



WE ARE THE FOOD BANK

Partner Agency Food Distribution News



From the CEO

Dear Friends,

Over the pandemic, your generosity, coupled with additional funding from individuals, the USDA, corporations, and various sources, was a testament to the power of collective compassion.



During those challenging times, the outpouring of support enabled us to go above and beyond our usual limits. This abundance of resources allowed us to distribute food far beyond the typical allotments - often exceeding expectations. Together, we became a lifeline for those navigating the storm of uncertainty.

Your consistent support has created a foundation of hope, offering a safety net for our neighbors in need.

However, let's not overlook the enduring challenges—long lines, persistent shadows, and lingering hunger in our community. The Second Harvest family is steadfast in the mission to provide sustenance, extending a hand to uplift those facing the challenges of food scarcity.

Together, we can turn the page towards a future where no neighbor goes to bed hungry.

Sincerely,

Erica Padilla-Chavez
Chief Executive Officer

Navigating Change Together: An Update

Recent Changes in Food Distribution: During the pandemic, we were able to provide an abundance of food, well exceeding our baseline allotment. In an effort to support our communities during these times, we offered this surplus at no charge to our partner agencies. This was made possible through the collective efforts and support we received.

Return to Pre-Pandemic Levels: As the situation stabilizes and we transition back to pre-pandemic conditions, we have returned to our baseline food allotment. This means a reduction in the volume of food distributed compared to the peak pandemic levels.

Challenges Ahead: Funding and donation support we once had during the peak of the pandemic is no longer as robust. This presents a challenge as we strive to continue our mission of alleviating hunger in Santa Cruz County.

Changes in Agency Payment Structure:

- **Pre-pandemic** - agencies paid 80% of the wholesale cost of food through the ShopSmart program, with no additional overhead costs.
- **Throughout the pandemic** - agencies received food at no charge.
- **Post-pandemic** - currently agencies only pay 20% of the wholesale cost of food through the ShopSmart program.
- **Starting December 1, 2023** - agencies current on their participation data will not be charged for any following 6 shelf-stable foods: long grain white rice, pinto beans, pasta spaghetti, shelf stable 2% milk, peanut butter, no salt added tomato sauce.



Food Bank on the Move: A Palette of Caring

We've done it - after nearly 40 of our 51 years, we've updated our logo to embrace a refreshed look, ensuring readability, and reflecting our county's essence. After several months of interviewing community members, Food Bank staff and volunteers, recipients, sister organizations, and board members we compiled all of the feedback and input we collected into a streamlined logo and design. Our new Second Harvest Food Bank logo was revealed earlier this month, displaying a vibrant tapestry telling a visual story of Santa Cruz County's essence. **The new logo symbolizes our unity, with blue representing our water resources and green symbolizing our strong ties to agriculture and forests, mirroring our evolving identity.**



The apple in our new logo pays homage to our rich agricultural heritage, serving as a poignant symbol of our commitment to nourishing our community, just as our county's farms have done for generations. It represents our enduring dedication to growth, sustainability, and the well-being of our residents. **This image is meant to embody the ethos of Second Harvest Food Bank, symbolizing the generosity and benevolence woven into the fabric of the community.** While we recognize the deep affection many hold for our longstanding cornucopia logo, it has gracefully fulfilled its role for decades. It's time for it to retire, making way for a fresh emblem that better aligns with our evolving vision and values. Look for it everywhere in the coming weeks.

Upcoming Dates

Mark your days with the warmth of giving! In the spirit of the season, **we kindly request agencies to keep us in the loop about any changes or cancellations in distribution dates and times for a seamless holiday season together.**

NOVEMBER 2023

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
19	20	21	22 Final Day to Order for Tuesday, 11/28	23 Food Bank Closed for Thanksgiving	24 Food Bank Closed for Thanksgiving	25
26	27 Food Bank Open: No Deliveries or Pickups	28 Food Bank Open: Regular Deliveries and Pickups	29	30	Dec. 1	2

DECEMBER 2023 / JANUARY 2024

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
17	18	19	20	21 Final Day to Order for Wednesday, 12/ 27	22 Food Bank Closed	23
24	25 Food Bank Closed	26 Food Bank Open: No Deliveries or Pickups	27 Food Bank Open: Regular Deliveries/Pickups Begin	28	29	30
31	JAN. 1 Food Bank Closed for New Years Day	2 Food Bank Open: Regular Deliveries/Pickups Begin	3	4	5	6

Save the Date: January 22 – Partner Agency Meeting. More information to come!

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