

FOOD FOR THOUGHT



A PUBLICATION OF THE SECOND HARVEST FOOD BANK OF ORANGE COUNTY ■ SUMMER 2010

F A C E O F H U N G E R

A Bountiful Summer



The summer months bring a promise of delicious abundance from the local farmer's markets – plump, ripe tomatoes straight off the vine, fresh corn on the cob, and sweet juicy peaches. M-m-m-m ... a delicious bounty of flavors we eagerly anticipate each summer. Sadly, many children in our community can only look forward to empty plates. They often struggle to enjoy even the basic three-meals-a-day over the summer, much less experience its bounty.

You see, a staggering 43% of public school children in Orange County rely on the Free and Reduced Lunch Program available during the school year. That means when school ends, so do most of the meal programs.

These children often depend upon school lunches – and even breakfast – for a steady source of food and nutrition. And, a lack of proper food and nutrition can pose serious health risks for children.

Feeding our Children Over the Summer

Our Summer Food Program offers these at-risk children a nutritious breakfast to start their day, plus lunch and an afternoon snack. We expect to serve over 3,000 kids throughout the summer.

Summer Food is modeled after our successful Kids Cafe program, which offers nutritious after-school snacks, plus nutrition education at more than 35 homework help sites throughout Orange County.

Besides the addition of breakfast and lunch, our Summer Food Program also continues nutrition learning activities to encourage healthy food choices and help build healthy futures.

Tristen Calli with Project Access, Hermosa Village Apartments, told us her kids eagerly anticipate the weekly visits by our Nutrition Education Volunteer. They participate in fun activities and learn some basics about fruits and vegetables that they may not be exposed to at home. "It's alarming when a kid doesn't know what a plum is!" exclaims Tristen.

Tristen says the kids count string cheese, granola and yogurt among their favorites. When word gets out about the day's menu, it spreads like wildfire amongst the children: "They're serving string cheese today, they're serving string cheese!"

Feeding our Children Over the Weekend

Our Backpack program provides at-risk children meals over the weekend, a time these kids often go without. Filled with nutritious, child-friendly food, Backpack offers children the comfort of knowing that they won't be missing meals over the weekend.

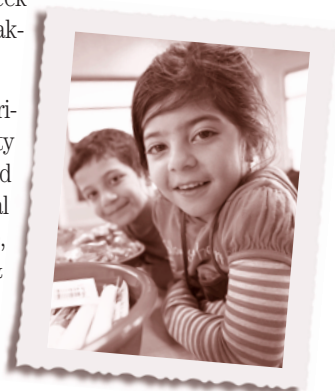
And Backpack doesn't end with the school year. In fact, they also include nutritious breakfast foods for the entire week if the Summer Food site doesn't offer a breakfast option.

All of our children's programs provide nutritionally balanced meals with a healthy variety of fresh fruits, vegetables, proteins, dairy and grains. Backpack is no exception. A typical backpack might include: oatmeal, milk, juice, carrots, beef stew, peanut butter, mac & cheese, granola bars, and an apple. The summer backpacks include additional granola bars and applesauce for breakfast.

Our nutrition education feature also extends to Backpack. Each backpack includes nutrition activity sheets for the kids, plus a variety of materials for their parents.

"It gets these kids from day to day."

- Tristen Calli, Project Access



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Making A Difference

A wise philosopher once asked the question, "Did you know that when you help someone, the help is returned two-fold?"

NBC's Nightly News anchor Brian Williams runs a segment at the close of his program entitled 'Making a Difference.' The show features ordinary people reaching out to help others in their communities. Williams says these folks all share the same sentiment — doing what they do becomes contagious.

Author and best selling novelist Brad Meltzer feels everyday heroes exist all around us — sometimes closer than we think. But what makes a hero in the real world? "You have to help someone. That's the only requirement," said Meltzer.

These thoughts came to mind as I began to contemplate the arrival of summer and with it, our usual drought of both food and funds right when we need it most. When schools close for the summer break, it also means the stoppage of vital school food programs for a host of kids that rely on them on a daily basis. The old saying, "hunger does not take a summer vacation," could not ring more true.

That's the primary reason we're reaching out for your help. Second Harvest needs a steady stream of donated cans and packaged healthy food items to keep our shelves stocked, so that we can help provide families and children in our community a hunger-free summer.

Equally important at this critical time of year are your monetary donations. For an easy way to make a significant difference this summer, you can become a Summer Backpack sponsor and help feed a child for a month for only \$30 or for the whole summer with a gift of \$90.

We really need your help right here in our own Orange County backyard. We're looking for each one of you to make a difference in your own way. For more about how a simple idea can become truly heroic, read *Inspiration Into Action* on page 3.

Remember, you can help someone and make a difference with your gift of food or dollars ... and you'll become one of our everyday heroes. ❤️

Joe Schoeningh, Director

SUMMER BACKPACK PROGRAM

- ✓ Help provide meals for a month for \$30
- ✓ Help provide meals all summer long for \$90

Go to www.feedoc.org
Or
Mail your sponsorship
in the enclosed envelope.

Continued from Page 1

You can see that together, our Summer Food and Backpack programs literally bridge the food gap created for these children over the summer. As Tristen explained: "It gets these kids from day to day."

Now You Can Help Us Create a Hunger-Free Summer!

We're offering an opportunity to help create a hunger free-summer for at-risk children in your community. You can sponsor a Summer Backpack for only \$30 and help provide a month of meals over the weekend. Or \$90 will help feed a child all summer long. It's so easy – just go to our website www.feedoc.org and click on Donate. Or mail your sponsorship in the enclosed envelope and indicate "backpack."

You'll get the satisfaction of knowing that you helped us fill tummies, nourish minds, and give hope! ❤️

New Food Donors

Alcoa Fastening Systems Kindred Hospital
Premier Packaging

New Agencies

Garden Grove Foursquare	Holy Mother Mission
Imperial Valley Food Bank	Centro Familiar Cristiano
St Mary's Episcopal Church	Brown Bag - Mesa Verde
Kids Cafe- Friendly Center	United Methodist Church
Placentia	El Getsemani United Methodist
Praise Chapel	
Spanish United Pentecostal	
Christian Tabernacle	

Giving

Inspiration Into Action



After watching the Feeding America segment on American Idol's *Idol Gives Back* episode, a couple of local entrepreneurs were inspired to take action. Ten-year-old Anya and her friend Rhiannon from Dana Point, decided to raise funds to help the hungry the old-fashioned way — by setting up a lemonade stand.

The girls made a huge sign that read "Raising money for FEEDING AMERICA" and recruited Anya's little four-year old brother, Lukas to provide the "cute" factor. Talk about savvy marketing skills!

In just two days, Anya, Rhiannon and little Lukas raised \$80 to help feed the hungry. Here at Second Harvest, \$80 translates into 240 meals — that's 3 meals a day for a family of four for 20 days!

What inspires you to help eliminate hunger in our community? Share your story and it may be featured in a future issue of this newsletter or on our website! Email to communications@feedoc.org ♥

"We must be the change we wish to see in the world."

— Gandhi

Take a Fresh Look!

Check out our website's new look and feel at www.feedoc.org. We hope that you'll find it easier to navigate and find the information you need. You can find many opportunities to help support our work — online giving, food drives, volunteering, and more. You can also keep up-to-date on the latest happenings here at Second Harvest Food Bank of Orange County. Be sure to visit us soon and sign up for our e-newsletter! ♥



NUTRITION CORNER - FRUIT & VEGETABLE GUIDE



Give Beets a Chance

If your only experience with beets is from a can, then you've likely sworn off them forever. Or you may have strolled right by those rough looking raw veggies in the produce aisle, not realizing how they can transform into a deliciously

soft, buttery and sweet treat once they're cooked. Be adventurous, broaden your culinary horizons and try out our featured recipe. Your taste buds will thank you!

In Season: At their peak from June through October.

Nutrition Facts: Beets are low in calories, fat free, cholesterol free, low sodium, and an excellent source of folate, potassium, vitamin C, and fiber. ♥

Roasted Beet, Peach and Goat Cheese Salad

- | | | | |
|-------|-------------------------|--------------|--------------------------|
| 2 | beets, scrubbed | 1 (4 oz) pkg | goat cheese, crumbled |
| 2 | cups mixed greens | 1/4 C | walnut oil |
| 2 | shallots, chopped | 2 Tbsp | balsamic vinegar |
| 1/4 C | pistachio nuts, chopped | | salt and pepper to taste |

Preheat oven to 375 degrees F. Wrap each beet in two layers of aluminum foil, and place onto a baking sheet. Bake in the preheated oven until the beets are tender, about 1 hour and 20 minutes. Allow the beets to cool slightly, then remove the skins. Let the beets cool to room temperature, or refrigerate until cold. Once cooled, thinly slice the beets. Place the mixed greens and arugula into a large mixing bowl. Add the sliced beets and peaches; sprinkle with the shallots, pistachios, and goat cheese. In a separate bowl, whisk together the walnut oil, balsamic vinegar, salt, and pepper until emulsified, and pour over the salad mixture. Toss well, and serve.

Event Wrap-Ups

2nd Annual

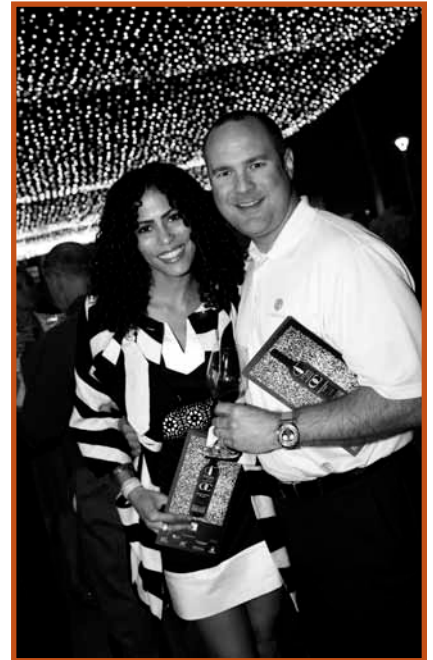


The stars came out to shine at the *Second Annual STARS of Santa Barbara* held at South Coast Plaza's Garden Terrace on June 9th benefiting Second Harvest Food Bank of Orange County. More than 100 top Santa Barbara wines were featured in this distinctive event as well as delectable tastings from over a dozen South Coast Plaza restaurants.

Host of 89.9 KCRW's *Morning Becomes Eclectic* DJ Jason Bentley entertained guests with smooth sounds providing just the right ambiance under the summer sky. A silent auction tempted guests with one-of-a-kind bottles of wine, world-class dining, and luxurious experiences.

Guests were also invited to support our BackPack program through a special sponsorship opportunity—beginning at the \$30 level, sponsorship provides weekend food for a local child for one month. Our guests provided over \$1,000 in sponsorships, in turn providing over 30 back packs! Our largest donation of the evening came from Stater Brothers, with a generous gift of \$18,000. Jim Lee, President of Stater Bros. Charities, made a special check presentation to thunderous applause.

We would also like to recognize Ian Blackburn of LearnAboutWine.com who graciously produced the event, along with the generous support of South Coast Plaza. Our heartfelt appreciation goes out to the volunteers from State Street Global Services, as well as the food and wine vendors who came together in support of the Food Bank's mission. ❤️



(left to right) Mark Danner, Joe Shoeningh, Jim Lee



Photography by Crush Photo Studios

THANK YOU TO OUR SPONSORS

William Gillespie Foundation • Disneyland Resort
Golden State Foods • Jennifer Sparks Bocchino & Associates

Event Wrap-Ups

26th Annual Take A Swing Against Hunger Golf Tournament

The Food Bank's Annual *Take a Swing at Hunger* Golf Tournament has played an integral role in bringing awareness to the hunger issue in our community for 26 years. This year's tournament, chaired by Chuck Ackerman of Ralph's Grocery Company and Mark Danner of Straub Distributing Company, took place at the beautiful Los Coyotes Country Club in Buena Park and brought out over 160 golfers who had a fantastic time in support of a great cause.

This year's tournament, with record breaking attendance and sponsorships, is a true testament to our golf tournament committee and the continued support from a number of local companies and organizations. Chairs Chuck Ackerman and Mark Danner, as well as Director Joe Schoeningh, gave special acknowledgement and thanks to all sponsors, players, and supporters during the awards dinner. Special recognition went to our first ever Gold Harvest Sponsor, American Golf, represented by the Rancho San Joaquin Ambassadors.

A special thanks to Ralphs and everyone for making the tournament and auctions another huge success. We raised \$117,000 — that's 351,000 meals! We look forward to welcoming you all back next year. ❤️

Photography by Forget Me Knott Photography

THANK YOU TO OUR SPONSORS

2010 Golf Committee:

Chuck Ackerman, Co-Chair
Mark Danner, Co-Chair
R.G. Biggs
Gary Denio
Bud Grandsaert
Kevin Markee

Gold Harvest Sponsor:

American Golf Foundation

Bronze Harvest Sponsors:

7UP
Boar's Head
Coca-Cola Enterprises

Del Monte
Disneyland Resort
Dole Food Company, Inc.
DPI Specialty Foods
Frito Lay
Kellogg Company
Maple Leaf Bakery
MillerCoors
Rug Doctor, Inc.
Sanderson Farms
Sara Lee
Young's Market Company

Harvest Sponsors:

Alta Dena Dairy

American Greetings
Bradshaw International
Cedar Lane
Echo Bridge International
Foster Farms
Golden State Foods
G.L. Mezzetta
Sabra Dipping Company

Program Underwriter:

Legacy Farms

Tee Sponsors:

Generation Give
Synoptek



Community Partnership

Stamp Out Hunger 2010



Our local Letter Carriers were out in full force on Saturday, May 8 for their annual "Stamp Out Hunger" food drive! Besides collecting letters, our hard-working partners collected over 302,405 pounds of food for Second Harvest Food Bank. That means we can provide nearly 236,000 meals to our Orange County neighbors in

need. Our heartfelt thanks to everyone who donated food, our dedicated volunteers who helped collect the food from local post offices, and of course – the National Association of Letter Carriers! You've made a significant impact in feeding the hungry in our community.

We'd also like to recognize our friends at the Orange County Register for their support in increasing awareness of this vital food drive campaign! ❤️



Target



Our friends at Target sprung into action at Second Harvest this spring!

First, four local Target stores launched Target's PFresh Program. Through our Grocery Rescue program, safe and nutritious product will be donated and delivered directly to participating member agencies each week. Our partnership will continue to grow as more PFresh stores are added in the coming months.



Then, on May 14, 240 Target employees joined in at Second Harvest for a day of volunteering. Throughout the day volunteers assisted Second Harvest sorting over 20,000 pounds of donated food – much of it from "Stamp Out Hunger" – labeling over 5,200 cases of product, sorting 26,000 pounds of donated unsalable product and assisted in inspecting and cleaning all donation barrels. Second Harvest Food Bank appreciates the 740 donated hours toward our cause! ❤️

Wells Fargo

Our friends at the Wells Fargo Foundation donated \$15,000 toward our hunger relief efforts! That's 45,000 meals for those in need here in Orange County. We're extremely grateful for Wells Fargo's generous and ongoing support! ❤️



Bank of America & Boeing

Bank of America and Boeing have generously donated their time and resources over the years to ensure nutritious food gets to those at risk of hunger in Orange County. This year, they partnered in a volunteer harvesting event at our Incredible Edible Park. The companies also joined together in sponsorship of UPS Roadnet routing software in an effort to advance our transportation technology and efficiency. This software helps us



Bank of America



pick up and distribute more food utilizing fewer resources. On average, the UPS Roadnet software saves us over 6 hours and 340 miles a week. We estimate the added efficiencies will allow Second Harvest Food Bank to distribute an additional 150,000 pounds of food annually. ❤️

Code Pink Boot Camp:

Amazing Race for Hunger

Our friends at Code Pink Boot Camp held an "Amazing Race for Hunger" to raise awareness and collect food in the name of hunger relief. Participants brought grocery bags filled with food and were challenged to race around the The District at Tustin Legacy following race clues and overcoming course obstacles along the way. The group of fitness fanatics collected 609 pounds of food equaling 475 meals – thank you Code Pink Boot Camp! ❤️



Your Time Online Can Make a Difference

What if we earned a donation every time you searched the Internet? Or how about if a percentage of every purchase you made online went to support our cause? Well, now it can!



GoodSearch.com is a new Yahoo-powered search engine that donates half its advertising revenue to the charities its users designate. Use it just as you would any search engine, get quality search results from Yahoo, and watch the donations add up! Go to www.goodsearch.com for more information and to download your toolbar. ❤️

Willow Manor & Brighton

The owners of Willow Manor Exceptional Gifts & Accessories in RSM teamed with Brighton Collectibles to present us with a \$5,000 donation. The gift was part of Brighton's national "Feed Our Friends" fundraiser promotion. Our thanks to Willow Manor for nominating Second Harvest as your American Hero and Brighton for making a much brighter day for so many who struggle with hunger here in Orange County. ❤️



Walmart

Walmart recently announced a five-year, \$2 billion commitment to support domestic hunger-relief organizations, including Feeding America. The commitment includes the cash value of Walmart's food donations to Feeding America network food banks, of which Second Harvest is one, and \$250 million in cash grants. "Our partnership with Feeding America is helping us do our part to put more food on the dinner table," states Walmart Foundation President, Margaret McKenna. Deeply committed to ending domestic hunger, Walmart is one of Feeding America's top corporate donors. ❤️



Cook's Corner - 10th Anniversary, Blessing of the Bikes Fundraiser

Each spring, Cook's Corner hosts a Blessing of the Bikes on the first Sunday of May. The event has raised thousands of dollars for Second Harvest over the years. Hundreds of bikes converge on the Corner for a blessing by a St. Michael's Abbey priest. The connection between Cook's and St. Michael's goes back to 1960, when the Norbertine Fathers, exiled from Hungary, purchased 34 acres of land from Jack Cook and built St. Michael's Abbey. We're grateful that St. Michael's settled here in Orange County - and for our good friends on the Corner! ❤️



Kraft Mobile Pantry Donation

A recent grant for a refrigerated Mobile Pantry vehicle has expanded and modernized our Mobile Pantry programs' ability to safely distribute perishable food. The newly expanded capability of our Mobile Pantry program allows us to distribute even more nutritious food throughout Orange County. ❤️



Food & Fund Drives

We greatly appreciate all of our food and fund drive partners!

- ♥️ **8th Annual Extreme Motorsports Expo**
1,259 pounds of food = 982 meals
- ♥️ **North Hills Church**
2,274 pounds of food = 1,774 meals
- ♥️ **Portola Hills Community**
1,000 pounds = 780 meals
Special recognition to Portola Hills Elementary School & Cub Scout Pack #623 for their dedication and hard work!
- ♥️ **Prescription Solutions**
1,170 pounds = 913 meals
- ♥️ **Scout-O-Rama**
2,113 pounds = 1,648 meals
- ♥️ **Travel/Discovery Channel, Man vs. Hunger**
300 pounds of food + \$1,000 = 3,234 meals

Grants

A special thanks to all of our generous donors supporting Second Harvest Food Bank's hunger relief programs! Especially:

♥️ Anaheim Community Foundation	\$2,500	Brown Bag
♥️ ConAgra	\$20,000	Missing Meals
♥️ Got Breakfast? Foundation	\$5,000	Missing Meals
♥️ Knights of Malta	\$15,000	Child Hunger Strategy
♥️ Linda I Smith Foundation	\$2,500	Kids Cafe
♥️ Orange County Community Foundation	\$20,000	Child Hunger Strategy



SOCIETY OF ST. VINCENT DE PAUL




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Check out our website's new look at feedoc.org!




Classrooms aren't the only things that're empty over summer vacation.




In Orange County, 43% of kids depend on free school lunches for most of their nutrition nine months a year. Which means that many of them will go hungry now. To learn how you can help, visit feedoc.org.



SOCIETY OF ST. VINCENT DE PAUL



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CEAR
+ THE BEAT GOES ON +
Jul. 16 - Aug. 15
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**BRING 5 CANS
GET IN
FREE**

**Wednesday, July 21, 2010
Noon to 6pm**

Free admission and one carnival ride per person when you donate 5 cans of food. Sponsored by Ralphs, to benefit:

