

## Second Harvest Launches Holiday Food & Fund Drive at Kickoff Luncheon

The Holiday Food & Fund Drive is off to a flying start thanks to everyone who attended the Annual Kickoff Luncheon on November 2nd at Twin Lakes Church in Aptos.

The drive is Second Harvest's biggest campaign of the year, and 100% of the food and funds it raises will support its network of 200 pantries, soup kitchens, shelters, food distributions, and programs throughout the county.

This year's co-chairs— Jess Brown, Executive Director of the Santa Cruz County Farm Bureau, and Martina O'Sullivan, engaged citizen—rallied the crowd to meet this year's goal of 4.75 million meals, up from 4.5 million meals last year.

One compelling speaker had only eight years under her belt, proving that Hunger Heroes can be any age. Third-grader Dorothy De Lisle from Valencia School read a speech in which she shared her experience educating her classmates about hunger in the community and raising funds to feed people in need. It only costs 25 cents to give



Dorothy De Lisle, Valencia School



Jess Brown, Executive Director Farm Bureau Santa Cruz and Marina O'Sullivan, Engaged Citizen, and Willy Elliott-McCrea, CEO Second Harvest Food Bank

a meal to a hungry person, Dorothy explained. "The more people who know this, the more hungry people can be fed."

Second Harvest CEO Willy Elliott-McCrea closed the lunch by sharing the three things that make the Holiday Food & Fund Drive so powerful. "Every single dollar goes to food for our network of over 200 partner agencies and programs—with their 3,000 volunteers—on the ground throughout the county . . . food pantries, soup kitchens, assisted living homes, youth programs, and more," he said. "So, every quarter, every can, every carrot donated goes straight to nourishing hungry neighbors." *continued on page 3*

### 2017 Holiday Food & Fund Drive Presenting Sponsors



## Community Impact Awards

Each year at the Partner Agency Conference, Second Harvest picks one, or in this case, two Partner Agencies to be recognized for their outstanding efforts and service to our community.

This year's honorees are **Pajaro Valley Loaves & Fishes** and **Community Bridges-Mountain Community Resources**.

**Pajaro Valley Loaves & Fishes** was founded in 1989, and is a community-based organization dedicated to alleviating hunger among working poor families, farm workers, and elderly, disabled and homeless individuals of the Pajaro Valley. They help sustain the lives of thousands of individuals by assisting them with nutritious food, education and referrals in cooperation with other agencies.

They serve a nutritious hot lunch every Monday through Friday at noon with the assistance of community volunteers. They also offer food pantry services and advocate for the most needy in our community.

The second Impact Award recipient is **Community Bridges-Mountain Community Resources**. Their services include community advocacy aimed to help clients access resources and set goals to address issues such as housing, employment, healthcare, education, substance abuse, domestic violence prevention, childcare and more. They have a teen program of support for probation-assigned youth and their families in San Lorenzo Valley and Scotts Valley communities, parent education classes, emergency preparedness, and a weekly food distribution of fresh, local organic produce, protein-rich foods.

Second Harvest Food Bank Santa Cruz County is proud to partner with these outstanding agencies.



Kevin Heuer, *Second Harvest* with Joann Godoy & Cecilia Cervantes, *Loaves & Fishes*



Tiffany Wong, *Second Harvest* with Rosalinda Lameira, *Community Bridges - Mountain Community Resources*

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**Kickoff** *continued from page 1*

Continuing with tradition, Second Harvest staff distributed “mini barrels” for the assembled leaders, coordinators, and volunteers to take to their workplaces or private fundraisers to collect funds.

“A dollar is not a dollar,” Elliott-McCrea explained. “Every single dollar raised is really more like eight dollars.” That’s because Second Harvest buys in large quantities, gets steep discounts, and trades food with other food banks.

“Taken together [in this room],” Elliott-McCrea concluded, “we’ve got centuries of experience, and a bottomless reservoir of compassion and energy. So, as we kick off the Holiday Food and Fund Drive, let’s learn from each other, challenge each other, and work together this holiday season to ensure no one goes hungry in our community.”

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



### Upcoming Events

#### Annual Silicon Valley Turkey Trot

Downtown San Jose  
Thursday, November 23rd  
Register at [www.svturkeytrot.com](http://www.svturkeytrot.com)  
Remember to register with your Santa Cruz County zip code (home or work) to benefit Second Harvest Food Bank Santa Cruz County.



#### Taco Tuesday Fundraiser

Best Western Seacliff Inn - Seacliff Room, Aptos  
Tuesday, December 5  
5:30 pm  
Appetizers, no host bar, dinner, raffle and more. Hosted by the Second Harvest Auxiliary  
[www.thefoodbank.org/tacotuesday](http://www.thefoodbank.org/tacotuesday)

#### Gift Wrapping at Capitola Mall

December 20th through 24th  
Gift wrapping station will be available to wrap your gifts. All donations benefit Second Harvest.

## Taste of Soquel

The 9th Annual A Taste of Soquel, co-sponsored by the Congregational Church of Soquel and the Capitola/Soquel Chamber of Commerce, raised 48,000 meals up from 41,600 meals last year. Way to go!



## Partner Agency Conference

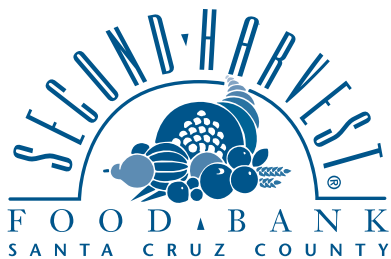
Second Harvest’s 12th annual Partner Agency Conference focused on finding Insights for Impact in our community. The event offered Second Harvest’s 115 local partner agencies the opportunity to strengthen their networks, build capacity, and share successful insights on how to serve their clients better.



For a complete list of upcoming events visit [www.thefoodbank.org](http://www.thefoodbank.org)

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# FeedHope

Fall 2017

## Driscoll's Wins Food Industry Donor of the Year

### The Berry Bounty of Santa Cruz County



One of the first things visitors to southern Santa Cruz County notice are the acres upon acres of farmland blanketing the Pajaro Valley. Drop in during the summer and you'll see farmworkers harvesting and packing little red, pink, and blue gems—strawberries, raspberries, blueberries, and blackberries—for distribution throughout the county and across the country.

Many of the growers pluck their berries for one company—Driscoll's—whose ongoing donations to Second Harvest just earned it our Food Industry Donor of the Year award.

It's hard to grasp the sheer volume of berries the company has donated—5.4 million pounds in the last ten years alone. That's over 10,000 pounds every single week!

Second Harvest distributes those berries through our network of more than 100 partner agencies—non-profit food pantries, recovery centers, group homes, school programs, and more—to reach members of the community most in need of food. And because of the vitamins and nutrients inherent in fresh berries, they also feed the need for nutrition. The fact is, those who can't afford enough food also tend to lack healthy food. As most shoppers know, the most affordable foods in the supermarket are often highly processed "empty calories."

So families forced to cut costs at the supermarket often face the added burdens of poorer health—and all the costs and complications that come with that.

That's why Second Harvest partners with organizations and donors, like Driscoll's, who not only share the harvest but good nutrition, too. Read full article online at [www.thefoodbank.org/driscoll](http://www.thefoodbank.org/driscoll)



*Driscoll's team receives Food Donor of the Year Award*

### FeedHopeOnline

Sign up for our monthly e-newsletter at [www.thefoodbank.org](http://www.thefoodbank.org) for the latest newstand events, healthy delicious recipes and nutrition tips.



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