

A close-up photograph of a hand holding a single, vibrant red strawberry with its green stem and leaves. The background is a soft-focus array of various fruits, including what appears to be a banana and other produce, creating a warm and natural atmosphere. The text is overlaid on the top right of the image.

# **SECOND HARVEST FOOD BANK**

SANTA CRUZ COUNTY

**ANNUAL REPORT 2015-2016**



**Bob Norton** Board Chair

**Willy Elliott-McCrea** CEO

Dear Second Harvest Community,

Food is fundamental.

Without it, you can't sleep, grow, or hope. With it, you can learn, work, and thrive.

Helping people in need access basic food and nutrition is what we do, and we continue to focus on our core mission of fighting hunger and malnutrition throughout Santa Cruz County.

- *We're now working with over 100 partner agencies across the county—organizations on the front lines of human services, to get food straight to the people who need it most*
- *We now deliver 715 of our award-winning nutrition classes at 34 neighborhood sites. So in addition to healthy produce, underserved residents can also access the recipes for healthy cooking and living, for them and their families*
- *We continue to serve as the food and nutrition lifeline for more than 55,000 people each month across Santa Cruz County*

Over the years, our focus on delivering healthy calories has grown. We're now the second healthiest food bank in the United States.

This puts us in a unique position as the nation faces a daunting health crisis—the growth of chronic conditions like diabetes which are taxing our health care system, hurting individuals and families, and chipping away at the hope and opportunity the Food Bank seeks to ensure.

Fortunately, Second Harvest is well positioned to combat this trend.

We aim to leverage the success of our peer-support programs to bring the powerful combination of healthy produce and community education to more neighborhoods, putting what already works to work against obesity and diabetes. You can read more on page 9.

With your involvement, we're ever strengthening the food safety net that supports a healthy and vibrant future in Santa Cruz County.

*Thank you for your continued support.*

Bob and Willy

Cover Photo © National Geographic, courtesy of Feeding America

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Willy Elliott-McCrea, CEO

# Year in Review

**8,177,898 POUNDS**  
OF FOOD DISTRIBUTED




TO OVER **100 PARTNER** AGENCIES  
AND **100 DIRECT DISTRIBUTION PROGRAMS**  
ACROSS SANTA CRUZ COUNTY



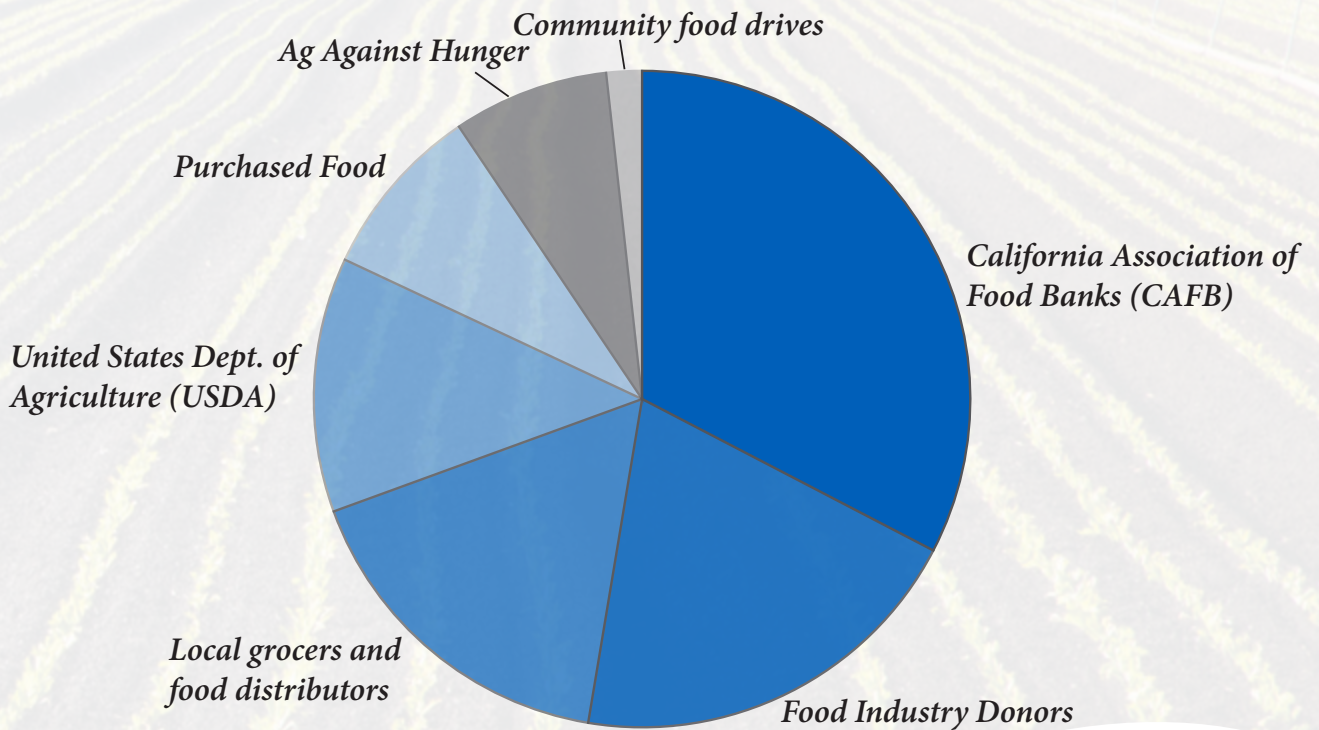
**61%**  
WERE FRESH  
**FRUITS AND VEGETABLES**  
*that's over 5,000,000 pounds of produce*

**715 NUTRITION CLASSES**  
TAUGHT AT **34** LOCATIONS  
ACROSS THE COUNTY  
**REACHING**  
**2,347 PEOPLE EACH MONTH**

**55,603**   
Santa Cruz County  
residents served  
**EACH MONTH**

*Top Requested Items—Peanut Butter, Rice, Cereal, Tuna*

# Second Harvest Food—Where Does It Come From?



For more information please visit [www.thefoodbank.org/foodsources](http://www.thefoodbank.org/foodsources)

**STRONG PARTNERSHIPS  
AND  
SMART SHOPPING!**



## 2015 Food Donor of the Year: Oroweat/Bimbo Bakeries USA

The local Santa Cruz outlet of Oroweat/Bimbo Bakeries USA (BBU) has been donating its premium bread products to Second Harvest for more than 25 years. Since 2001, BBU has donated more than 2.6 million pounds of bread for distribution to low-income residents in Santa Cruz County. BBU takes pride in providing their premium bread to families in need and is committed to preserving and giving back to the communities where they live and serve.

## Food Industry Donors

A & I Trucking  
 Ag Against Hunger  
 American Red Cross  
 Americold  
 Aromas Produce  
 Beckmann's Bakery  
 Berry Chill  
 CA Association of Food Banks  
 California Foodlink USDA DDD  
 Central Cold Storage  
 Coke Farm  
 Del Mar Food Products Corp  
 Dirty Girl Produce  
 Dreisbach Hilltop  
 Driscoll's Strawberry  
 Falcon Trading  
 Farmhouse Culture

Field Fresh Farm  
 Fitz Fresh Mushrooms  
 Goodwill Industries  
 Grocery Outlet Watsonville  
 HA Rider & Sons  
 Happy Boy Farms  
 Hikari Farms  
 Jacobs Farm Del Cabo  
 JW Produce Organic  
 La Princesa Market  
 La Rosa Tortillas  
 Lakeside Organic Gardens LLC  
 Live Earth Farms Discovery Program  
 Miyashita Nursery  
 Monterey County Food Bank  
 Monterey Mushrooms

Nagamine Nursery  
 Nestle USA, Inc.  
 New Leaf Community Markets  
 Oroweat Foods Co  
 Pepperidge Farm  
 Performance Foodservice-Ledyard  
 Phil Foster Ranches  
 Planasa, LLC  
 Raley's Nob Hill Capitola  
 Raley's Nob Hill Scotts Valley  
 Raley's Nob Hill Watsonville  
 Rita's Italian Ice and Custard  
 Safeway  
 SaveMart Capitola  
 SHFB Santa Clara & San Mateo Counties  
 Smith & Vandiver

Sweet Earth  
 Target Capitola  
 Target Watsonville  
 Thomas Farm  
 Tropicana Products  
 UC Santa Cruz  
 Vasquez Farms  
 Viridis Aquaponic Growers  
 Watsonville Berry Co-op  
 Watsonville Coast Produce  
 Whiskey Hill Farms  
 Whole Foods Market Capitola

# Volunteers



Ted helps in the warehouse with agency food distribution

# 42,060

VOLUNTEER HOURS GIVEN



Nutrition Ambassadors Maria and Rita distribute food at a Passion For Produce site

## 2016 Hunger Fighters of the Year



In 2008, **Patrick Littleton** launched the Pajaro Valley Unified School District Garden Project, an after-school learning program that provides hands-on instruction and tasty meals to students throughout South County. The Garden Project's positive influence can be seen in the students' excitement for healthy produce, appreciation for food grown from seeds, and newfound ability to apply science and nutrition to their everyday lives.

**Angela Farley** is founder and director of Teen Kitchen Project, where Santa Cruz County teens learn healthy cooking from local chefs in a professional kitchen and distribute the meals to local families in crisis or treatment due to serious illness. Inspired by her experience during her own son's illness, Angela is now transforming the lives of hundreds of teens and families in Santa Cruz County.



# Agency Network Services

“It’s your neighbors,” AR Pointer told me.

I had been asking AR about the organization she started in the small town of Aromas, in south Santa Cruz County, called Neighbors Helping Neighbors. It’s one of Second Harvest’s newest member agencies, and twice a month the group distributes fresh produce provided by the Food Bank to families in need.

“Who comes to the food distributions?” I had asked AR.

She answered, “It’s your neighbors. It’s the people next door to you that you don’t even know need help.”

Even in a small town, knowing everyone’s face doesn’t necessarily mean you know if they need food. It would be easy to assume that most of those in need are people without jobs, or maybe farmworkers, who often struggle to find consistent field work throughout the year. But AR was surprised by who came in the door.

“It’s mostly the working poor,” AR explained. “They come rushing in sometimes because we’re only open between 5 and 6,” and they’ve just got off of work.

The fact is, working hard and holding a job—or even two jobs—may not pay enough these days to make it through the month, especially given the price of housing in this part of the country.

Many of the people who receive food and see how generous their neighbors are come back to the food line again—as volunteers. The program “has been a wonderful thing for the community—I can’t take credit for that,” AR tells me. “It’s really the community coming out and helping each other.” Or—Neighbors Helping Neighbors.



## After-School Activities

Big Brothers Big Sisters  
Boys and Girls Club  
Child Evangelism Fellowship  
County of Santa Cruz- Parks & Recreation  
Lutheran Community Church  
Watsonville Wetlands Watch

## Child Care and Youth Centers

Bright Path Day Program  
Community Bridges Childcare  
Digital Nest  
Discoveryland Christian Preschool  
Ecology Action  
YMCA Camp Campbell  
Youth N.O.W./EternityWorks  
YWCA Childcare

## Pantries

Bay Avenue Senior Apartments  
Bible Missionary Church  
Calvary Episcopal Church  
Casa de la Cultura  
Cathedral of Faith  
Christmas Project  
Church of the Nazarene  
Community Bridges La Manzana  
Cornerstone Food Pantry  
Daily Bread/Word of Life  
Davenport Resource Center  
Despensa Don Bosco  
Familia Center  
Fasting Prayer Mountain of the World

Freedom Roads Pantry  
Garfield Park Community Church  
Grace Temple Youth  
Grey Bears  
Harbor Light Gospel Tabernacle  
Holy Cross S.V.D.P.  
Hope Ministry  
Iglesia Adventista Hispana  
Iglesia de Cristo  
Iglesia de Dios  
Iglesia Roca Firme  
Inner Light Pantry  
LIUNA Local 270  
Mental Health Client Action Network  
Mid-Peninsula Housing Services  
Neighbors Helping Neighbors  
New Life Center  
Operation LOV  
Pajaro Rescue Mission  
Pajaro Valley Loaves and Fishes  
Pan de Vida  
People’s Pantry/Twin Lakes Church  
Progressive Baptist Church  
Reseter Hotel-Abode  
Resurrection Church Pantry  
Salud Para La Gente  
Salvation Army-Santa Cruz  
Salvation Army-Watsonville  
San Agustin Pantry  
Santa Cruz Agape Manna  
Santa Cruz AIDS Project  
Santa Cruz Bible Church  
Santa Cruz Women’s Health Center

St. Phillips Food Pantry  
Star of the Sea  
UCSC Family Student Housing  
UCSC Slug Support Pantry  
United Presbyterian Church, Watsonville  
UPC Pantry  
Valley Churches United Missions  
Valley Vineyard  
Walnut Avenue Women’s Center  
Watsonville SDA Food Pantry  
Watsonville Volunteer Center

## Recovery Centers

Casa Pacific-Encompass  
El Dorado Center-Encompass  
Gemma  
Janus of Santa Cruz  
Latin American Institute  
Monterey Bay Teen Challenge  
Santa Cruz Residential Recovery-Encompass  
Second Story-Encompass  
Si Se Puede-Encompass  
Tyler House-Encompass

## Senior Care and Group Homes

Above the Line Homes for Kids  
Assisted Living Project  
Haven of Hope-Halycon House  
New Families, Inc.  
Poppy Hill  
TELOS-Encompass

## Shelters and Soup Kitchens

All Saints Episcopal Church  
Associated Faith Communities  
Calvary Episcopal Church  
First United Methodist-Watsonville  
Food Not Bombs  
Homeless Services Center  
Mental Health Client Action Network  
Monarch Services  
Mountain Bible Church  
New Life Center  
Operation LOV  
Pajaro Rescue Mission  
Pajaro Valley Loaves and Fishes  
Pajaro Valley Shelter Services  
River Street Shelter-Encompass  
Salvation Army-Watsonville  
Santa Cruz Bible Church  
Shorelife Community Church  
St. Francis Soup Kitchen  
Teen Kitchen Project  
United Methodist Church of Santa Cruz


## Emergency Food Assistance

Ben Lomond  
Davenport  
Mid-County  
Outreach Food for Work  
Santa Cruz  
Watsonville

# Outreach Services

*A direct line to immediate help...  
... and a personal bridge to CalFresh*

NEED FOOD?  
831-662-0991

  
**Community  
Food Hotline**  
Second Harvest Food Bank  
Santa Cruz County  
Monday-Friday  
8 a.m. to 4 p.m.  
We also offer nutrition  
classes & CalFresh  
application assistance.

Our *Community Food Hotline* connects people in need with their nearest food pantry or distribution site



*“Hi. I’m 83 years and I can’t work anymore and I’ve really been sick. I hardly have any food ... I just wondered if you can give me a call back and tell me where I can get some food? I’m just living on practically nothing. I’m 82 or 83, I don’t remember which... I’m truly at the end of my... what I’m trying to survive on. Thank you. Thank you.”*

*- Hotline caller*



Offers a helping hand through the process of applying for **CalFresh**, to help low-income households purchase *nutritious food*.

We connected **520 households** to CalFresh bringing **\$1,934,400** in CalFresh benefits to Santa Cruz County—that’s **708,760 meals** for hungry adults and children which generated an extra est. **\$3.5 million** in local economic activity.



Our annual CalFresh forum helps local agencies connect hungry children and families with CalFresh

# Nutrition Programs

- Provide healthy food to people in need
- Improve nutrition through a focus on fresh produce
- Decrease malnutrition-related disease
- Reach people where they live at dozens of sites throughout the county



Passion For Produce



Food For Children

And by pairing healthy food with education, we're creating positive changes in our community's health which ripple throughout the community.



## Nutrition Programs

### Food For Children

Alianza Charter School  
Amesti Elementary  
Ann Soldo Elementary  
Artspace Tannery Lofts  
Bay View Elementary  
Branciforte Head Start  
Buena Vista Migrant Camp  
Calabasas Elementary  
Casa del Alfarero  
The Church of the Nazarene  
Corralitos Creek Apartments  
Elizabeth Oaks Apartments  
Emerald Bay Apartments  
Emerald Hill Apartments  
Evergreen Apartments  
Familia Center  
Freedom Elementary  
Gault Elementary  
Holy Eucharist Church  
Jardines del Valle Apartments  
La Casita Head Start  
Lincoln Square Apartments  
Live Oak Resource Center  
Lutheran Community Church  
Mountain Community Resources  
Neary Lagoon Apartments  
Northgate Apartments

Nueva Vista Apartments  
Nuevo Sol Apartments  
Pajaro Valley Loaves and Fishes  
Paloma del Mar Apartments  
Parkhurst Terrace Apartments  
Radcliff Elementary  
Rolling Hills Head Start  
Salud Para La Gente  
San Andreas Housing Complex  
SDA Church Watsonville  
Seacliff Highlands Apartments  
Starlight Elementary  
Stone Creek Apartments  
Sunny Meadows Apartments  
Sycamore Commons Apartments  
Terry Jimenez Head Start  
Tierra Alta Apartments  
Tierra Linda Apartments  
United Methodist Church  
Valley Churches United Missions  
Veterans of Foreign Wars  
Villa La Posada Apartments  
Villas del Paraíso Apartments  
Vista Verde Townhouses  
WIC Watsonville

### Passion For Produce

Alianza Charter School  
Amesti Elementary  
Artspace Tannery Lofts  
Bay View Elementary  
Buena Vista Migrant Camp  
Calabasas Elementary  
The Church of the Nazarene  
Corralitos Creek Apartments  
Davenport Resource Center  
Delaveaga Elementary  
Don Bosco Church  
East Cliff Village Apartments  
Elizabeth Oaks Apartments  
Emerald Bay Apartments  
Freedom Elementary  
Freedom Roads Assembly of God  
Faith Community Church  
Gault Elementary  
Inner Light Ministries  
Jardines del Valle Apartments  
La Manzana Resource Center  
Mountain Community Resources  
Parkhurst Terrace Apartments  
Pacific Terrace Apartments  
Neary Lagoon Apartments  
San Lorenzo Apartments  
San Andreas Housing Complex

SDA Soquel Bilingual Church  
Seacliff Highlands Apartments  
Starlight Elementary  
Sunny Meadows Apartments  
Villas del Paraíso Apartments  
Vista Verde Townhouses  
Watsonville Senior Center

### Healthy School Snack Programs

Cesar Chavez Snack Program  
Escuela Quetzal  
Fitness 4 Life  
H.A. Hyde Elementary  
MacQuiddy After School Program  
Pajaro Valley High School  
Pajaro Valley Middle School  
Pajaro Valley Unified School District  
San Lorenzo Valley High School  
Santa Cruz City Schools  
Santa Cruz County Alternative Education  
Scotts Valley High School  
Soquel Elementary School District  
Starlight Elementary  
Watsonville Charter for the Arts  
Watsonville High School



# A Healthier Direction

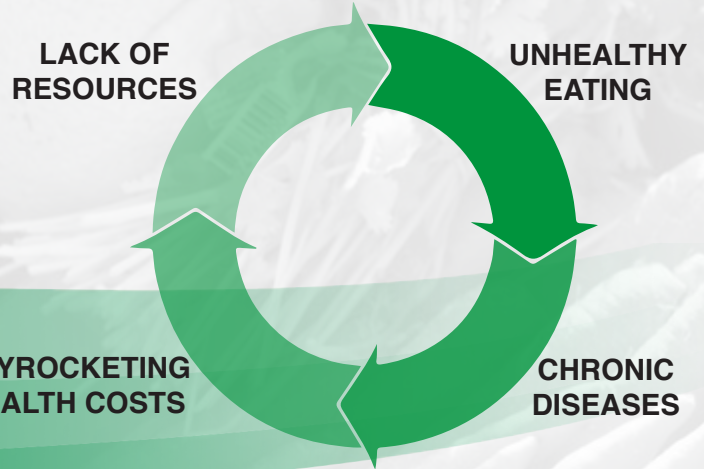
**OF THE 199 FOOD BANKS  
IN THE FEEDING AMERICA NETWORK  
SECOND HARVEST SANTA CRUZ COUNTY IS**



**IN % OF HEALTHIER FOOD DISTRIBUTED\***

At the same time, Chronic Health Problems are on the rise.

- *More than 1/3 of adults nationwide are obese*
- *23% of Second Harvest client households have a member with diabetes*
- *28% can't afford to pay medical bills*
- *66% have been forced to purchased cheap, unhealthy food in the last year in order to get enough to eat*



## Passion For Produce is perfectly positioned

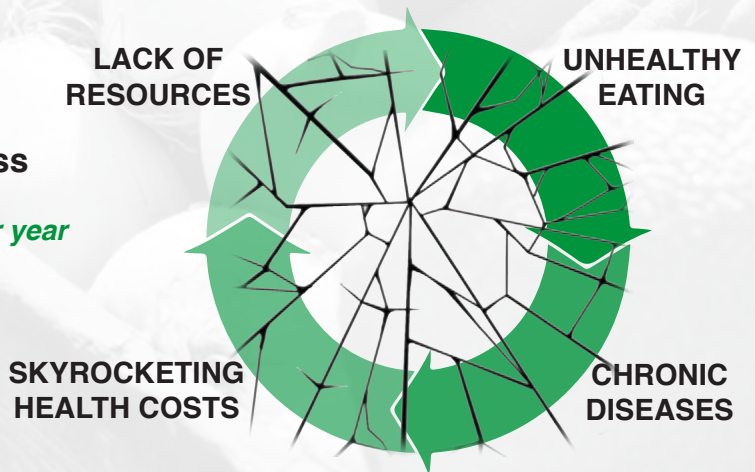
Delivering healthy produce alongside lessons in nutrition and healthy living

-A holistic, peer-support approach that fights hunger now and spreads positive changes throughout the community, so people can boost their own health and their family's health long after the lesson is through

## Passion For Produce

**Second Harvest seeks to build on success**

- *Expand to 1,000 nutrition education classes per year*
- *Reach 2,300 of the county's most vulnerable*
- *Fight hunger, lower health care costs, boost resiliency and break the cycle*



**SECOND HARVEST IS UP TO THE CHALLENGE**

\*Feeding America's Foods to Encourage study, 2014

# Statement of Financial Position

as of June 30, 2016 (Unaudited)

## BALANCE SHEET

### Assets:

|                               |             |
|-------------------------------|-------------|
| Cash and investments          | \$2,905,249 |
| Accounts receivable           | 180,840     |
| Food inventory                | 1,753,930   |
| Prepaid expenses              | 48,627      |
| Land, building, and equipment | 6,227,713   |

**Total assets** **\$11,116,359**

### Liabilities:

|                                       |           |
|---------------------------------------|-----------|
| Accounts payable and accrued expenses | \$267,646 |
| Long-term payable (building and land) | 1,714,406 |

**Total liabilities** **\$1,982,052**

### Equity:

|                                  |           |
|----------------------------------|-----------|
| Undesignated                     | \$401,342 |
| Designated for food and reserves | 2,970,330 |
| Land, building, and equipment    | 4,513,307 |
| Temporarily restricted assets    | 1,249,328 |

**Total net equity** **\$9,134,307**

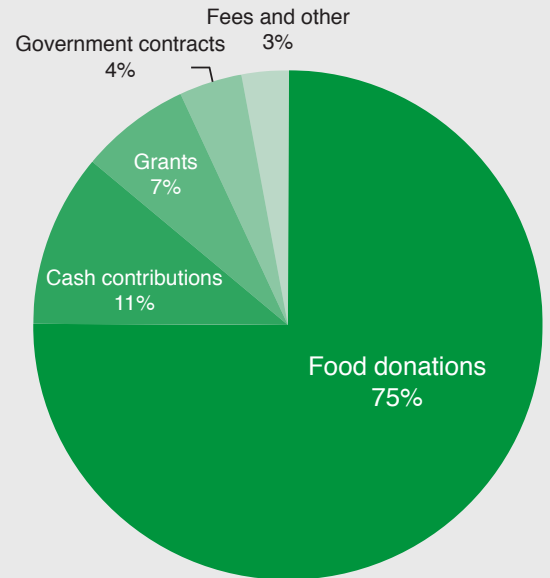
**Total liabilities, deferred income, and net equity** **\$11,116,359**



“We’re the oldest food bank in California and the second oldest in the country, so we’ve been perfecting our operation over many years.

**Our dedicated staff ensure that  
95 cents of every dollar goes directly to feeding people.”**

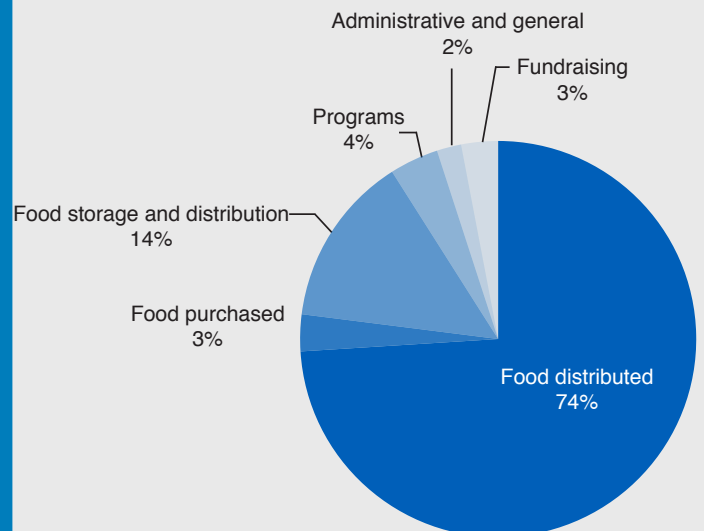
*Willy Elliott-McCrea, CEO*



### Annual Revenue:

|                      |              |
|----------------------|--------------|
| Food donations       | \$13,770,620 |
| Cash contributions   | 2,085,558    |
| Grants               | 1,224,889    |
| Government contracts | 775,049      |
| Fees and other       | 574,216      |

**Total revenue** **\$18,430,332**



### Annual Operating Expenses

|                               |              |
|-------------------------------|--------------|
| Food distributed              | \$13,559,045 |
| Food purchased                | 464,215      |
| Food storage and distribution | 2,501,708    |
| Programs                      | 791,798      |
| Administrative and general    | 323,893      |
| Fundraising                   | 621,385      |

**Total expenses** **\$18,262,044**

*Our vision is a community where  
no one's life opportunities are limited  
by hunger or malnutrition*



*To everyone who has donated time, money, or food  
Second Harvest thanks you  
**You are shaping a healthy future***

## *2015/16 Holiday Food Drive Sponsors*

### *Presenting Sponsors*



**Dignity Health**  
Dominican Hospital



**Dignity Health Medical Group  
Dominican**  
A Service of Dignity Health Medical Foundation

### *Champion Sponsors*

Bank of America, Bay Federal Credit Union, Lakeside Organic Gardens, New Leaf Community Markets, Plantronics, *Santa Cruz Sentinel*, Palo Alto Medical Foundation, Sutter Maternity & Surgery Center, Wells Fargo, Whole Foods Market Santa Cruz

### *Ambassador Sponsors*

Alexis Party Rental, Central California Alliance for Health, Deluxe Foods of Aptos, Erik's DeliCafé, *GoodTimes*, iHeartMedia, Inc., Nordic Naturals, PG&E, *Register-Pajaronian*, Santa Cruz County Bank, *Santa Cruz Waves*, Seagate, Times Publishing Group

### *Food Advocate Sponsor*

Palace Business Solutions

## Join Second Harvest as a Sustaining Partner

Sustaining Partners choose an amount they'd like to donate electronically on a monthly or quarterly basis, and the rest is automatic. You receive less paper in your mailbox and we can put the money we save into feeding more people in the community.

Other benefits include priority registration to special events like the Hunger Hoedown, Chefs' Dinner, Sip for Second Harvest, and our Annual Awards Dinner; one convenient, annual receipt; and the satisfaction of knowing you are helping feed people in need all year round.



Join online at [www.thefoodbank.org/mg](http://www.thefoodbank.org/mg)



800 Ohlone Parkway  
Watsonville, CA 95076-7005  
831.722.7110  
Fax: 831.722.0435

[www.thefoodbank.org](http://www.thefoodbank.org)

 @SHFBSantaCruz  SecondHarvestSantaCruz

 FEEDING AMERICA