

Second Harvest Food Bank Santa Cruz County

Annual Report and Impact Statement 2020–2021





Willy Elliott-McCrea stands with the Army National Guard and Congressman Jimmy Panetta.

Dear Friends,

Over the past 22 months, Second Harvest Food Bank Santa Cruz County accepted **the challenge of a lifetime**. By significantly scaling its efforts to feed the county's existing and newly food-insecure residents during the COVID pandemic, we've had to rethink and retool nearly every way in which we acquire and distribute food to local residents.

Challenges were many as constantly evolving local, state, and national health mandates (often conflicting) changed through seasonal upticks and virus variants bringing additional threats. From the beginning we were, and continue to be, dedicated to the health and safety of our participants, volunteers, and employees.

While we have a drastic new reality, the painful truth is that hunger was already a devastating truth pre-pandemic with nearly 1/3 of local households lacking reliable access to healthy food. With the onset of the pandemic, service-related jobs were the first to be eliminated compounding overall food insecurity by doubling the need in some areas. Essentially, the pandemic drove hunger from the back streets to Main Street.

At times we can be overwhelmed with the enormity of the job, but in the past two years we've been even more amazed with the generosity of our neighbors who continue to give of themselves. Your partnership and support has made this work possible. Thank you to everyone who has supported Second Harvest in any and all ways. We look forward to meeting our next challenges together with innovation and dedication.

Yours truly,

Willy Elliott-McCrea and Michele Bassi

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**We inspire and support
Santa Cruz County to
provide nourishment for
all community members.**

**At Second Harvest Food Bank
Santa Cruz County we strive to
continually improve processes and
protocols to support inclusive and
equitable practices and decision
making at all organization levels.**

**We share our wealth with our
partners — the stronger they are,
the stronger we are.**

**We work towards talking less
and listening more.**

**We believe in the inherent
dignity of all people.**

Our Mission



The challenge of a lifetime

Second Harvest Food Bank Answering the Needs of the Pandemic

Second Harvest Food Bank Santa Cruz County rapidly shifted from distributing 640,000 pounds of food through 190 partner agencies and programs monthly in February 2020, to distributing 1,260,000 pounds of food one month later through two major food bank-run distributions and 66 fewer partner agencies. Sixty-six (35%) of our community agency partnerships which relied on hundreds of volunteers, ceased to function once stay-at-home orders were announced for all non-essential workers. With the absence of volunteers and the significant increase in need, SHFB triaged distribution with a drive-through distribution model beginning one week after shelter in place was announced. Two locations at each end of the county supplied residents with fresh, healthy food throughout the fiscal year 2021.

By early 2021, an increasing number of

residents and volunteers were vaccinated and many of our partner agencies gradually came back on line. Food distribution slowly returned to more localized and easier to access distribution sites from the food volume peaks in June 2020. Yet the challenge remained that many of the volunteers who run these community food distributions are older and COVID-vulnerable, leaving many agencies with uncertain futures.

Although down from the June 2020 peak of feeding over 100,000 neighbors a month, Second Harvest continues to feed 75,000 food-insecure residents every month — 40% above its pre-pandemic base. Long-term food insecurity for more residents and for longer periods of time is considered one of the virus’s other long-term health effects — one that Second Harvest is committed to addressing for the long term.

National, state and local pandemic timeline

March 2020 — November 2021

March 4

- Governor Newsom declares a state of emergency in California

March 6

- First case of COVID-19 reported in Santa Cruz County

March 11

- Legislation introducing Pandemic-EBT (P-EBT) — food benefits for families with children receiving subsidized school meals

March 16

- Santa Cruz County schools begin to close
- Second Harvest Food Bank meets with Congressman Panetta and requests National Guard support
- First COVID-19 relief package, "Families First," signed into law

March 17

- Governor issues mandatory "Stay at Home" order covering all 58 counties

March 21

- California receives Major Disaster Declaration from federal government

March 23

- Twenty-Five National Guardsmen deployed to help SHFB

March 24

- Santa Cruz County Board of Supervisors enacts temporary eviction moratorium

March 27

- First community distribution at Santa Cruz County Fairgrounds 114,000 pounds of food distributed in one day

April

- Food supply chain crisis makes global news as unemployment and food insecurity surge
- Governor Newsom announces major public-private initiative to keep subsidized produce flowing to food banks
- Unemployment applications reach historic one-week high in California
- CalFresh applications more than double over 2019
- First community distribution at Santa Cruz Beach Boardwalk
- Second Harvest Food Bank suspends Warehouse Volunteers program
- California's unemployment rate peaks at 16.3%. Santa Cruz County peaks at 17.6%*

May

- Hunger crisis in California's farmworker communities makes global news
- SHFB peak food distribution – 403,000 pounds in one week
- SHFB peak participants served – 39,000 in one week

June

- P-EBT cards mailed to low-income families to help feed children during school closures

July

- Senate CARES-2 package unveiled; no increase in SNAP benefits or other nutrition programs; cuts benefits for laid-off workers
- SNAP sees its highest ever three-month increase, with 6M people enrolling from February–April**

August

- A major disaster declaration is granted for Santa Cruz County due to wide-spread CZU wildfire

September

- Governor Newsom signs landmark legislation (AB 1876) expanding access to the Earned Income Tax Credit (CalEITC) to all California filers
- \$600 weekly increase in unemployment insurance expires

October

- Third stimulus package: 15% boost to CalFresh benefits and additional emergency food resources through The Emergency Food Assistance Program (TEFAP)

November

- California extends Disaster CalFresh to 10 counties, including Santa Cruz County, in response to wildfire spread

2021

March

- First Santa Cruz County schools returns to in-person learning

April

- Last Santa Cruz Beach Boardwalk community distribution

September

- Last Santa Cruz County Fairgrounds distribution

November

- Vaccines for children ages 5–11 begin

May

- Peak National Guard support - 37 guardsmen

June

- Delta variant identified in Santa Cruz County

December

- SHFB doubles services from December 2019 serving twice as many people, twice as much food
- Governor Newsom and the California Department of Public Health announce a renewed Stay-at-Home order limiting gatherings and shuttering businesses
- State announces National Guard deployment to food banks should remain at current levels through March 2021

We take our role as one of the county's first responders very seriously. We are currently working to minimize risk of exposure to staff and the facility to protect the food chain and ensure continuity of services.

—Second Harvest Food Bank

*US Bureau of Labor Statistics
**New York Times

Food Distribution

-  Community Distribution Centers
-  Second Harvest Food Bank
-  Second Harvest Partner/Non-profit Agency



Santa Cruz
Beach Boardwalk
March 2020 – April 2021

84 Active Agency Distribution Locations

- All Saints Cristo Rey Episcopal Church
- American Legion - Vet. Memorial Building
- Bay Avenue Senior Apartments
- Boys and Girls Club Santa Cruz County
- Brightpath Day Program
- Casa de la Cultura Center
- Casa Pacific (Encompass)
- Christmas Project
- Community Bridges - Child Development Division
- Community Connection - Santa Cruz
- Community Connection - Watsonville (Mariposa Center)
- Cornerstone Food Pantry
- Davenport Resource Center (Community Action Board)
- Despensa Don Bosco
- Digital Nest
- Discoveryland Christian Preschool
- Downtown Streets Team
- El Dorado Center Encompass
- Fasting Prayer Mountain of the World
- First United Methodist Church of Watsonville
- Food Not Bombs
- GateWay Bible Church
- Grey Bears
- Harbor Light Church
- Haven of Hope Homes - Halcyon Home
- Holy Cross Church Pantry
- Hope Church
- Housing Matters
- Iglesia Adventista Hispana
- Iglesia de Cristo
- Iglesia de Dios
- Iglesia Roca Firme
- Inner Light Pantry
- Jacob's Heart
- LiUNA! Local 270 Community Service Fund
- Lutheran Community Church
- Martha's Kitchen
- Mental Health Client Action Network (MHCAN)
- MidPen Housing Services
- Monarch Services
- Mountain Bible Church
- Mountain Community Resources (Community Bridges)
- Neighbors Helping Neighbors
- New Life Community Services
- Nueva Vista Community Resources (Community Bridges)
- Pajaro Rescue Mission
- Pajaro Valley Prevention and Student Assistance (PVPSA)
- Pajaro Valley Shelter Services
- People's Pantry (Twin Lakes Church)
- Progressive Baptist Missionary Church
- PV Loaves and Fishes
- Resetar Hotel - Abode Services
- Resurrection Church Pantry
- Salud Para La Gente
- Salvation Army - Santa Cruz
- Salvation Army - Watsonville
- San Agustin Pantry
- Santa Cruz AIDS Project (Encompass)
- Santa Cruz Barrios Unidos
- Santa Cruz Bible Church
- Santa Cruz Community Health Centers - East Cliff Family Health Center
- Santa Cruz Residential Recovery (Encompass)
- Second Story (Encompass)
- Shorelife Community Church
- Si Se Puede (Encompass)
- St. Francis Soup Kitchen
- St. Philips Episcopal Food Pantry
- Star of the Sea
- Teen Challenge Monterey Bay
- Teen Kitchen Project
- Telos (Encompass)
- Transition Age Youth (TAY) (Encompass)
- UCSC Family Student Housing
- UCSC Slug Support
- UCSC Student Union Assembly (SUA)
- Valley Churches United
- Walnut Avenue Family and Women's Center
- Watsonville Environmental Science Workshop
- Watsonville Seventh Day Adventist Church
- Watsonville Wetlands Watch
- Watsonville Works! (Community Action Board)
- Westview Presbyterian Church
- YMCA Camp Campbell
- YWCA Watsonville





Volunteers — the backbone of the Food Bank!

Prior to the pandemic, Second Harvest Food Bank Santa Cruz County, and its 190 partner agencies and nutrition distribution sites were powered by over 3,000 volunteers. Volunteers sorted, packed, and distributed over 8 million pounds of food each year. With the onset of the pandemic mid-March 2020, the need for food doubled within days, while the volunteer workforce sharply dropped off as residents complied with stay-at-home orders. The increase in need, and the necessity to safely distribute food to the community in a safe manner required a major reorganization of efforts.

Within a week, Second Harvest was able to add large scale distribution locations for community members who either didn't have a nutrition home, or lost their location because of the pandemic and lack of volunteers. Pre-pandemic, agencies and recipients were able to select food 'farmers' market style', but that changed to prepacked produce and pantry items allowing for contact-less and safer food distribution.

Strategically located in the north and south ends of the county, the Santa Cruz Beach Boardwalk and the Santa Cruz County Fair Grounds were converted into high-volume, drive-through food distribution centers. Each center required over 60 people to run

The Food Bank was literally able to double our services overnight.

– Willy Elliott-McCrea

effectively and often managed with half that number due to limited volunteer availability.

With a shortage of volunteers, the governor's orders deploying members of California National Guard came as a needed relief to the food bank staff and remaining volunteers. National Guard members were invaluable as they packed, sorted, and helped distribute food. National Guard staffing will be discontinued at the end of 2021.

As the National Guard assistance has drawn down, the number of volunteers remains far lower than pre-pandemic levels. Moving into 2022 the need for new volunteers will remain high and recruitment efforts will need to be re-evaluated as our community continues to recover.

Hunger Fighters of the Year

Going above and beyond in their efforts to help feed neighbors in our community during the pandemic years of 2020 and 2021 — we thank Mary Wells and Brenda Villafana and her dedicated team



Mary Wells
Hunger Fighter of the Year 2021

Mary Wells is the lead volunteer for St. Vincent de Paul pantry, a parishioner-run food distribution outlet at Our Lady Star of the Sea. She has been volunteering for 20 years and has initiated countless drives and fundraisers all to support the pantry. She has also taken the extra step to get to know the pantry's clients, even driving them around town to purchase groceries if they were unable to do so. Mary is the face of St. Vincent de Paul pantry and is an inspiration with her dedication, dependability, and steadfast commitment to fighting hunger and food insecurity with joy, dignity, and love.



Brenda Villafana Team
Hunger Fighters of the Year 2021

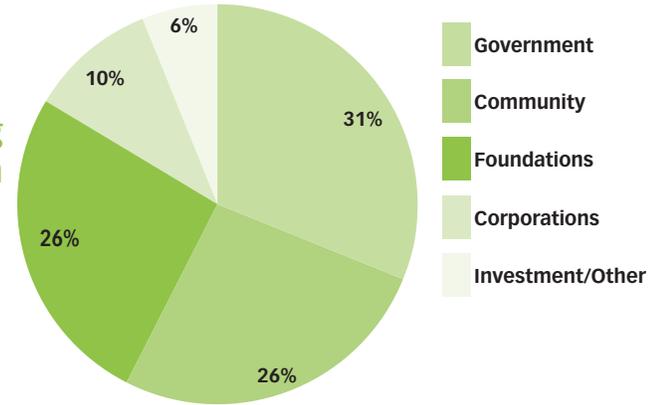
Brenda Villafana and her team at Freedom School provided over 500 hours of volunteer service in 2020. They were adamant in not closing the Freedom School food distribution site during the pandemic and have remained steadfast in their volunteerism to keep it open. They took all precautions to protect themselves and keep their community safe from COVID. Brenda and her team have instilled their values of equality, compassion, and service to others by volunteering with their children and being an example to the next generation.

Thank You!

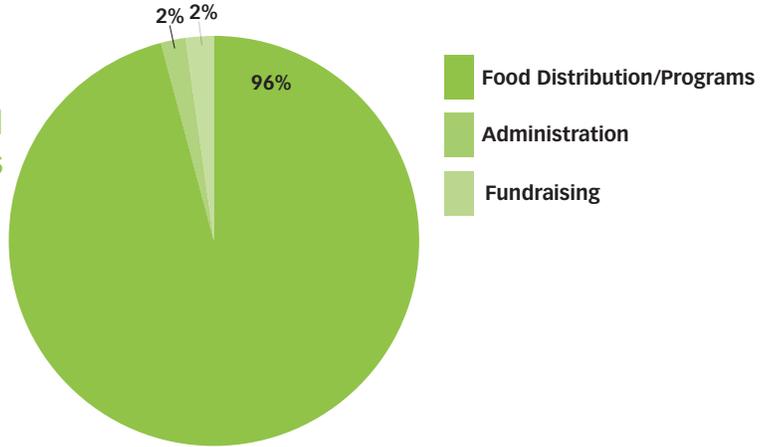
Thank you to every donor and volunteer.
Whether you give of your time or money,
we thank you for your generous support.

Funding

Where Our Funding Came From

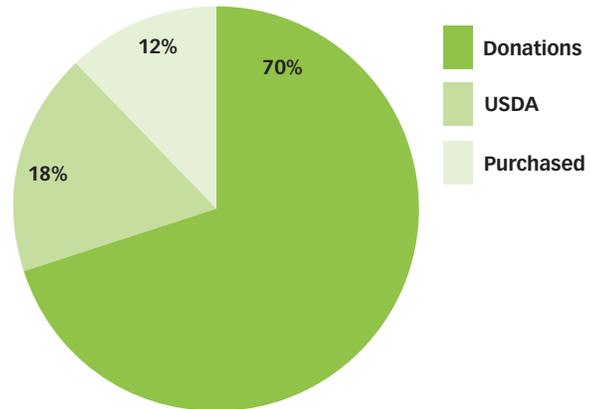


How We Used Our Resources

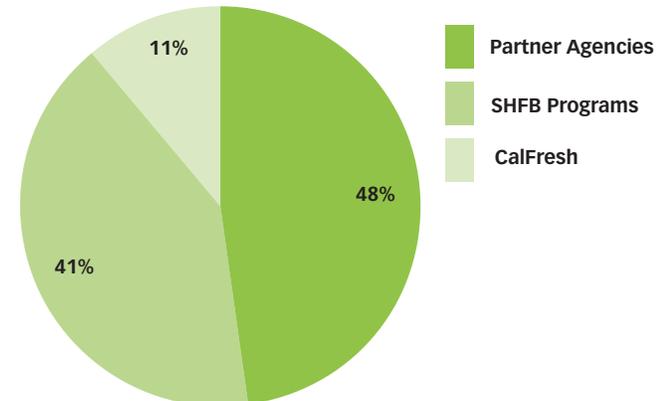


Food

Where Our Food Came From



Where Our Food Went



Annual Operating Expenses

Food Distributed	19,338,246
Food Purchased	2,532,346
Food Storage and Distribution	4,483,539
Programs	1,783,000
Administrative and General Fundraising	1,091,065
Total Expenses	\$29,228,196

Annual Revenue

Food Donations	21,281,344
Cash Contributions	4,417,830
Grants	6,199,107
Government Contracts	5,134,339
Fees and Other	966,197
Total Revenue	\$37,998,817

Assets

Cash and Investments	13,031,295
Accounts Receivable	342,542
Food Inventory	4,836,329
Prepaid Expenses	45,706
Land, Building and Equipment	6,537,382
Total Assets	\$24,793,254

Liabilities

Accounts Payable and Accrued Expenses	899,400
Long-term Payable (building and land)	879,775
Total Liabilities	\$1,779,175

Equity

Without Donor Restrictions	1,256,359
Board Designated Funds	9,581,601
Land, Building and Equipment	5,579,262
Inventory	4,836,329
With Donor Restrictions	1,760,529
Total Net Equity	\$23,014,079

Total Liabilities and Net Equity . . . \$24,793,254



Second Harvest relies on the generous support of our community to provide nutrition and hunger relief. A special thanks to the hundreds of businesses, churches, schools, and other community organizations. In addition we would like to thank the following institutional partners:

- Cities of Capitola, Santa Cruz, Scotts Valley, and Watsonville
- Community Foundation Santa Cruz County
- Community Foundation Silicon Valley
- Community Health Trust Pajaro Valley
- County of Santa Cruz
- Feeding America
- Kaiser Permanente
- Monterey Peninsula Foundation
- Raley's Food for Families
- Sunlight Giving
- The David and Lucile Packard Foundation



50 YEARS *of* FEEDING HOPE
FOOD BANK
SANTA CRUZ COUNTY

2022 marks our 50th year! For 50 years, Second Harvest Food Bank Santa Cruz County has committed to providing healthy, nutritious food to its residents. We're planning on commemorating this milestone with our community all year long.

Watch for our newsletters, mailers, and check in with us on social media too, so you can be a part of all the community events.



50th Anniversary



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