



**SECOND HARVEST**  
of SILICON VALLEY

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**FOR IMMEDIATE RELEASE**

**SECOND HARVEST OF SILICON VALLEY BEHIND  
IN FINANCIAL DONATIONS**

Food bank needs to raise \$11 million during December  
to provide critical food assistance and support all year

**Highlights:**

- Donations from individuals—which make up more than 60% of the money raised—are down, likely because of the late Thanksgiving holiday.
- Critical fundraising during the holidays brings in a significant portion of the food bank's operating revenue for the year and supports efforts to make nutritious food more accessible to residents struggling with food insecurity all year long.
- Second Harvest is feeding more people than last year and has increased its holiday fundraising goal from \$17.5 million to \$19 million to help meet the need.
- Every donation makes an impact – just \$10 helps provide 20 healthy meals.
- Individuals, corporations and organizations can help by donating money or food. For more information, visit [shfb.org](http://shfb.org) or call 1-866-234-3663.

**SAN JOSE, Calif., December 17, 2019**—As more people in Santa Clara and San Mateo counties, who have never needed help before, turn to Second Harvest of Silicon Valley for assistance, the food bank announced that to serve those who need help, it needs to raise \$11 million more toward its \$19 million holiday fundraising goal. Second Harvest's holiday campaign represents a large portion of the food bank's annual operating budget as it relies on people giving during this time of year to support its programs and services year around.

Leslie Bacho, CEO for Second Harvest, said the Thanksgiving holiday falling later this year may be the reason donations are down. "We are seeing a decline in donations from individual donors and are hearing that people are just now starting to think about their holiday giving," said Bacho. "What many people don't realize is that contributions from individuals make up more than 60% of our donations, so your support is critical. If you haven't made a donation, please do. It will absolutely make a difference."

Hunger is a hidden consequence of Silicon Valley's housing crisis as families sacrifice nutritious food to pay for rent and other basic necessities. To ensure that everyone in the community can have access to the healthy food they need to thrive, Second Harvest set a goal of raising \$19 million during its holiday campaign, which runs from October through December. The goal increased from last year because the food bank is feeding more people. Last quarter alone, (July-Sept) Second Harvest served 10,000 more people than the same period the prior year, and its food distributions were up 17% versus last year.

Second Harvest provided enough food for more than 58 million meals last year, and half of what was distributed 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 is one of only a few food banks in the nation that does not charge its partners for the food it provides them.

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](http://shfb.org).

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