



# YOU CAN END HUNGER

and transform the health of Santa  
Barbara County through good nutrition.

## WE CAN HELP YOU



### WHAT YOU KNOW

- We distributed 10 million pounds of food across the county last year, through our own programs and our network of 270 member agencies and programs.
- We serve as a vital safety net to keep people fed and have seen a 35% increase in the need for our services over the last couple of years.

### WHAT YOU DON'T KNOW

- We need to spend over a million dollars a year purchasing food to bring into our county.
- Our focus now is on good nutrition and providing both food and the skills to make use of it.
- We have a plan to end hunger and drastically improve the nutritional health of our communities. Find out how it works in the next pages...



# DISASTER AND OPPORTUNITY

RECESSION • HUNGER • POOR DIET

## WHO WE SERVE:

51% WOMEN 42% CHILDREN

I think like a lot of families now, we are facing obstacles that we never thought we would have to deal with. I was working at a school in Los Olivos, but because of budget cuts I was laid off. My oldest daughter has Type 1 diabetes, that brings high medical costs and special dietary needs. Putting food on the table each day had become a struggle. There were times when we were deciding between food or paying bills, and when we did choose food, it often had to be 99 cent burritos. Many hours were spent filling out paperwork for support programs and getting denial letters a week or so later. The Foodbank helped us with good food and ideas about how to eat well on less. Amy Lopez from the Foodbank Outreach Team was the first person

to really listen to me and asked questions that helped her determine where else we could get help. She worked with us on filling out paperwork for food stamps (Cal-Fresh) and let us know who and how to contact people. Her help saved us numerous hours of running into dead ends. Her knowledge and her friendly sharing of it has been a lifesaver for our family in this difficult time.

CINDY POGGIONE  
Foodbank Client



**DISASTER** The Foodbank of Santa Barbara County stands ready to feed our county in time of disaster — yet we mostly deal with a daily disaster, called hunger. The last three years have been an incredibly challenging time for many in communities across the county who have turned to us for help. We have had to meet skyrocketing need at the same time as facing falling donations from large grocery manufacturers who now sell ‘excess’ goods through dollar stores.

The recession has strengthened the hold that hunger has in our County, and that is a situation we cannot let stand. The numbers needing our help, and that of the member non-profit agencies we supply with food, has shot up by 35% in the last two years. People are hurting. Donors have literally become clients. 47% of those who receive emergency food from us have at least one person in the family in full time employment.

Nutritious food can be the first thing to go out the window if a family is struggling to make ends meet. Fast food and empty calories become the norm, resulting in malnutrition. This leads to poor health and increased sickness amongst the group of the population that can least afford to take a sick day or pay for medicine. It is a vicious cycle that demanded a new approach to break it. Find out more about the Foodbank's new approach to ending hunger on the next page.



**OPPORTUNITY** We are now providing some kind of food assistance — large or small — to fully one in four people in our county. That statistic is clearly shocking. But, what if this huge challenge is also an incredible once in a generation opportunity to positively impact the nutritional health of a quarter of our population? A chance to make a long-term change that will result in a new generation far healthier than this one. This might sound like a daydream, but we are already beginning to make it a measurable reality.

The Foodbank's new approach is to use food as the beginning of our relationship with a person, not the end of it. We don't just hand out food and hope that a person's nutritional wellbeing will change for the better. As big a problem as the lack of food is the inability to use food effectively. We actively connect with people by teaching ‘food literacy’ — the practical skills of smart shopping, cooking and basic nutrition that have been lost to so many young people these days.



We have innovative and award-winning programs that engage children from pre-school onward throughout childhood, assisting those who need nutritional help to grow strong while at the same time providing the skills and empowerment to utilize the amazing amount of fresh produce we have available to us in Santa Barbara County. If we can't teach ourselves to be food secure here, than where?



Amy Lopez, Foodbank Outreach Coordinator

We are teaching a person how to fish, and take far more responsibility for their nutritional health. More than that we are teaching people how to get involved in leadership of our educational and food programs so that they help to fish for everyone.



**HOW WE ARE SAYING GOODBYE TO UNHEALTHY FOOD**  
For many years we accepted and distributed any kind of ‘food’ — candy, soda and processed foods high in trans fat, sugar and sodium. Those days are over. The food that comes into the Foodbank is now nutritionally rated as red, yellow or green by our local nutrition advisory committee, and we have clear targets to drastically cut the amount of ‘red’ (or least nutritious) food in our warehouse. Nearly 40% of the 10 million pounds of food we distributed this past year is fresh produce either from our County or from our relationships with growers statewide.



Lus Enriquez, Foodbank Volunteer, outside our Santa Maria Facility

Quando comencé a ayudar a Foodbank como voluntaria fue que me di cuenta de todo lo que hace esta organización para que la población sea más saludable. He estado educando a las personas a usar los alimentos de una forma mejor, a cómo recibir más ayuda y también a ayudarse a sí mismos. Como voluntaria, visito lugares nuevos, conozco a otras personas y lo más importante es que aprendo y mejoro como individuo.

**TRANSLATION:** Not until I started volunteering did I realize all the things that the Foodbank can do to help people be more healthy. I have been teaching people how to use food in a better way and how they can get more help as well as helping themselves. As a volunteer, I am visiting new locations, meeting new people and most important, learning and growing as a person.

LUS ENRÍQUEZ  
CalFresh/Foodbank Volunteer



Michael Brock and Ann Hutchins lead a Kid's Farmers Market in Carpinteria

The kids that my colleague Ann and I are working with are between 4-7 years old. They are fascinated by food, and cooking seems like magic to them — and of course they all want to be magicians! They learn about fruits and vegetables in a practical way, that is fun and the end result is something delicious for them to eat. This has been one of my most rewarding volunteer experiences, because the kids are so happy to learn.

MICHAEL BROCK  
Kid's Farmers Market volunteer

## SOMEONE YOU KNOW

Receives food assistance through our food bank



1

Lupe



2

Eva



3

James



4

Kim



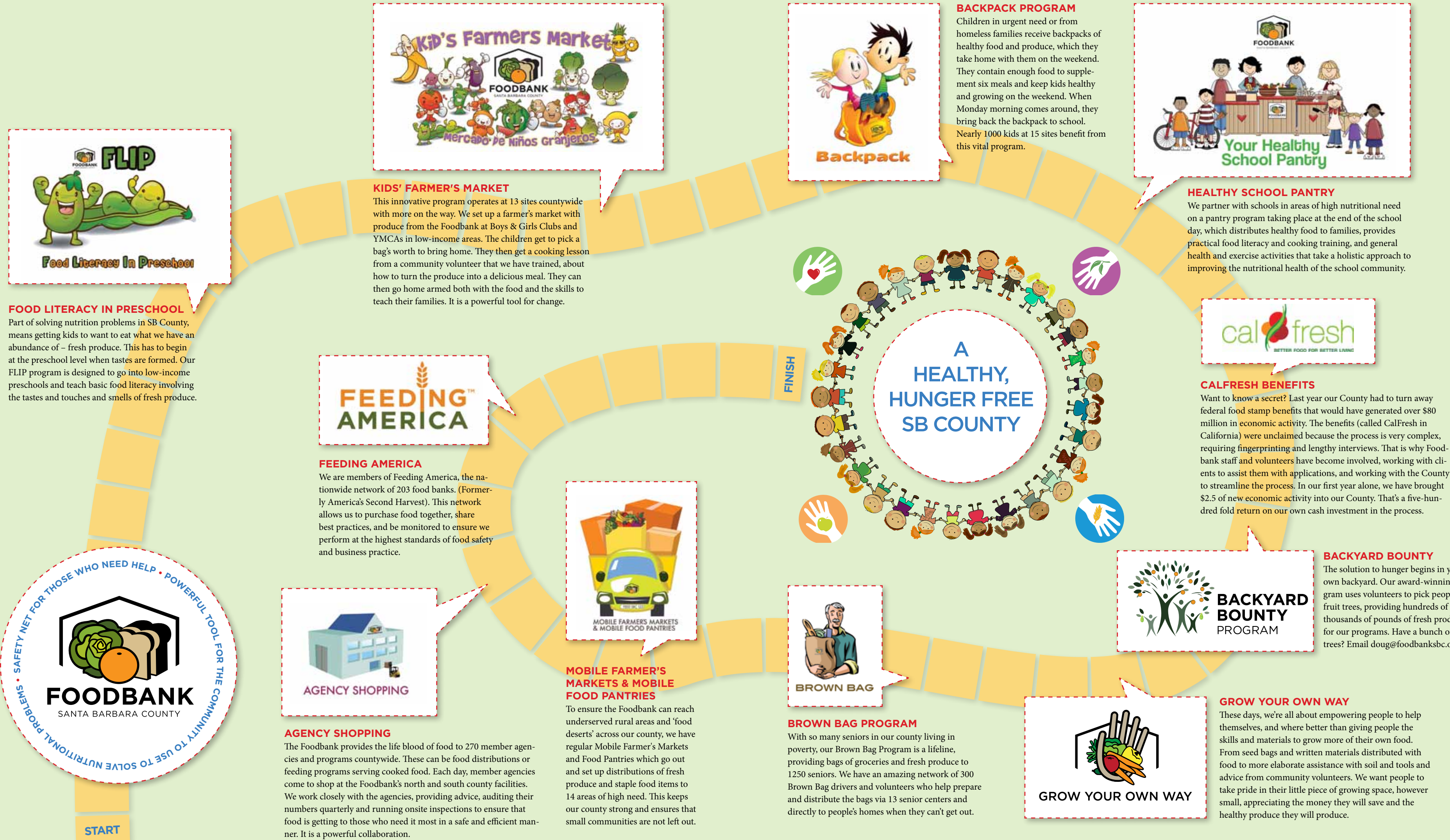
WE HELP 1 IN 4 PEOPLE in Santa Barbara County

CLAIM: Population of SB County 402,000. Foodbank responsible for 164,000 clients of which approximately 38% are estimate to be duplication.





# THE PATH TO A HUNGER FREE SB COUNTY





# WANT TO GO TO A PICNIC THIS SUMMER?



**Free Healthy Lunch for Kids!**  
**Gratis: un almuerzo saludable para los niños!**

Brought to you by the community leadership of caring Santa Barbara County citizens volunteering through the Foodbank



## PICNIC IN THE PARK

**84% of Children in our county who receive free lunches during the school year get nothing in the summer.** Young minds need to grow year round, kids need to receive and learn about healthy food. They need exercise, they need fun. The Foodbank's Picnic in the Park program will bring all this to 11 sites around our county for 10 weeks this summer. Community Volunteers will manage and support individual park sites, handing out lunches, organizing food literacy training and summer games. Other volunteers will work in kitchen sites north and south County to help prepare healthy cold lunches. We hope to serve up to 2000 children each day. You're invited to the picnic. To find out about supporting or volunteering for a site, please contact Diane Hadighi (South County) [dhadighi@foodbanksbc.org](mailto:dhadighi@foodbanksbc.org) or Claudia Ruiz (North County) [cruiz@foodbanksbc.org](mailto:cruiz@foodbanksbc.org)

## NATIONAL RECOGNITION FOR OUR INNOVATIVE APPROACH



**Our Kids' Farmer's Market Program has been having an amazing impact across the county.** Kids go home with fresh produce, having just had a cooking lesson in how to make something delicious from it. They become

the teachers for their families. The power of the program is only amplified by the personal ideas and enthusiasm of the volunteers who work with the kids at the sites. We were both thrilled and honored when we discovered that this program had been selected as the most innovative and effective child hunger program in the entire national network of 203 food banks. Our new season of Kid's Farmers Markets will be beginning in October of this year. Why don't you join us?



Foodbank Executive Director Erik Talkin receives the award at the 2011 Hungers Hope Awards Ceremony in Las Vegas. With him(r) is Vicki Escarra, Executive Director of Feeding America and Terry Shannon, Chair of the National Advisory Council for member food banks.

## SUPPORT THE FOODBANK OF SANTA BARBARA COUNTY AND YOU SUPPORT 270 LOCAL NON-PROFITS

Santa Barbara County programs we provide fresh produce and food to:



**We need your support today.**

[www.foodbanksbc.org](http://www.foodbanksbc.org)

(805) 967-5741 South (805) 937-3422 North



# ANNUAL REPORT 2010

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### FROM OUR BOARD CHAIR

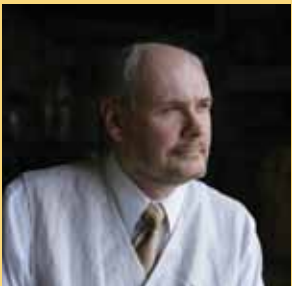
Making an impact on hunger and leading the way, that has been our challenge, and thanks to our Executive Director, Erik Talkin, his gifted staff, and our many valued volunteers and supporters in this community we are not simply distributing food but

setting our sights on nutrition and food literacy in a way that will have a lasting and permanent impact on the health and well-being of people in need in Santa Barbara County. The sheer numbers are staggering; this past year we distributed over 10 million pounds of food. But as this publication demonstrates, that is only part of our vision. Ours is an ambitious goal, we are continuously raising the bar to go from good to great. You are our inspiration, and it is your support that energizes us and makes doing what we can do together a privilege and a pleasure.

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**FRANK ABATEMARCO**  
Chair of the Board of Trustees  
[www.FrankAbatemarco.com](http://www.FrankAbatemarco.com)

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### FROM OUR EXECUTIVE DIRECTOR

This is an exciting time for us all to be doing this work. The tide has clearly turned in every community in our County, with people yearning to break through insufficiencies of

time and money and education and become healthier by eating better. They realize that the simplest, most effective way to take control of their own health is through eating real food and exercising regularly.

It used to be that the Foodbank was seen as a band-aid covering a problem that could only be contained, not eradicated. No longer. People are increasingly understanding that the Foodbank of Santa Barbara County is the most cost-effective preventative healthcare organization there is. The way we are now structured enables the community to take leadership of our initiatives. Together we can eradicate hunger and create something truly amazing – a new, healthier generation in our beautiful county. I look forward to working with you.

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**ERIK TALKIN**  
Executive Director  
[etalkin@foodbanksbc.org](mailto:etalkin@foodbanksbc.org)



### THE MENU FOR YOUR FOODBANK'S BUDGET:

#### “LEAN CUISINE”



NEARLY  
**94%**  
OF OUR BUDGET  
GOES DIRECTLY  
TO SUPPORTING  
OUR PROGRAMS  
AND AGENCIES

**BOARD OF TRUSTEES**  
Frank Abatemarco, *Chair*  
Bary M. Spector, *Vice Chair*  
Melissa Petersen, *Treasurer*  
Deborah Adam, *Secretary*  
Scott Coe  
Allan Ghitterman  
Jeffrey Hall  
Dr. John LaPuma  
Jim Stollberg  
George Thurlow  
Paul Visueta

**EXECUTIVE DIRECTOR**  
Erik Talkin

### REVENUES & OTHER SUPPORT

79.12%	In-Kind Food Contributions	\$13,210,425
9.13%	Contributions from the public	1,524,257
1.62%	Government Grants	269,858
3.75%	Shared Maintenance Fees	626,095
5.29%	Private Grants	882,742
1.03%	Fundraising Events, Net	172,295
0.00%	Capital Contributions	-
0.07%	Other Revenue	12,033

**100.00%** **Total** **\$16,697,705**

### EXPENSES

42.29%	General Program Services	\$7,070,464
35.30%	Free Produce Program	5,901,883
8.91%	Mobile Food Pantry Program	1,488,917
7.26%	Brown Bag Program	1,213,282
2.30%	General and Administrative	384,331
3.95%	Fundraising	660,041

**100.00%** **Total** **\$16,718,918**

**Change in Net Assets** **\$(21,213)**

### STATEMENT OF FINANCIAL POSITION

Current Assets	\$1,967,714
Fixed Assets, net	2,735,075
Other Assets	344,488
<b>Total Assets</b>	<b>\$5,047,277</b>
Current Liabilities	149,870
Net Assets	4,897,407
<b>Total Liabilities and Net Assets</b>	<b>\$5,047,277</b>



Our warehouse facilities are located in both north and south County

### THANK YOU TO THESE KEY SUPPORTERS FOR THEIR LEADERSHIP

#### TOP FOUNDATION SUPPORTERS

Ann Jackson Family Foundation  
Balin Charitable Trust Crawford  
Idema Foundation  
Carver Foundation  
George Hoag Family Foundation  
Henry Mayo Newhall Foundation  
Hutton Foundation Janeway Foundation  
Latkin Charitable Foundation  
MAZON

Mericos Foundation  
Outhwaite Foundation  
Santa Barbara Foundation  
Santa Ynez Band of Chumash  
Indians Foundation  
SG Foundation  
The Anneberg Foundation  
The Orfalea Family Foundations  
Volentine Family Foundation  
Walmart Foundation  
Weingart Foundation  
Wells Fargo Foundation  
Williams-Corbett Foundation  
Wood-Claeysens Foundation

#### TOP CORPORATE FUNDERS

Albertsons  
Citrix Online  
Deckers Outdoor Corporation  
Driscoll's  
FLIR  
General Mills  
Inn of the Spanish Garden  
Kraft Foods  
Mentor Corporation  
Montecito Bank & Trust  
Network Hardware Resale  
Rabobank

Ralphs  
Santa Barbara Bank & Trust  
Target  
Venoco  
Yardi Systems

#### TOP INDIVIDUAL CONTRIBUTORS

Dr. Hildegard Balin  
Peter Brown  
Charles Cleek  
John & Laurie Converse  
Susan Dempster  
Seldon & Judy Edner

Thomas Evans  
Dan Gerber  
Allan Ghitterman  
Kenneth Goldsholl  
Stephen\* & Carla Hahn  
Joseph & Beverly Hardin  
Mr. & Mrs. David F. Hart  
Robert Ibsen  
Charles Pasquini  
Fredric & Lundy Reynolds  
Jim & Claudette Roehrig  
Phyllis Schechter  
June\* Schuerch

Barry\* & Jean Schuyler  
Harold & Annette Simmons  
Carol Skinner  
Peter Sperling  
Eunice Stephens  
Robert Sugar  
Walter\* & Mary Jean Thomson  
Michael & Anne Towbes  
Brent Wallis  
Harold Wayne  
Edwin\* & Jeanne Woods

\*Denotes deceased

# NOW IS THE TIME FOR YOU TO FEED THE FUTURE

**FEED THE FUTURE** is the name we give to our cohesive range of children's programs, yet it is an apt phrase to describe what we are trying to do through the whole organization. Our plan to end hunger and transform the health of the community through good nutrition is not something that can be achieved by a single non-profit organization employing people to run every program or find every pound of food. It can only be achieved by a community exercising leadership, with the Foodbank as the most effective tool to get the job done. This leadership can happen in large ways and small. With much needed financial support or with sharing your own expertise, ideas and passion. This is your Foodbank, and now is the time to reach out to us. Here are some ideas how:



## → BECOME A LEADER OR A VOLUNTEER

We offer a wide range of volunteer activities from the physical to the intellectual, from once a week to once a month, from being a teacher with a program like Kid's Farmer's Market to driving for food pickup or delivery. You may also have special skills which could allow you to run a short term task force of community members designed to achieve a specific goal. Please contact Diane Hadighi (South County) ([dhadighi@foodbanksbc.org](mailto:dhadighi@foodbanksbc.org)) or Claudia Ruiz (North County) ([cruiz@foodbanksbc.org](mailto:cruiz@foodbanksbc.org)).



## → FUND A PROGRAM

We believe that supporting us is one of the shrewdest investments in the future of the community, offering measurable and sustainable impact. It requires this investment to achieve the ambitious plans we have. Please contact Jane Lindsey. ([jlindsey@foodbanksbc.org](mailto:jlindsey@foodbanksbc.org))

## → ADVOCACY

We need voices to speak for us in the community, in the State and on a national basis. There are many fascinating and challenging issues which we need to engage people in. There is also a great need for education about what the Foodbank is really doing these days. Add your unique voice today! Please contact Gina Fischer. ([gfischer@foodbanksbc.org](mailto:gfischer@foodbanksbc.org))

## → CONSIDER A PLANNED GIFT TO US

Please consider us when making estate plans. We can direct funds to areas of long-term sustainability, so that your ability to feed the future can continue for generations to come. Please contact Diane Durst. ([dmdurst@foodbanksbc.org](mailto:dmdurst@foodbanksbc.org))

## → LET US WORK WITH YOUR BUSINESS

We are eager to partner with your business on a project that allows us both to align our missions in the community. We can offer a great opportunity for your staff to be involved in meaningful projects and co-created events. Please contact Jane Lindsey. ([jlindsey@foodbanksbc.org](mailto:jlindsey@foodbanksbc.org))

# WWW.FOODBANKSBC.ORG



### **SOUTH COUNTY FACILITY**

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

### **SANTA BARBARA EDUCATION & ADMINISTRATION CENTER**

1525 State Street, Ste. 100  
Santa Barbara, CA 93101  
Phone: (805) 967-5741  
Fax: (805) 683-4951

### **NORTH COUNTY FACILITY**

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