



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 25.1 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 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 25.1 million meals for the hungry in fiscal year 2018
- ♥ 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.



DAVID G. COFFARO

INTERIM CHIEF EXECUTIVE OFFICER

David G. Coffaro serves as the interim chief executive officer for Second Harvest Food Bank of Orange County, bringing a strong background in change leadership and organization transformation in support of Second Harvest's mission of creating a future where no one goes hungry. He previously served as executive vice president, chief fiduciary officer and head of trust and fiduciary services for Wells Fargo Wealth Investment Management. Coffaro has a distinguished record of leadership in the design, development and implementation of growth-oriented business strategies. His areas of expertise include leading organizations in the process of strategy development, execution and innovation. He is a well-respected leader, with a strong reputation for investing in and developing diverse talent for the benefit of organizations and their stakeholders.

Coffaro has been a supporter of Second Harvest for more than twenty-six years, including serving as board vice chair. He first became a Second Harvest board member in 1992 when he led a strategic planning session and initiated a Corporate Food Drive to engage businesses in the county to get more involved with the food bank. Coffaro will support Second Harvest in its work towards their Bold Goal of providing 30 million meals for the hungry in OC by 2021, putting the organization on pace to potentially close the meal gap entirely by 2025.

He has comprehensive knowledge of wealth structuring advice, investment management, real estate and specialty asset management, philanthropic and trust services to high-net worth and affluent individuals. Prior to Wells Fargo, Coffaro's experience included roles as director of international treasury and trade finance products, director of institutional and government investment sales and products, regional private banking manager, private bank relationship manager and commercial banker.

Coffaro earned a Master of Business Administration degree in Strategic Management from the Peter F. Drucker Graduate School of Management at the Claremont Graduate University. He also taught strategic management and business policy at California State University, Fullerton.



HOW TO HELP

DONATE FUNDS

- ♥ 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

- ♥ Legacy 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.

