



SECOND HARVEST
of SILICON VALLEY

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**SECOND HARVEST OF SILICON VALLEY LAUNCHES NATION’S LARGEST HOLIDAY
CAMPAIGN AS LOCAL HUNGER HITS AN ALL-TIME HIGH**

Community Support Will Help Break Down Barriers and Make Healthy Food
More Accessible so Families Can Get the Nutrition They Need to Thrive

Highlights:

- High cost of housing in Silicon Valley is forcing families to sacrifice nutritious food for rent and other basic necessities – more people need help who have never needed it before.
- The goal is to raise \$19 million during the campaign, which ends January 17.
- Every donation can make an impact - \$10 helps provide 20 healthy meals.
- At a time when there is so much divisiveness in our country, the holiday campaign offers a way for people to come together for the most basic act of kindness: sharing food.
- Individuals, corporations and organizations can help by donating money or food. For more information, visit shfb.org or call 1-866-234-3663.

SAN JOSE, Calif., November 21, 2019—Second Harvest of Silicon Valley has launched its annual holiday campaign as more people in Santa Clara and San Mateo counties who have never needed help before are turning to the food bank. That’s because hunger is a hidden consequence of the housing crisis as families sacrifice nutritious food to pay for rent and other basic necessities. To ensure that everyone in our community can get the healthy food they need to thrive, Second Harvest has set a goal of raising \$19 million. The campaign represents about half of the food bank’s annual operating revenue and will support efforts to make food more accessible during the holidays and all year long.

“The holiday campaign offers a way for people to come together and join in the most basic act of kindness: sharing food,” said Leslie Bacho, CEO for Second Harvest of Silicon Valley. “Even people who never thought they would need help before are finding they can’t afford to buy healthy groceries, but we know they face barriers to accessing food. Some people have no idea where to go, or they can’t make it to our distributions due to work schedules or limited transportation, while others don’t seek

help because of the stigma or shame. The community's support this holiday season will help us break down these barriers so we can reach more people with nutritious food. That means providing food when, where and how people need it, and exploring new and better ways to connect people to food."

In an effort to reach more people, Second Harvest is opening more grocery distribution sites where people live, work and attend school, and at more convenient times like evenings and weekends. The food bank currently serves 87 affordable housing complexes (a 64% increase in three years), 142 K-12 schools and 14 colleges (a 914% and 600% jump, respectively, over the last five years).

"We have to do more to make sure people get the help they need, and they don't feel afraid or ashamed to get it," Bacho said. "We are providing food at more places, and making sure those who need help feel welcome. But we need the community's support. You have the power to change lives because nutritious food is so critical - we all need it to stay healthy and engaged."

"I couldn't have done everything I had to do in the past year without nutritious food," said Natasha, who needed food assistance from Second Harvest after she left an abusive marriage, taking only her two children with her. "I had no money and no credit card. The first thing I worried about was how I was going to feed my kids."

She added, "Kids don't need expensive toys and entertainment to be happy, but they do need nutritious food. It's the one thing they can't live without."

Last year, Second Harvest provided enough food for more than 58 million meals, half of which was fresh produce. The food bank partners with 310 nonprofit organizations to distribute nutritious groceries in nearly every neighborhood in Santa Clara and San Mateo counties. Second Harvest depends on donations because it is one of only a few food banks in the nation that does not charge its partners for the food it provides.

Individuals, corporations and organizations can help to ensure that anyone who needs a healthy meal can get one by donating to Second Harvest or by hosting a holiday drive. A monetary gift helps Second Harvest feed people this holiday season and all year long – every \$10 donated helps provide 20 meals. Donations of food also help. If you are donating turkeys or chickens, they should be frozen and brought to one of Second Harvest's three facilities and not placed in Second Harvest's food donation barrels that

are located at grocery stores, libraries, community centers and other sites throughout the community. For the most-needed food items, check out the list at <https://www.shfb.org/give-help/donate-food/>.

To support the campaign, visit [shfb.org](https://www.shfb.org) or call 1-866-234-3663. Anyone who needs food should call Second Harvest's multilingual Food Connection hotline at 1-800-984-3663.

About Second Harvest of Silicon Valley

Founded in 1974, Second Harvest of Silicon Valley is a trusted leader in ending local hunger and is one of the largest food banks in the nation. The organization distributes healthy groceries through a network of 310 partners at 1,000 sites in Santa Clara and San Mateo counties. Due to the prohibitively expensive cost of living in Silicon Valley, hunger is at an all-time high as more and more families are forced to sacrifice nutritious food for housing. Second Harvest is helping to keep people healthy by providing enough nutritious food for more than 58 million meals a year — half of which is fresh produce. Second Harvest also connects people to federal nutrition programs and other food resources, and advocates for anti-hunger policies on the local, state and national levels. To learn more about how Second Harvest is building a hunger-free community, visit [shfb.org](https://www.shfb.org).

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