

Food first



Working to End Hunger and Transform the Health of Santa Barbara County Through Good Nutrition

winter 2011



BOARD OF DIRECTORS:

Frank Abatemarco, **Chair**
Barry Spector, **Vice-Chair**
Debbie Adam, **Secretary**
Melissa Petersen, **Treasurer**

Scott Coe
Allan S. Ghitterman
Jeffrey Hall
Jim Roehrig
Jim Stollberg
George Thurlow
Paul Visueta

A CHANCE TO MATCH YOUR GIFT!

March 1st - April 30th Feinstein Challenge

This is your chance to be part of the most successful grassroots campaign to fight hunger in America. Every gift received by the Foodbank during this period qualifies to be matched.

For the fourteenth year in a row, philanthropist Alan Shaw Feinstein has pledged to contribute \$1 million to charitable organizations that fight hunger in America. The greater your gift amount, the greater the Feinstein contribution to the Foodbank.

Something Big is Cooking at the Foodbank

Here at the Foodbank, we have a vision of a Santa Barbara County that is free of hunger and where nutritious food and the skills to make use of it are available to all. Even better than that, we have a plan to make this a reality. Our first concern is always to make sure that those who need it have enough good food to eat, but this alone cannot provide a long-term solution to poor nutrition.

We will continue to expand our distribution of free, fresh produce and provide free food literacy education. However this is not enough. For our plan to succeed we must arm people with the cooking skills that will enable them to take control of the food they are fueling their bodies with. That's why we launched our Kids' Farmer's Market Program, which you can read more about in this newsletter.

Recently, noted food author, Michael Pollan was interviewed in *Edible Santa Barbara* magazine, and agreed "that families must return to the kitchen and cook together. The changes in the diet that we've seen over the last couple decades and the various problems in terms of both health and family life are closely tied to the fact that people are cooking less and eating meals together less—those two things are also linked. And if we're not going to go back to the kitchen, it isn't really clear that we

tackle this problem of obesity and Type 2 diabetes and all the chronic diseases linked to diet."

Last year, the Foodbank served over a quarter of those in our county. Contact with this many people gives us a unique opportunity to empower them to care for their own health by being able to cook cost-effective fresh nutritious food for themselves and their families. Achieving this will enable us to prepare a generation of children to be active, contributing members of our community. We want to avoid the ruinous costs waiting around the corner in medical and social payments for long-term care for those suffering from the effects of malnutrition during childhood—effects that could be mitigated so easily and cost-effectively by early intervention with good food and good nutrition education.

As Executive Director, I am thrilled by the way in which we are involving the community in leadership roles in the Foodbank. Under our stewardship, this is your Foodbank. With the continued support and vision of the community, we will achieve astounding results this coming year and in the future.

Erik Talkin, Executive Director



Foodbank Program Spotlight: Kids' Farmer's Markets Kick-Off to Huge Success!

After a successful pilot program last year, this past fall, the Foodbank launched 12 Kids' Farmer's Market afterschool programs countywide. The Kids' Farmer's Markets Program trains volunteers to teach children in after school programs both nutrition education and hands-on cooking instruction. After the children cook and eat a healthy meal, they get to take home a bag full of fresh produce, where they can help feed and cook for the whole family.



Ann, a Kids' Farmer's Market volunteer recently commented, "The fruit distributed was a HUGE success. We made what we thought was a lot of salad - and we ran out from all the kids sampling it! And we got almost all of the kids to at least try cooked sweet potato... All in all, a fun time all around, the kids are starting to learn from each other, be engaged and really appreciate the opportunity to eat healthy food," about the class she taught afterschool.

Nutrition education, especially among children, is an integral part of the Foodbank's mission, look for a major program expansion via Summer Feeding & School Pantry Programs this summer and fall countywide.

👏 ...the kids are starting to learn from each other and really appreciate the opportunity to eat healthy food 👏

Volunteer Spotlight

The Foodbank could not function without the dedication and commitment of our volunteers. Here's the story of a Foodbank volunteer and sophomore at San Marcos High School, Emma del Sol.

Emma recently moved to Santa Barbara from Los Angeles. She is involved with many extracurricular activities at San Marcos and plans on attending law school after college. Fortunately for the Foodbank, Emma has a strong commitment to philanthropy. In addition to her studies and after school activities, she still finds time to volunteer at the Foodbank and even organized a food drive at her high school.

Emma arranged to have Foodbank collection bins around her high school campus. Writing to encourage her peers and staff at San Marcos, she said, "Hopefully by knowing a little more about the Foodbank, you are eager to go home and help. So we ask that you come together as a school to help us help those in need...every little bit counts; let's show Santa Barbara County, what school is the BEST by collecting the most amount of food."

Emma's advocacy and organizing efforts truly made a difference for the Foodbank this past holiday season.



Children Give Back

Second graders from Congregation B'nai B'rith in Santa Barbara learned about caring for others by collecting 150 pounds of food and \$50.00. They unloaded their contributions and toured the Foodbank warehouse to see firsthand how the goods are distributed to the community.



Local business spotlight: prAna and Santa Barbara Outfitters Support the Foodbank!

This holiday season, Santa Barbara Outfitters and prAna at Santa Barbara Outfitters ran a promotion that gave a percentage of sales to the Foodbank. Owner Luisa Hyatt said, "It was an honor to have a promo running thru our store that benefited the Foodbank here locally." We couldn't agree more! Thanks for the support.

Planned Giving

Leave a Legacy -- A bequest or planned gift to the Foodbank extends your generosity beyond your lifetime.

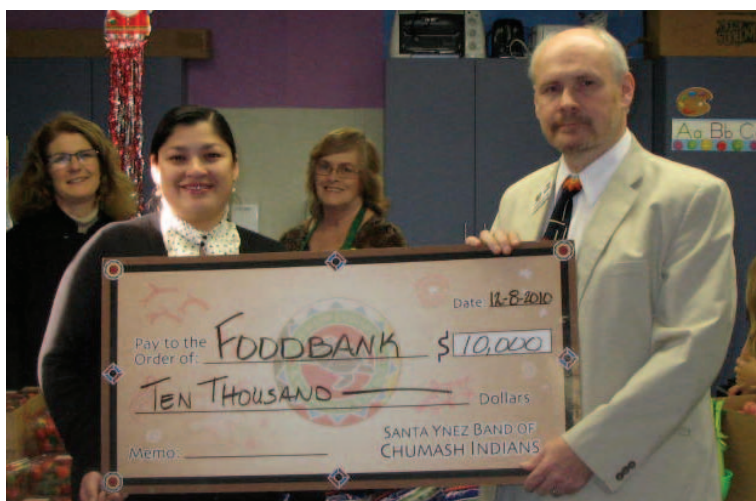
The Foodbank's goal is to transform the health of our county through good nutrition. Achieving this goal requires concentration on children's health and giving them nutritious food and nutrition education that we will enable them to take control of their own health. To make this a reality, the Foodbank needs long-term support from visionary members of the community wanting to give lasting and planned gifts. With a gift, you will be included in the Foodbank's Legacy Giving Society, which recognizes individuals that have committed to creating a healthier Santa Barbara County by including the Foodbank in their estate plans. For more information about Feeding the Future of Santa Barbara County, please contact Diane Durst at (805) 967 - 5741 x 104.

FOUNDATION SPOTLIGHT: SANTA YNEZ BAND OF CHUMASH INDIANS FOUNDATION Foundation Funds \$10,000 to Produce Initiative

Last year, the Foodbank of Santa Barbara County was the proud recipient of a \$10,000 grant from the Santa Ynez Band of Chumash Indians Foundation to support expansion of the Produce Initiative. A check presentation, taking place at the Stuart C. Gildred YMCA during a newly launched Kids' Farmer's Market Program, the grant came at a critical time for the Foodbank where it aims to both eliminate hunger in our community, but also ensure the food distributed is of the highest quality and nutrition standards.

"The significance of this contribution cannot be understated," said Foodbank Executive Director Erik Talkin. Adding, "We are very pleased that we were named as one of the Foundation's grant recipients. The Foodbank's Produce Initiative is in line with the Foundation's passionate philosophy of building partnerships in the community and working collaboratively to make our community a better place to live and work."

The Produce Initiative puts an emphasis on supplying fruits and vegetables to 264 local non-profits and food programs. Last year 41% or 3.8 million pounds of the food distributed by the Foodbank was fresh produce. The Foodbank always distributes produce free of charge to member agencies to encourage healthy eating. Expanding produce accessibility to children is important to the Foodbank and the newly operating Kids' Farmer's Markets Program, an extension of the Produce Initiative, successfully achieves that goal.



Foodbank Supports Member-Agencies this Holiday Season in a Big Way

Responding to increased demand for services and cash-strapped budgets of local non-profits, the Foodbank grants \$80,000 to key member-agencies to purchase more food for families in need.

Non-profits throughout Santa Barbara County feeling the strain of the economy have seen both a dramatic increase in demand for their services, while also having their budgets slashed. In response to this crisis, which peaks during the holiday season and cold winter months, the Foodbank of Santa Barbara County has stepped up to the plate and granted \$80,000 from its own budget to key member agencies to empower them to immediately purchase more food.



As a supporter, you know that the Foodbank provides food in bulk to 264 member non-profits and programs countywide. These member agencies range from large organizations like the Salvation Army, Catholic Charities and Community Action Commission, to small church distributions, domestic violence shelters, in-treatment rehab homes and head start programs for preschoolers. These organizations face increases of up to 35% in the need for their services and now with a combination of the recession and winter months, a lot of people need food assistance.

"We needed to take extra steps to assist those organizations on the front line of emergency food distribution and feeding," said Foodbank Executive Director, Erik Talkin. "Every day we are searching for new ways to bring nutritious food into our communities. While we get a lot of food donated by generous individuals, local growers and statewide food distributors, we also have to purchase upwards of \$1 million dollars of food annually that is not donated."

Captain Phil Smith of the Salvation Army Pantry, a grant recipient, said, "We are very thankful for the food purchasing grant we received—it came at a really good time. The fact that the Foodbank can give key agencies unsolicited funds is huge and speaks to how they support their agencies." Captain Smith added that this extra money will allow his organization to purchase extra food for the 400 families they serve this holiday season, especially high protein items like whole chickens.

Talkin said, "The community has stepped up to support the Foodbank, because they know that in turn we support so many wonderful non-profit agencies. Together we will ensure that holiday hunger is banished and replaced with healthy, nutritious food."

Please visit our website, www.foodbanksbc.org to see a complete list of the agencies supported.

Support the **Foodbank of Santa Barbara County** and you support 264 local non-profits.

Food Bank
of Santa Barbara County (South)

4554 Hollister Avenue
Santa Barbara, CA 93110
T: (805) 967-5741
F: (805) 683-4951

Food Bank
of Santa Barbara County (North)

490 W. Foster Road
Santa Maria, CA 93455
T: (805) 937-3422
F: (805) 937-8750

Santa Barbara Education
and Administration Center

1525 State Street
Suite 100
Santa Barbara, CA 93101
T: (805) 967-5741



We need **your support** today. www.foodbanksbc.org (805) 967-5741 South (805) 937-3422 North