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OUR TOWN

SECOND HARVEST HOLIDAY DRIVE

written by See Below | October 31, 2022



Spread the love



The plea goes out: Help Second Harvest Food Bank fill the gap and feed hope again this holiday season.

Second Harvest's annual Holiday Food & Fund Drive 2022 invites you to get inspired and excited at an old-fashioned outdoor kickoff rally on Thursday, Nov. 10, from 11:30 a.m. to 12:45 p.m. at Aptos Village Green, 161 Aptos Village Dr., next to New Leaf Market.

There will be opportunities to mix and mingle with community members, sign up to support the drive, and listen to guest speakers.

Erica Padilla-Chavez, Second Harvest Food Bank CEO, said, "While we have made strides in Covid recovery, the need for food assistance has not decreased to pre-pandemic levels. With inflation, many families and working people are not making ends meet. This year's food and fund drive is crucial to making sure no one goes hungry in Santa Cruz County."

The goal this year is to raise enough money to serve 5 million meals.



Michele Bassi, Second Harvest Food Bank board chair.



During the annual drive, businesses, organizations, schools, and neighborhoods are encouraged to form teams and gather funds to help achieve this goal.

All funds raised during the holiday drive – 100% – go to provide food to distribute at Second Harvest's 160 agency and partner locations in Santa Cruz County.

Every \$1 raised will provide four healthy meals for neighbors in need.

At the rally, teams can sign up to be part of the holiday drive and hear about creative ideas to raise funds, such as mini-barrel donation stations and virtual campaign pages where people can donate online.

They'll also hear from the event's co-chairs, UC Santa Cruz Chancellor Cynthia Larive and Community Foundation Santa Cruz County CEO Susan True, about the importance of making sure all Santa Cruz County residents have access to healthy food, both during the holidays and year-round.

Reservations are required to attend the rally. See <https://give.thefoodbank.org/campaigns/23600-holiday-food-fund-drive-2022-kickoff>

Cost to attend is \$15, which includes to-go box lunches provided at the end of the rally.

Founded in 1972, Second Harvest Food Bank has been meeting the needs of hungry people locally for 50 years.

Second Harvest was the first food bank in California and the second in the nation. provide nourishment for all community members. Its network of nearly 100 local agencies and programs feeds 85,000 people in Santa Cruz County every month.

The Holiday Food & Fund Drive will continue through Jan. 15, 2023.

Find nfo on how to sign up a team for Holiday Food & Fund Drive 2022 at www.thefoodbank.org/holiday-food-fund-drive.

Cover Photo: Alex Jimenez and Jennifer Welling



Tina Chavez shows off a small portion of the food collected during Second Harvest Food Bank's annual holiday food drive.