

We Are The Food Bank

Partner Agency Newsletter
March 2026



Dear Partners,

There are many celebrations in March, but I want to take a moment to acknowledge the strong women who support our efforts every day. Happy International Women's Day!

Thank you to everyone who joined our call last month. The team did a great job providing an overview of the pounds per household formula. If you need additional guidance, please do not hesitate to reach out. We are happy to support you.

We are continuing our auditing process and conducting site visits. Thank you for taking the time to submit the required documentation. Your support makes this work possible.

Our team is also planning the implementation of our annual demographic survey, and we will be sharing more information as time approaches.

How many of you have posted the signage provided during our January meeting? Snap a picture of your sign, send it to us, and we will enter you into our March raffle. You have until March 31st to submit your photo. The winner will be announced in our April newsletter.

Fun Food Fact: Did you all know that March 1st is National Corndog Day? And you all know we can't have corndogs without mustard! We currently have mustard available in stock for your upcoming summer

events, summer camps, and National Night Out activities. This is a popular item, so we encourage you to place your order soon!

In Community,

Adriana Mata

Chief Community Impact Officer



Agency Network Updates

Diaper Resource Webpage Update

As part of our ongoing effort to update our website for clarity and ease of access, our Diaper Bank Program page now includes separate lists of partners open to the public and those who serve only their specific clientele or community. Feel free to direct community members who are in need to that information or have them call our **Food Hotline (831.662.0991)** for assistance.

Site Link: [Diapers - Second Harvest Food Bank Santa Cruz](#)

URL: <https://www.thefoodbank.org/diapers/>



CalFresh Outreach

Did you know that many individuals and families experiencing food insecurity may qualify for CalFresh benefits but are not currently enrolled? The CalFresh Outreach (CF) Team at Second Harvest Food Bank works alongside community partners to help close that gap.

Their team provides application assistance, eligibility guidance, and education about CalFresh benefits to ensure households can access the nutrition support they qualify for. They collaborate with partner agencies by offering outreach materials, on-site support, and streamlined referral pathways to reduce barriers and make the enrollment process easier for clients.

By working together, we can strengthen food security and enhance the impact of the services you already provide.

We welcome referrals and partnership opportunities. If your agency would like outreach materials, a site visit, staff training, or direct client assistance, please contact the CalFresh Outreach Team at **831.662.0991** or calfreshoutreach@thefoodbank.org. Together, we can connect more community members to the resources they need.



Network Action Spotlight

Partner Agency Food Distribution Templates

Several of our partner agencies have asked for templates to help promote their food distributions to the community. To support those

efforts, we've developed templates that can be used across multiple platforms. Agencies are welcome to **download a copy**, customize it with their distribution dates, locations, times, and partner logos, and use it to print flyers or share digitally with neighbors.

If you have any questions or need support, please reach out to our Agency Network Team.

- [\[ENGLISH\] Canva Template](#)
- [\[ENGLISH\] Google Slides Template](#)
- [\[ENGLISH\] Google Doc Template](#)

- [\[SPANISH\] Canva Template](#)
- [\[SPANISH\] Google Slides Template](#)
- [\[SPANISH\] Google Doc Template](#)

Partner Agency Network Spotlight

Pajaro Valley Loaves & Fishes



"Pajaro Valley Loaves and Fishes, located in downtown Watsonville, has been serving the community since 1989. Our core programs include

pantry distribution and a daily sit-down hot lunch, both open five days a week, including holidays, to anyone who needs support. Each month, we distribute groceries to more than 1,000 families and serve 80 to 130 lunches each day. The people we serve are the heart of the community, including working families raising children, farmworkers, seniors living on fixed incomes, and individuals experiencing housing instability. Our pantry tailors food bags to each household size, ensuring equitable distribution of food per person. We provide a combination of prepacked staples and the opportunity to select fresh produce that best meets their needs and cultural preferences.

Community support remains strong as demand for supplementary and emergency food has increased over the past year. Our small but mighty team, supported by volunteers who contribute more than 15,000 hours annually, helps ensure every grocery bag and meal is given with dignity and care.

One of the reasons Loaves and Fishes is unique is that our program operates out of a beautiful Victorian home. Meals are served in a shared space where everyone is welcome, and community members can use the restrooms and fill water bottles in a safe, respectful environment. Healthy food is the starting point, but an equally important outcome is reducing isolation and strengthening community ties. Familiar faces and consistency help build trust and create a reliable place people can count on."

- Ashley Bridges, Executive Director



Save the Dates

Please add the following events to your calendar!
We ask that agencies notify us of any changes or cancellations to their distributions.

Virtual Partner Agency Network Check-In Meeting

- Thursday, March 19
- 1 — 2 p.m.
- [Join the Meeting](#)
- Meeting ID: 826 7194 4113

800 Ohlone Parkway, Watsonville, California 95076

Agency Team Contact Information: 831.256.7201 | agencies@thefoodbank.org

www.thefoodbank.org



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