. This is a special volunteer opportunity for children 7–13 years old and their parents.

EDUCATE

- ♥ Take a tour to learn more. Join Second Harvest for a Food Bank 101 Tour and see how the organization works to end hunger in Orange County.

