



# YEARS OF FEEDING HOPE

## 1980

### SAN LORENZO VALLEY FLOODS



1982 The Food Bank responded to the needs in San Lorenzo Valley by providing food to disaster and flood victims.

The University of California and volunteer workers at the Santa Cruz Chapter were invited to help with the cleanup and distribution of food.

### VOLUNTEERS MAKE A DIFFERENCE



1986 The Food Bank opened its first volunteer center in Santa Cruz County. Over 100 volunteers helped with the cleanup and distribution of food.

1988 The Food Bank opened its first volunteer center in Santa Cruz County. Over 100 volunteers helped with the cleanup and distribution of food.

## 1990

### LOMA PRIETA EARTHQUAKE



1989 The Food Bank responded to the needs in Santa Cruz County by providing food to earthquake victims.

The University of California and volunteer workers at the Santa Cruz Chapter were invited to help with the cleanup and distribution of food.

### CONNECTING WITH LOCAL FARMERS



1990 The Food Bank opened its first volunteer center in Santa Cruz County. Over 100 volunteers helped with the cleanup and distribution of food.

## 2000

### FOOD FOR CHILDREN PROGRAM



Child hunger in Santa Cruz County 33% higher than National Average

### COMMUNITY FOOD SERVICES



### LOCAL ORGANIZATIONS



## 2010



### MISSION TO PROVIDE FOOD



...TION OF THE YEAR APTOS CHAMBER OF COMMERCE | 2008 WILLY ELLIOTT-MCCREA, MAN OF THE YEAR APTOS CHAMBER OF COMMERCE | 2007 ORGANIZATION OF THE YEAR SANTA CRUZ CHAMBER OF COMMERCE | 2006 WINNERS: WILLY ELLIOTT-MCCREA, MAN OF THE YEAR APTOS CHAMBER OF COMMERCE | 2005 WINNERS: WILLY ELLIOTT-MCCREA, MAN OF THE YEAR APTOS CHAMBER OF COMMERCE

# MEALS PROVIDED

2 MILLION MEALS PROVIDED

3 MILLION MEALS PROVIDED

7 MILLION MEALS PROVIDED

# CEO Letter



Willy Elliott-McCrea hands over reins to new CEO Erica Padilla-Chavez after 44-year tenure.

Dear Friends,

Stepping into the role of CEO of Second Harvest Food Bank this year has been an exhilarating and challenging experience for me. I feel honored to be chosen during Second Harvest's 50th anniversary year, a time of reflecting on The Food Bank's many accomplishments and a time of looking toward helping eliminate hunger in Santa Cruz County.

I'm excited to be leading this organization at such a critical time in our history. Following the COVID pandemic and subsequent inflation, the need to FEED HOPE has never been greater. We are working hard to scale up our distribution, to help even more of our neighbors, and to find more volunteers to meet the increasing need.

Second Harvest is now serving 75,000 residents a month in Santa Cruz County. We remain nimble to meet current challenges and unknown challenges in the year ahead. And, in order to serve more people more efficiently, we provided six community drive-through food distributions at the County Fairgrounds in Watsonville this Fall.

A major effort for The Food Bank in the coming months and years will be to replenish the ranks of our essential volunteers. We are actively recruiting volunteers with all levels of skills and interests and hope to come back stronger than ever. This, as well as continuing to source a variety of healthy foods for our neighbors, is among our focus for the coming year. I, along with my staff, look forward to making positive change to meet these goals.

Yours truly,

Erica Padilla-Chavez, CEO

# Marking 50 Years of Service and Looking to the Future

In 2022, we commemorated the inception of California's first food bank (second in the U.S.) — Santa Cruz County's own Second Harvest. Second Harvest grew from a cooperation between a local organization, Community Action Board, and the Black Panthers' "Breakfast for Children" program during the late 1960's. Building on the

community's and local agribusiness' ongoing contributions, the state's first food bank, was off and running.

Infrastructure and purpose poised The Food Bank for disaster relief in the coming decades. Be it flood, fire, earthquake, recession, or pandemic — The Food Bank serves Santa Cruz County residents through all of them. The Loma-Prieta earthquake in 1989 — was centered just five miles from The Food Bank headquarters in Watsonville. The earthquake destroyed hundreds of houses in Watsonville, and forced thousands of residents to camp in backyards, communal spaces, and local parks. The Food Bank handled as much food in two weeks as it usually did in a year. The community donated half a million dollars in disaster relief funds during the next 18 months so people could get back on their feet. This enormous relief effort triggered a new era. Doubling warehouse storage space on Ohlone Parkway was just the start.

Simultaneously, another problem arose, the effects of inexpensive, calorie-laden, processed food.

Focus shifted as The Food Bank leadership made a conscious decision to transition to a "nutrition" bank. Distribution of soda, and other processed foods, was reduced or eliminated entirely. Distribution of produce, whole-grain products, and quality protein increased.

Additionally, with community support, The Food Bank completed a warehouse expansion and upgrades, modernizing its facility with efficient food-sorting, and distribution areas, solar powered coolers and freezer storage, and a nutrition education center.

## A Pandemic Transformation

Collecting a thousand barrels of food had long been a Holiday Food & Fund Drive tradition at Second Harvest. But distribution cost, collecting barrels, and sorting

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## Board of Trustees

### Chair

Michele Bassi  
*1st Capital Bank*

### Vice Chairs

Andrea Carlos Willy  
*Pajaro Valley Unified School District*

Kristin Fabos  
*Cabrillo College*

### Treasurer

Matt Huffaker  
*City of Santa Cruz*

### Corporate Secretary

Cameron Haste  
*Bay Federal Credit Union*

### Past Board Chair

Bob Norton  
*Community Member*

### Members

Paul Carlson  
*HP*

Silvia Diaz  
*City of Watsonville*

Lyza Gianelli  
*Martinelli's*

Tracy MacKenna  
*Ecology Action*

Laurie Negro  
*Betty Burgers Owner*

Alexander Pedersen  
*Cabrillo College*

Cesario Ruiz  
*My Mom's Mole*

Erica Padilla-Chavez, CEO

50th wrap-up

# 50th Wrap-up



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was clearly inefficient. The pandemic put a rapid end to a practice that had been shifting for several years. The switch from barrels to monetary donations created far more financial support precisely when it was essential. The Food Bank acquired food from many sources like FEMA, the USDA, and donations from local growers as well as purchased food at wholesale prices, allowing us to provide four healthy meals for \$1.

## **Forward Vision**

Long-time CEO Willy Elliott-McCrea retired his post in July 2022, and a new era began at The Food Bank as Erica Padilla-Chavez took the reins.

“I can’t imagine a better person than Erica to lead Second Harvest forward to the next level. She has a truly impressive track record of

building partnerships and a life-long passion to ensure health and well-being for every member of our community.” Long-time Food Bank CEO, Elliott-McCrea, says of Padilla-Chavez.

Padilla-Chavez, who aims to cultivate relationships with healthcare providers and non-profits across the county, approaches food insecurity holistically. “It’s about being strategic and establishing partnerships with agencies that can further advance the well-being of the people that Second Harvest provides care and support for.”

In the coming years many county-wide, nation-wide, and world-wide events will challenge our efforts to nourish our neighbors. With renewed and invigorated leadership, and experience to guide us, we will rise to the challenges, and, with the steadfast partnership of our community, we look forward to meeting this need, and supporting the community in the process.

# *Thank You!*

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



Second Harvest relies on the generous support of our community to provide nutrition and hunger relief. Thank you to all our residents who have made feeding our community a priority along with the hundreds of businesses, churches, schools, and other community organizations. In addition, we would like to thank the following institutional partners:

- California Association of Food Banks
- 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

## Hunger Fighter of the Year



### Darrie Ganzhorn Homeless Garden Project

Darrie Ganzhorn, the Executive Director of the Homeless Garden Project in Santa Cruz, helps fight hunger on a fundamental level. At the Homeless Garden Project, under her guidance, a connection is provided for unhoused residents to the land and its ability to provide nourishment. Darrie first began as a volunteer writing their first newsletter, and as the organization expanded, so did her role in it. Darrie deeply values the joy of growing and sharing healthy food with our local food-insecure residents. Thank you, Darrie for your extraordinary efforts.

## Food Donor of the Year

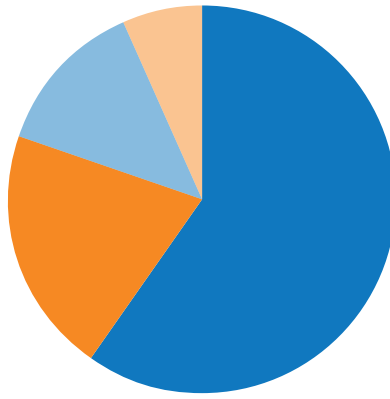


### Sunset Grown Mastronardi Produce Ltd.

Since December 2020, "Sunset Grown" Mastronardi Produce Ltd. has donated over 233,000 pounds of fresh, sustainably grown, non-GMO produce to The Food Bank and its network of 160 local agencies. They believe in giving back to the community and have worked to provide fresh produce to food banks throughout North America. Mastronardi is deeply committed to sustainability by reducing their footprint, being pro-ladybug, being a Safe Quality Food certified company, and avoiding chemicals wherever possible. Thank you "Sunset Grown" Mastronardi Produce Ltd. for your commitment to the Santa Cruz County community.

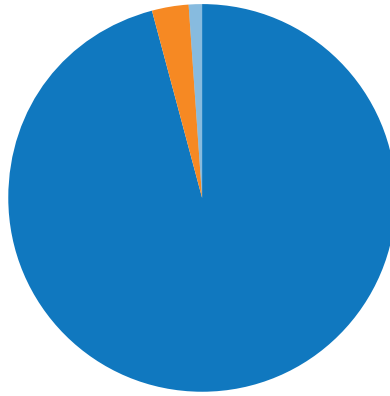
## Funding

Where Our Funding Came From



- Food Donations 63%
- Cash Contributions 15%
- Grants 15%
- Government Contracts 7%

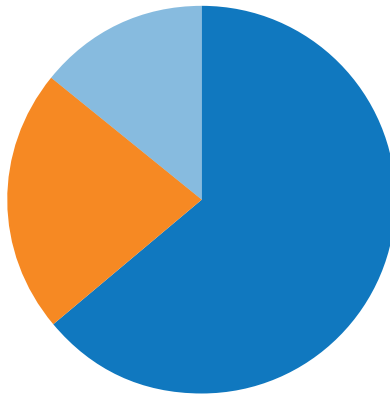
How We Used Our Resources



- Food Distribution/Programs 96%
- Administration 3%
- Fundraising 1%

## Food

Where Our Food Came From



- Donations 64%
- USDA 22%
- Purchased 14%

Where Our Food Went



- Partner Agencies 48%
- SHFB Programs 41%
- CalFresh 11%

### Annual Revenue

Food Donations	16,258,673
Cash Contributions	3,914,128
Grants	3,812,445
Government Contracts	1,729,585
Fees and Other	(1,692,819)
<b>Total Revenue</b>	<b>\$24,022,012</b>

### Annual Operating Expenses

Food Distributed	16,059,724
Food Purchased	2,457,572
Food Storage and Distribution	5,553,355
Programs	1,871,065
Administrative and General Fundraising	1,110,700
<b>Total Expenses</b>	<b>\$27,052,416</b>

### Assets

Cash and Investments	10,335,581
Accounts Receivable	802,858
Food Inventory	4,225,964
Prepaid Expenses	83,725
Land, Building and Equipment	6,212,603
<b>Total Assets</b>	<b>\$21,660,731</b>

### Liabilities

Accounts Payable and Accrued Expenses	797,281
Long-term Payable (building and land)	879,775
<b>Total Liabilities</b>	<b>\$1,677,057</b>

### Equity

Without Donor Restrictions	1,993,828
Board Designated Funds	6,091,195
Land, Building and Equipment	6,212,603
Inventory	4,225,964
With Donor Restrictions	1,460,086
<b>Total Net Equity</b>	<b>\$19,983,675</b>

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**Total Liabilities and Net Equity . . . . . \$21,660,731**

# Mission

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

# Values

**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.**

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831-662-0991  
thefoodbank.org  
Tax ID #77-0326685



290,000  
MEALS PROVIDED