



Key Information to Kick-Start a Successful Food and Fund Drive

2017 Stand Up for Kids Campaign Details

Tagline:

Hunger Hurts
Stand Up for Kids

Timeline: March 1, 2017, through May 31, 2017

Goal: \$7.5 million

The Problem in a Nutshell

No kid should ever have to go to bed hungry or struggle at school because they didn't have breakfast. Yet here in wealthy Silicon Valley, 1 in 3 kids is at risk for hunger. That's unacceptable.

The local childhood hunger problem is bigger than ever and likely to get worse with the new Silicon Valley hunger paradox. With this new hunger paradox, as the economy grows, so does the number of people who need food.

The recent tech boom has created immense wealth for some, but it has also brought a huge increase in the cost of living, particularly housing, making it difficult for those who don't earn high salaries.

Too many kids are living on inexpensive empty calories because it's all their parents can afford.

Hunger is depriving these kids of a decent education and the chance for a healthy, productive life. This is happening in nearly every neighborhood in Silicon Valley.

Second Harvest Stands Up for Kids

Second Harvest is working to ensure that every child has the nutritious food they need to thrive.

The Stand Up for Kids Campaign will help to fund efforts to provide kids with the nutritious food they need to succeed.

Dollars will be used to purchase and source the kinds of foods that help kids grow up strong and healthy, and distribute it through our network of more than 320 community partners at more than 850 sites in neighborhoods up and down the Peninsula.

Second Harvest distributes fresh produce and nutritious groceries at pantries located at schools and colleges across the two counties.

The campaign will also fund efforts to explore new and innovative solutions for connecting more kids and families to food.

Key Points

Hunger hurts kids' physical and mental health.

Kids who don't get enough nutritious food to eat are sick more often, have trouble concentrating, and can face long-term consequences to their health and emotional well-being.

Hunger can take an emotional toll on these kids as they worry about having enough food. They feel bad when their parents skip meals so they can eat

Hungry kids often struggle at school. They want to learn, but it's tough when their stomachs are growling and they can't concentrate.

It's heartbreaking to think that some of the kids you see in your neighborhood or at your child's school are struggling to keep up simply because they aren't getting the food they need to be strong and healthy.

Every child deserves the chance to have a healthy, productive life, and that starts with nutritious food.

We need to ensure that the next generation of innovators and entrepreneurs has access to the nutritious food they need to succeed at school.

With its entrepreneurial spirit and ingenuity, Silicon Valley has what it takes to end childhood hunger.

You can stand up for kids by donating online at SHFB.org.

Key Stats

In Silicon Valley, 1 in 3 kids is at risk for hunger.

On average, Second Harvest serves nearly 253,000 people every month, and nearly 89,000 of them are kids.

Second Harvest provides the equivalent of more than 1 million meals every week. More than half the food we distribute is fresh produce, more than any other food bank in the nation.

The Public Policy Institute of California, which calculates poverty rates taking into account cost of living, estimates that 20 percent of children in Santa Clara and San Mateo counties are living in poverty (for 2011-2013).

It takes at least \$82,000 per year for a family of four (consisting of 2 adults, 1 school aged child and 1 preschooler) to pay its bills and put food on the table in Silicon Valley.

Nearly 1 in 3 households in Silicon Valley doesn't earn enough to to be self-sufficient.

For the 10th year in a row, Second Harvest has received Charity Navigator's four-star rating, placing it in the top 1 percent of nonprofits nationwide, and is one of the only nonprofits in the country to earn a perfect score of 100 for financial stability, accountability and transparency.

Thank You for Taking Action

Thank you for standing up for the 1 in 3 kids in Santa Clara and San Mateo counties at risk for hunger. By hosting a Food and Fund Drive you are truly making a difference. If you haven't registered yet, visit <http://www.shfb.org/ffd>.

The following chart shows how the dollars generated from your drive will help to feed local kids.

With Your Donation Of:	Second Harvest Can:
\$25	Provide a nutritious meal for 50 kids
\$180	Provide 3 meals a day for a family of 4 for a month
\$450	Provide 1 meal a day for a class of 30 kids (7 meals a week) for 1 month
\$2,700	Provide 1 meal a day for a class of 30 kids (7 meals a week) for 6 months
\$25,000	Maintain and fuel 1 SHFB delivery truck for a year

Client Story

Nichelle Rezendez - Sacrificing it all for her daughter

Life had been good for Nichelle. "I had a great job. I had my own place. I had a nice car. I was always pretty well-off. When I lost my job, got pregnant, that's when everything changed," she says.

Nichelle lost her job during the Great Recession in 2009. While unemployed, she became pregnant and couldn't afford to stay in her apartment. After the birth of her daughter Lilliana, she had no place to live and instead relied on the generosity of friends who let her sleep on their couch.

In 2013 her father, a retired veteran, was evicted from his home of 30 years. So he and Nichelle moved into an apartment together in Millbrae. She rents a room from him now, and shares it with her 6-year-old daughter.



Nichelle made the “incredibly difficult” decision to swallow her pride and seek out services. Now she receives help from Second Harvest Food Bank as well as CalFresh (food stamps). She returned to college and is now enrolled in a federal work study program that allows her to work no more than 20 hours per week while in school.

Nichelle sees the services she receives as a stepping-stone to success, but the path is difficult for her. She says, “I sacrifice all my wants and needs. I buy myself nothing. I wear the same clothes and shoes, and I sacrifice everything so that I can provide for my daughter.”

Nichelle’s part-time job is working at one of Second Harvest’s partner agencies, Sparkpoint at Skyline College, where she attends classes. Sparkpoint’s food pantry is entirely stocked by Second Harvest. She tells clients she understands how hard it is to swallow their pride and get food assistance because she’s been there herself.

“People are scared to use the pantry,” she says. “Timid, shy, ashamed. I want to scream it to the world. The pantry is there to be used. I worked in the pantry for a long time before I received food, because of my pride. I thought all these people need it more than I do. I have this job and most of the clients who get food don’t. It took a lot to accept the help. It’s hard to make that choice. You feel less than... when you can’t take care of your own child. So whoever is helping provide the food to people, know that people are putting their pride aside and they cry tears of joy to be able to feed their children.”

Nichelle is grateful for the healthy food she receives from Second Harvest.

“For my daughter, it’s important to get the healthier foods, but healthier food is so much more expensive than the less healthy food,” she says. “So having the healthy food here for free is so helpful and important.”

Food and Fund Drives Resource Page

Visit the Food and Fund Drives [resource page](#) for electronic copies of postcards, customizable posters and flyers, and more: <http://www.shfb.org/ffdresources>

Need additional supplies? Contact drives@shfb.org.

Social Media and Videos

Follow @2ndharvest on Facebook, Twitter and Instagram and help spread the word. Include #hungerhurts to show us how you're joining the movement to end childhood hunger!

To hone in on the key elements of the campaign, we are creating a series of short social media-friendly, sharable videos - with one rolling out every month throughout the campaign. Be on the lookout for those via our [Facebook page](#). The videos will highlight key elements of the campaign, including: 1) Importance of nutrition; 2) Client Story; 3) Food programs in schools.

And don't forget to join our [Food and Fund Drive Coordinators Facebook Group](#) for ongoing ideas and support from other drive coordinators.

Campaign Co-Chairs

- John Donahoe (former CEO, eBay) and Eileen Donahoe (Director of Global Affairs, Human Rights Watch)
- Reid Hoffman (Co-founder, LinkedIn, and Partner, Greylock Partners)
- Sheryl Sandberg (COO, Facebook and Founder, LeanIn.Org)

Campaign Sponsors

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