



of SANTA CLARA and  
SAN MATEO COUNTIES

FALL 2016

## WHAT'S INSIDE

# FOOD FOR THOUGHT



2 Professional  
Photographer  
Ben Von Wong

3 Yolanda Gutiérrez —  
Doing What's Right

4 Cash or Cans  
Most-Needed Foods



Photo courtesy of Ben Von Wong

MEMBER OF  
**FEEDING  
AMERICA**

## BEN VON WONG LENDS HIS TALENTS TO THE FOOD BANK

Professional photographer Ben Von Wong recently lent his considerable talents to the Food Bank. Ben is a conceptual photographer known for his complex productions and hyper-realist style. He is also known for creating several viral social media campaigns, including the most funded GoFundMe campaign, which raised over \$2 million. Over the summer, Ben rallied a group of SmugMug photographers to help Second Harvest build a photo library.



“I was very surprised by the number of people who struggle with hunger in Silicon Valley. I was shocked to hear that 1 in 10 people get food from the food bank, which is a massive ratio. On a personal level, I’ve been trying to figure out how to address the problem of food waste and food rescue, and taking perfectly good food, recovering it and distributing it, seems like the most obvious thing to do. Why isn’t this process the norm? Knowing that Second Harvest fights that fight and serves people with such success was something that I found admirable and amazing. Learning more about hunger, I started to connect more with the people behind the number and felt the need to contribute.”

These documentary-style images are the result of Ben’s project with the Food Bank. Next, we’ll be embarking on another endeavor together, and as Ben says, “... that, to me, is going to be a bold campaign that I think will encounter a lot of success.” Stay tuned!

To see more images visit: [bit.ly/SHFBvonwong](http://bit.ly/SHFBvonwong)



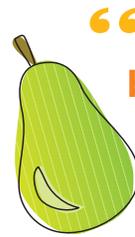
## YOLANDA GUTIÉRREZ – DOING WHAT’S RIGHT

I work for a company called QTS, and it has a community impact program where each employee is given 24 hours per year to volunteer within the community, with the charity of their choice. I chose to work with Second Harvest Food Bank because they have programs that work with families and children. I think it’s important that children are fed properly, so that they’ll grow healthy and can go to school and be able to focus on learning.

After a period of time volunteering with my co-workers, I thought maybe this year we could step it up a notch. I reached out to one of Second Harvest’s Regional Program Managers, and said I was thinking about forming some sort of partnership where QTS employees “adopt” one of the sites and come in every month and help out.

Now everybody at QTS knows that the second Tuesday of every month, we go out to our site. We take turns so that everybody has an opportunity to volunteer, and it’s good. It’s good to be involved in the community and I think it makes everybody feel better about themselves, because they’re contributing.

To schedule a team building event at Second Harvest, visit: [SHFB.org/volunteer](http://SHFB.org/volunteer)



“ It’s important to volunteer because I live in a *community* and I want to be able to support it... and that’s the right thing to do. ”



# CASH OR CANS, NOT CANDY

Nutrition Program Manager, Elena Hollander

At Second Harvest, we love Halloween! Every year, we have so much fun dressing up for our staff costume contest (skirts included), decorating the office, and enjoying our Halloween party. However, there's one thing that we don't love as much — every November through December, our food collection barrels flood with donated Halloween candy. While we truly appreciate the sentiment of giving, there are so many other great ways and foods to give (listed below) so this year we respectfully ask that you please don't donate candy.



Why are we so tough on the treats? **Our mission is to lead our community to ensure that anyone who needs a healthy meal can get one.** Our clients have told us they prefer healthy food. When asked “If you had more money, what specific foods would you purchase for you and your family?” the top responses were protein (37%), fruit (25%), and vegetables (21%). Out of the 1,200+ answers, there was just *one* mention of candy. Diabetes, high blood pressure, and obesity are critical health concerns for our clients and we are committed to their desire to live healthy, active lives. We hope you will help by donating some of our most-needed foods instead of candy.

## MOST-NEEDED FOODS LIST:

- Meals in a can (soup, stew, chili)
- Peanut butter
- Canned fruit in its own juice or water
- Olive or canola oil
- Low-sugar whole grain cereals



- Tuna or canned chicken
- Canned foods with pop-top lids
- Low-sodium canned vegetables
- Spices
- Healthy snacks - granola bars, nuts, dried fruit



You can also help by making a financial contribution. Our bulk-buying means your donation will be stretched to buy significantly more food!

Check out our donation options here: [SHFB.org/donate](https://shfb.org/donate)

**Thank you for helping us keep our clients happy and healthy.  
Have a wonderful Halloween!**