It started 30 years ago. In an effort to address a shortfall in funding at Second Harvest Food Bank of Orange County, then board member Jill Johnson-Tucker organized an informal gathering with her dear friend, Jennifer Van Bergh. Their goal was modest: to connect with friends, tell them about the hungry in Orange County, and the work happening at Second Harvest. What happened next was incredible.

The inaugural Harvesters event ultimately sold out and netted nearly $50,000 for Second Harvest, much greater than the $5,000 goal. In a few short years, events would grow to raise $100,000, then $500,000, then $1M. After a recession, and even a global pandemic, Harvesters nets over $1M today.

Jill and Jennifer credit their success to the generosity of the community and the vital work of Second Harvest Food Bank. Harvesters recognizes these two friends for their ingenuity in establishing the organization, and their enduring passion to support all who struggle with food insecurity.
Community Of Friends

1995
Harvesters formalizes partnership with South Coast Plaza.

1997
Harvesters form partnership with KTLA Charities, a fund of the McCormick Tribune Foundation, which matches funds raised.

Recent matching campaign partner, City National Bank, helps support record fundraising in 2020 & 2021.

2000
Harvesters volunteerism at Second Harvest Food Bank extends from senior grocery deliveries to helping launch the Backpack Program, providing children with nutritious kid-friendly food on Fridays and before holidays.

Over the years, Harvesters members and their families have volunteered tens of thousands of hours harvesting at the Incredible Edible Farm, serving food-insecure neighbors at community mobile pantries, and organizing emergency food drives during earlier recessions.

2004
Special Fund is formed and donates new tractor for gleaning and provides funding for three new Kids Cafes. To date, Special Fund has raised over $1M to support SHFB’s mission critical projects.

2010
A Harvesters member and her young daughter develop a program to benefit Second Harvest, based on the daughter’s imaginative, original book, “Izzy and the Candy Palace.”

2012
Harvesters celebrates its 20th Anniversary, $5.7M million raised since 1992.

2013
“Plates of Love” program for children and young adults is launched by a Harvester. This new programming provided an avenue for those under 18 to volunteer, as well as a fundraiser for Second Harvest Food Bank. Harvesters continues its youth initiative programs to teach about hunger in the community, while cultivating a philanthropic spirit.

2016
Harvesters Fund-A-Meal program begins raising funds from supporters who may not attend the annual event. To date, programming has raised over $200,000.

Working Together

FEEDOC.ORG/HARVESTERS

6 HARVESTERS

7 HARVESTERS
Serving Our Neighbors

2017
Harvesters celebrates its 25th Anniversary, over $9M raised since 1992. A Harvesters donor provides funding for a permanent school pantry at Mercado El Sol Science and Arts Academy, in support of Second Harvest’s Bold Goal initiative.

2018
City National Bank makes its first donation as Corporate Legacy Harvest Sponsor. Their big-hearted giving has contributed over $175,000 to Second Harvest. Harvesters, in partnership with Second Harvest, launches the Innovative Service Award, an annual recognition of community pantry partners who strive to serve their food-insecure clients.

2020
Harvesters holds its first ever virtual presentation of the Fashion Show at Segerstrom Center for the Arts. Proud to be recognized as the first to provide Second Harvest with COVID-19 relief before any other organization.

2021
Harvesters members and their families join the community in painting a mural connecting the joy felt by all who serve Second Harvest. Casey Lesher of Coldwell Banker Luxury Real Estate forms partnership with Harvesters; pledges $150,000 to feed our food insecure neighbors.

2022
Harvesters celebrates its 30th year supporting Second Harvest, contributing over $14.5M since 1992.
Dear Friends,

Thank you for supporting Harvesters 30th Anniversary Fashion Show & Luncheon Celebration. Can you believe it? Thirty years! Three decades of partnering to feed the most vulnerable in our community—children, families, seniors, college students and others who face hunger and food insecurity every day. These neighbors turn to Second Harvest and our network of pantries and partners for help, and we could not do it without you!

Over the last three decades, Harvesters support has been unwavering through distribution center location changes, evolutions in our distribution model and most recently a worldwide, multi-year pandemic. In 2020, Harvesters members rapidly answered our call for help in the early days of COVID-19 by becoming the first organization to provide pandemic relief funds when the community needed assistance the most. Harvesters also were hands-on, packing food boxes and volunteering at our weekly drive-thru food distributions at the Honda Center. Harvesters support in 2021 was record-breaking, raising over $1.8 million to ensure all are well fed in Orange County!

Second Harvest’s nutritional strategy focuses on distributing not only the right quantity of food, but also providing consistent access to nutritious food. This includes the creation of our 45-acre Harvest Solutions Farm in Irvine, which generates a security of local nourishment for our community. And to keep this produce fresher longer, Harvesters provided funding for cold storage to Second Harvest partner pantries. Through these contributions, Harvesters continues to support us in serving vulnerable and marginalized communities in Orange County.

While the height of the pandemic may be over, the ripple effects continue. Thousands of working families in Orange County continue to experience unemployment or under-employment. As they struggle to get back on their feet financially, they now face rising prices at the gas pump and the grocery store. Thanks to Harvesters support, Second Harvest continues to purchase, grow and receive donations of nutritious food for over 300,000 of our neighbors in need each month in Orange County.

Our work would simply not be possible without you. We are so very thankful.

With gratitude,

Claudia Bonilla Keller
Chief Executive Officer

Underwrite Today at feedoc.org/harvesters
CELEBRATING OUR COMMITMENT TO END HUNGER. TOGETHER.

Fashion Show & Luncheon Celebration

TUESDAY, OCTOBER 11, 2022
RENEE & HENRY SEGERSTROM CONCERT HALL

In this celebratory year, the South Coast Plaza sponsored fashion show will honor Harvesters 30th Anniversary and South Coast Plaza’s 55th year. For the first time in 30 years, South Coast Plaza will present the chic and iconic designs of Oscar de la Renta, a luxury brand exclusive to South Coast Plaza in Orange County. The show will feature Oscar de la Renta’s fall/winter 2022 collection, as well as pre-spring 2023 & exquisite bridal pieces.

Harvesters is grateful to Burberry and Cartier for supporting our mission and 30th Anniversary Celebration.

Schedule of Events

Please visit feedoc.org/harvesters for updates

10:00 a.m.
Champagne Reception hosted by

11:30 a.m.
Luxury Runway Fashion Show featuring

12:30–2:30 p.m.
Outdoor Luncheon Celebration

ARGYROS PLAZA

Harvesters is grateful to Burberry and Cartier for supporting our mission and 30th Anniversary Celebration.

UNDERWRITE TODAY AT FEEDOC.ORG/HARVESTERS

@HARVESTERSOC FEEDOC.ORG/HARVESTERS
Nourishing a Healthier OC

FOR 30 YEARS, GIFTS FROM GENEROUS DONORS LIKE YOU HAVE HELPED STRENGTHEN OC, THE PLACE WE CALL HOME. PLEASE JOIN HARVESTERS IN RAISING CRITICAL FUNDS TO HELP #FEEDOC. 100% OF ALL UNDERWRITING DOLLARS GO DIRECTLY TO SECOND HARVEST FOOD BANK OF ORANGE COUNTY. HARVESTERS THANK YOU FOR YOUR ENDURING SUPPORT.

2022 Underwriting

WE FEED OC | $75,000+
- Premium Fashion Show Seating for 8
- Premium Luncheon Table for 8
- 10 Opportunity Drawing Tickets

ENSURING NUTRITION | $50,000+
- Premium Fashion Show Seating for 4
- Premium Luncheon Seats for 4
- 8 Opportunity Drawing Tickets

FUELING MINDS | $30,000+
- Premium Fashion Show Seating for 4
- Premium Luncheon Seats for 4
- 8 Opportunity Drawing Tickets

ENDING HUNGER | $15,000+
- Premium Fashion Show Seating & Luncheon for 2
- 4 Opportunity Drawing Tickets

EMPOWERING FAMILIES | $10,000+
- Premium Fashion Show Seating & Luncheon for 2
- 2 Opportunity Drawing Tickets

ENSURING ACCESS | $5,000+
- Premium Fashion Show Seating & Luncheon for 2

OFFERING HOPE | $2,500+
- Reserved Fashion Show Seating & Luncheon for 2

COMMUNITY | $1,500+
- Fashion Show & Luncheon Ticket for 1

Underwriters will receive UW benefits unless foundations or corporations note otherwise. Kindly note that underwriter benefits at the $1,500 level will receive only one ticket to the Fashion Show & Luncheon. For those unable to attend the event, we’d love for you to still consider underwriting to support Second Harvest in this critical year of need.

JOIN US IN PROVIDING OUR NEIGHBORS WITH FRESH, NUTRITIOUS FOOD. UNDERWRITE TODAY AT FEEDOC.ORG/HARVESTERS
THANK YOU TO ALL HARVESTERS FRIENDS, UNDERWRITERS, SPONSORS, AND PARTNERS FOR MAKING THE 29TH ANNUAL FASHION SHOW & LUNCHEON A TREMENDOUS SUCCESS. IT IS THROUGH YOUR GENEROSITY AND HARD WORK THAT WE CULTIVATE ENDURING SUPPORT FOR SECOND HARVEST AND NOURISH OUR BELOVED COMMUNITY.

1. Meghan Hoffman, Julia Beaton
2. Lauren Franke, Micaela Lumpkin
3. Eunice Sun, Randa Kim, Susan Etchandy
4. Madeline McKinley, Liz McKinley, Jill Johnson-Tucker, Lanny Tucker
5. Laura Vanderhook, Joyce Lee, Veronica Swelk, Kenna Flores, Ashley Folks, Casey Lester, Joe Booth, T. Jennifer Van Bergh, Mia Van Bergh
6. Nicole Joseph, Stephanie Fry Workman
7. Jennifer Sargent, Joyce Lee, Veronica Swelk, Kenna Flores, Ashley Folks, Casey Lester, Joe Booth, T. Jennifer Van Bergh, Mia Van Bergh
8. Nicole Joseph, Stephanie Fry Workman
9. Stephanie Rogers, David Hasenbalg, Claudia Keller
10. Laura Constantiner, Kate Carlton, Veronica Swelk, Cameran Davis, Anna Sherwood, Stephanie Watts
11. Lee Healy, Jacque Casey
12. Monica Wood
13. Laura Vanderhook, Christy Parnes, H. Gabe Serrato, Elizabeth Waler
14. Amber Smith and Harvesters supporters
15. Jennifer Sargent, Joyce Lee, Veronica Swelk, Kenna Flores, Ashley Folks, Casey Lester, Joe Booth, T. Jennifer Van Bergh, Mia Van Bergh
16. Nicole Joseph, Stephanie Fry Workman
17. Natalie Croul, Susan Croul
18. Liz Katkin, Reesa Emeldi, Erica Fink, Katrina Goldberg

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THANK YOU

Bill, Roxanne and the
Jacquie & Michael
Anonymous

NUTRITION

Slavik Family

David R. Clare and
City National Bank
Anonymous

WE FEED OC
2021 Underwriters

Comrie Family
Coldwell Banker
Casey*
Foundation**
Foundation
Foundation
Margaret C. Clare
$15,000+

Steve & Sheral Burke
American Advisors
FAMILIES
EMPOWERING

DIGNIFYING

Granfy**

Ms. & Mrs. Julia Post-
Foundation
Buchholz
Bridgford Family
Charitable Trust

Congratulations to South Coast Plaza, on celebrating 55 years as the premier shopping destination in the U.S. Harvesters is honored to be a partner for the past 30 years, working together to end hunger in Orange County.

A BIG HARVESTERS THANK YOU FOR ALL YOU DO.

Knode*

Joe & Marilyn
Sanita Family
Judith Posnikoff
People United for
Michele O’Leary-Koll**
Kaylen & CJ Noecker
The Moriarty Family
Claudia M. Morehead*
Tim & Katie Miller
Trisha & Rory McKinney
Manifas Utopia
Mr. & Mrs. Nicholas
Robert & Terry Lee
Mandy & Chris Lee
David & Terry Lee
Donna Longo
Lugano Diamonds
Mr. & Mrs. Nicholas
K. Luripg
Manfred Utopia
Yvette & Kevin
McCarthy*
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Philips Foundation
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Foundation
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Sandy Pangbarg
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Julie & Doug Hanke
Barney & Cheryl Trust
Cris Hb
Paul Hums
Bethany & Todd Hyns
Mono Kimer
Noa Kaem & Aila Bahni
Maya Key
Melissa & Scott
Krinca*
A legacy of giving launched 30 years ago continues to support a healthier, more vibrant Orange County. Join us as an underwriter of Harvesters 30th Anniversary Fashion Show & Luncheon Celebration by donating today.

We thank you!

UNDERWRITE ONLINE: FEEDOC.ORG/HARVESTERS

CHECKS PAYABLE: Second Harvest Food Bank of Orange County, Attn: Harvesters

FOR QUESTIONS: Please contact Bre Martinez at 949.208.3178 or Harvesters@feedoc.org

TAX ID: 32-0362611

SECOND HARVEST FOOD BANK OF ORANGE COUNTY | ATTN: HARVESTERS
8014 MARINE WAY | IRVINE, CA 92618