



of SANTA CLARA and
SAN MATEO COUNTIES

SUMMER 2017

FOOD FOR THOUGHT



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When Hunger Hits - Photos by Ben Von Wong

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Summer Meals

Leave a Legacy



Hunger More *Pervasive* Than Ever



Second Harvest recently commissioned a Food Insecurity Study that found **1 in 4 people in Silicon Valley is at risk for hunger.** Nearly a quarter of those who are struggling are families with children.

The results are particularly surprising when you consider that unemployment is at an all-time low. Economic growth in Silicon Valley is creating immense wealth for a minority, while driving the cost of living up for everyone. When life's expenses go up, many residents find themselves more at risk for hunger, including a significant number of children in our community. It's what we call the Silicon Valley Hunger Paradox.

We're currently serving an average of over 250,000 people who are food insecure every month - nearly 89,000 of which are kids.

Our study found that there are over 700,000 people who are food insecure and at risk for hunger!

That's nearly 27% of the population of Santa Clara and San Mateo counties.

This enormous gap proves that our mission is now more critical than ever.





When Hunger Hits: *An Epic Quest for Food*



Von Wong and model Rory Chronister

Last summer photographer-extraordinaire Ben Von Wong donated time and talent to the Food Bank.

We're excited to share Ben's campaign to raise awareness about childhood hunger!

WHEN HUNGER HITS: Q&A WITH BEN

What inspired this project?

Second Harvest is an amazing organization that's getting great results. I sat down with Second Harvest staff and we bantered about my vision. We all had the desire to come together and do something. We all made a commitment to make it happen. That was really something, because it's not obvious how to take a fantastical photographer and design a campaign around a problem that is really invisible.

What was the creative process?

I approach everything like it's a problem that needs to be solved. First I had to understand what the problem was. What the struggle was. I'm always looking for some new story to tell. Success stories and documentaries are great, but sometimes they can become redundant. I wanted to find a different way to talk about the problem.

My style is fantastical, surreal. I like to find the fun in it. It's education by adventure. It creates something new to talk about.



We went back and forth on ideas and images until we settled on the idea of kids on an epic quest for food. We finally came up with "When Hunger Hits."

At the end of the day it's about making a strong campaign. It's not about my ego, or anyone's ego, it's about making the strongest campaign possible.

What did you learn about hunger in Silicon Valley?

I was definitely shocked by the numbers. More than 1 in 4 people in Silicon Valley is at risk for hunger. But what I was even more shocked by was Second Harvest's impact. The Food Bank distributes the equivalent of a million meals every week.

You hear a lot about problems, but you don't hear a lot about solutions. Second Harvest has a model that works. They are capable of feeding huge numbers of people because they partner with local organizations and food distribution sites. If the campaign helps all these organizations, that's great.

And I hope this gives Second Harvest the opportunity to talk about hunger in a different way.



The photo of the young spy on the impossible mission was shot at Martha's Kitchen, a local soup kitchen and longtime partner of Second Harvest. The archaeologist finding a treasure trove of fresh produce was photographed at Lincoln Glen park in San Jose. The arctic explorer desperately seeking food was actually climbing a rack at Second Harvest's Curtner Center in San Jose, California. Finally, Arteaga's Food Center in Willow Glen was the backdrop for the knight's battle through the grocery aisle.

Visit whenhungerhits.com for more information.



SUMMER FEEDING SITES:

A Critical Nutrition Link for Kids

By Cindy McCown, Second Harvest's Vice President of Community Engagement and Policy

For some kids, summer means going on vacation, attending camp or other fun activities. I was one of those kids who was lucky enough to go on a family vacation and attend camp every year. I never once questioned where my next meal would come from. Unfortunately, this unknown is a reality that so many children in our community face.

This summer, thousands of kids in Silicon Valley won't have access to the free and reduced-priced meals they rely on during the school year. California Food Policy Advocates report that during the school year approximately 70% of low-income students are reached by school lunch. But, during the summer months, only about 26% in San Mateo County and 16% in Santa Clara County get those meals.

With your support, Second Harvest Food Bank is taking a leadership role in working closely with a



wide range of public and private organizations to create a network of summer feeding sites where kids can get free meals.

Second Harvest currently supports 143 sites throughout Silicon Valley including over 100 locations in Santa Clara County alone.

We are committed to opening more sites to help as many children get nutritious meals as possible, all summer long.



Reach out to Marie Pfeiffer, our Manager of School Breakfast and Out-of-School Meals at mpfeiffer@shfb.org or email me at cmccown@shfb.org if you would like to get involved.

ANYONE CAN LEAVE A LEGACY

"To get nutritious food through Second Harvest Food Bank has been such a blessing! It was truly the key to our survival. There was such a feeling of relief to know that when we woke up we had healthy food to give the kids," says Love, a mother of two. Love's family was struggling, but is now thriving because of generous donors like you.

By including Second Harvest in your will or living trust, you will ensure that we can continue to help families like Love's for years to come and do the work needed to ensure that anyone who needs a healthy meal can get one. Ultimately, it means that more children and families will be able to connect to the nutritious food they need to thrive.

Every gift, no matter what size, will make a huge difference in the lives of local families who struggle with hunger.

To learn more, please contact Sara Johnson, Major Gifts Officer, at 408-266-8866, x304, or sjohnson@shfb.org. If you have already included Second Harvest in your long-range financial or estate plans, we'd love to know so we can thank you and invite you to special events!

