

PROPOSAL SUBMITTED BY SAN DIEGO FOOD BANK:

DATE ISSUED: January 5, 2009

ATTENTION: Public Safety and Neighborhood Services Committee Agenda of January 14, 2009

SUBJECT: San Diego Food Bank Social Services Promotion Campaign

BACKGROUND:

The economic recession has forced tens of thousands of additional San Diego residents to seek assistance from the San Diego Food Bank. In addition to its client base of recipients from low income households, the demographic of new recipients has changed as more middle income households are forced to rely on the San Diego Food Bank for assistance due to job layoffs, home foreclosures, rising mortgage costs, rising rents and rising prices.

The San Diego Food Bank currently provides food to over 200,000 people in San Diego County through its distribution program in partnership with over 300 non-profit organizations. As a front-line charity, the San Diego Food Bank is in direct contact with a majority of city residents who would be eligible for, and would benefit from a range of services and programs provided by other service providers including private sector charitable organizations, social service providers, utility companies and government agencies.

The San Diego Food Bank proposes utilizing its food distribution sites to provide venues for a range of service organizations to promote their programs and services to residents attending community food distributions. These so-called "information fairs" would enable San Diego Food Bank recipients to enter into pre-screening and application processes for programs and services while receiving food assistance.

One of the greatest obstacles for service providers during an economic crisis is lack of awareness. Most eligible residents are unaware of the range of programs and services available to them, and most do not know where to go for help or information.

Utilizing the San Diego Food Bank's network of community food distributions, these agencies could provide residents with critical information about services ranging from housing assistance, food assistance, medical care, temporary shelter, education services, employment services and referral to programs such as those run by utilities and service providers.

Residents would benefit from a "one-stop-shop" supported by a range of service providers including city and county government, voluntary agencies, social agencies and service providers working collectively at the Food Bank's distribution sites to provide information, assistance and support.

PROGRAM PROMOTION:

Many of the programs offered by service providers are underutilized and not widely promoted within the community. The “social service information fairs” at the San Diego Food Bank’s food distribution sites would be used to promote existing programs to residents in need.

Proposed programs that could be promoted through the new social services coalition include:

- Food Stamp Program
- SDG&E Care Program
- Council of Community Clinics
- City of San Diego Affordable Housing Assistance (Section 8 Assistance) Programs
- City of San Diego Property Rehabilitation and Assistance Programs
- City of San Diego Disability Services Program
- City of San Diego Homeless Outreach Programs
- LIHEAP energy assistance program
- AT&T Lifeline
- Earned Income Tax Credits
- Healthy Families - state sponsored low cost insurance for children, teens and pregnant mothers.

PROMOTION:

Social service providers will provide a league of trained volunteers who will attend San Diego Food Bank community food distributions and educate recipients about the range of social services available to eligible residents in San Diego.

The coalition will also aim to establish printed and on-line collateral promoting services available to be posted on all of the coalition members’ websites. The San Diego Food Bank proposes that city council members promote the program through websites and mailing programs, and the city’s television station channel 24.

PROGRAM PARTICIPANTS (TO BE CONFIRMED)

The following organizations have entered into pre-planning discussions with the San Diego Food Bank for participation in a proposed City of San Diego supported program to provide information and assistance to residents about available social services.

- Family Health Centers
- Meals on Wheels
- American Red Cross
- 211 San Diego

San Diego Family Justice Center
South Bay Community Services
Elder Help
Kaiser Permanente
Armed Services YMCA
San Diego Gas & Electric
AT&T

SAN DIEGO FOOD BANK DISTRIBUTION SITES CURRENT & PROPOSED:

The following is a list of current sites where the San Diego Food Bank hosts community food distributions. These are proposed sites for the City of San Diego's "social services information fairs."

South Bay distribution = District 8
La Mesa distribution = District 7
Lemon Grove distribution = District 4
Chula Vista distribution = County

The following are proposed San Diego Food Bank community food distribution sites for 2009 where the proposed "social service information fairs" could be held:

1 distribution = City Heights, District 7
1 distribution = Downtown, District 2
1 distribution proposed in Districts 3, 4 or 8.
2 distributions = North County
1 distribution = El Cajon

CONCLUSION

Utilizing the San Diego Food Bank's current and future networks of community food distributions would enable the City of San Diego to reach vulnerable residents who are in immediate need of assistance from a range of service providers.

With endorsement and promotion from the City of San Diego these vulnerable residents would be educated about existing programs, pre-screened for eligibility and given assistance when submitting formal applications.

Need in San Diego is increasing. The San Diego Food Bank respectfully requests that the City Council consider its proposals to widen the reach of social services to all of those in need.

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Welcome to the San Diego Food Bank

ABOUT THE SAN DIEGO FOOD BANK:

- San Diego's hunger relief charity for over 30 years.
- Work with 300 community partners including: churches, food pantries, soup kitchens, day centers for the elderly, shelters, disability programs, low-income daycares etc., throughout San Diego County.
- 89,000 square foot warehouse in Miramar
- 4,200 square mile service area in San Diego County.
- Distributed 9.1 million pounds of food (equivalent to 7.1 million meals) throughout San Diego County 2007-2008.
- Feed over 200,000 people per month.
- Lean operation with 25 fulltime staff.
- Rely on volunteers for warehouse/distribution work. 18,098 volunteers worked 50,921 hours in 2007-08.
- Food provided through major and individual food drives; virtual on-line food drive; corporate/ individual donations; and government programs.



San Diego Food Bank warehouse in Miramar



Inside the San Diego Food Bank warehouse



San Diego Food Bank Programs

SAN DIEGO FOOD BANK PROGRAMS:

Emergency Food Assistance Program (EFAP)

Distributes to more than 40,000 individuals, including 10,000 seniors at more than 80 distribution sites each month.

Commodities Supplemental Food Program (CSFP)

Provides food to over 10,000 low-income pregnant women, women with children under six years of age and seniors over 60.

Community Partners Bulk Purchase Program

Food purchased with sponsorship funds on the wholesale market supplements the “lottery” of donated food.

Community Food Distributions

Food distributed directly to community every week. It is first-come-first-served, people start lining up at 4 a.m. for 9 a.m. distributions.

Distribution through 501(c)3 Community Partners

Distribute food through 300 non-profit partners such as soup kitchens, churches, shelters, senior centers and low-income daycare centers to over 140,000 people per month.

continued...



Volunteers enable us to feed over 200,000 people per month.



San Diego Food Bank Programs

SAN DIEGO FOOD BANK PROGRAMS CONTINUED:

Food 4 Kids Backpack Program:

- Teachers identify students who face hunger during weekends when free school meals are unavailable.
- Children receive enough child-friendly, shelf-stable food to last the weekend.
- Program currently serves seven San Diego County elementary schools and one state-funded low-income pre-school.

1 weekend = \$9
5 weekends = \$45
10 weekends = \$90
1 school year = \$360

“I like backpack because I can have food on Saturday and Sunday.” – 3rd Grader, Bobier Elementary



Discreet distributions



Bags contain child-friendly food.



San Diego County Statistics

SAN DIEGO COUNTY STATISTICS:

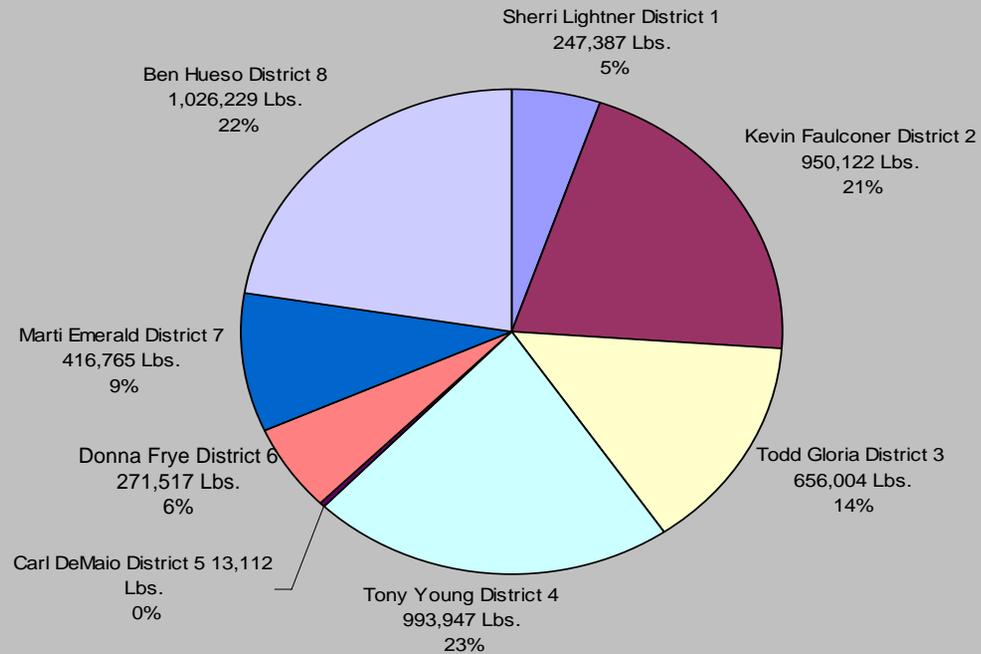
- 3.1 million residents in the county.
- 480,000 living in low-income households/ below the poverty level.
- 181,000 are children under 12.
- Families must be near the poverty level to receive Food Stamps.
- 29% of eligible residents receive Food Stamps. (Food Research Action Center 2008)

Federal Poverty Level (FPL) Thresholds 2008:			
Family size	Official Poverty Income levels “100% FPL”	Food Stamp Income Limits “130% FPL”	Defined as “Low Income” “200% FPL”
1	\$10,400	\$13,520	\$20,800
2	\$14,000	\$18,200	\$28,000
3	\$17,600	\$22,880	\$35,200
4	\$21,200	\$27,560	\$42,400



Distribution by City Council District

**Distribution by San Diego City Council District
Financial Year 2007-2008**





Distribution by City Council District

Distribution by City Council District Financial Year 2007-2008

District 1, Sherri Lightner	247,387 lbs	193,271 meals
District 2, Kevin Faulconer	950,122 lbs.	742,283 meals
District 3, Todd Gloria	656,004 lbs.	512,503 meals
District 4, Tony Young	993,947 lbs.	776,521 meals
District 5, Carl DeMaio	13,112 lbs.	10,244 meals
District 6, Donna Frye	271,517 lbs.	212,123 meals
District 7, Marti Emerald	416,765 lbs.	325,598 meals
District 8, Ben Hueso	1,026,083 lbs.	801,741 meals

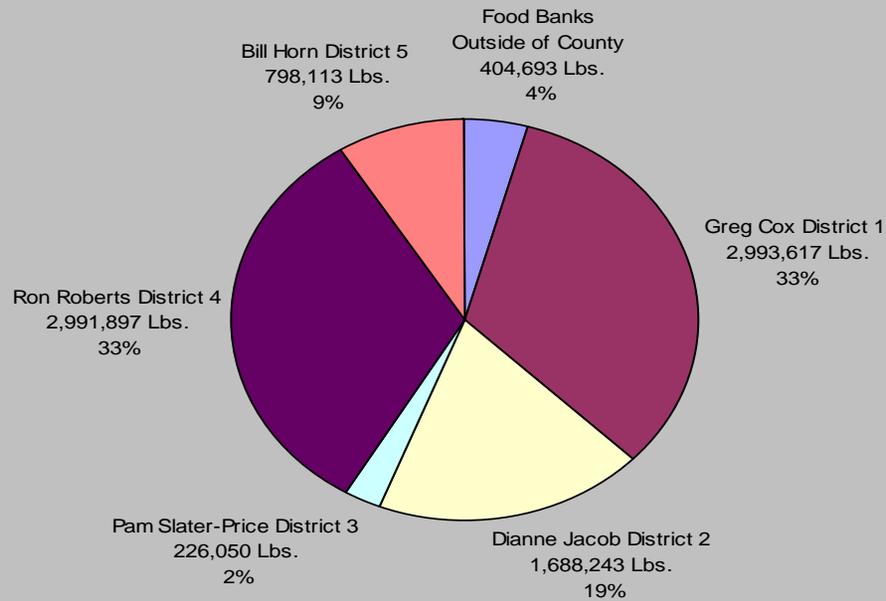


* Each Agency's distribution location was plotted, confirmed within San Diego City limits using SANDAG and GIS map generators.



Distribution by County Supervisor District

**Distribution by San Diego County Supervisor District
Financial Year 2007-2008**

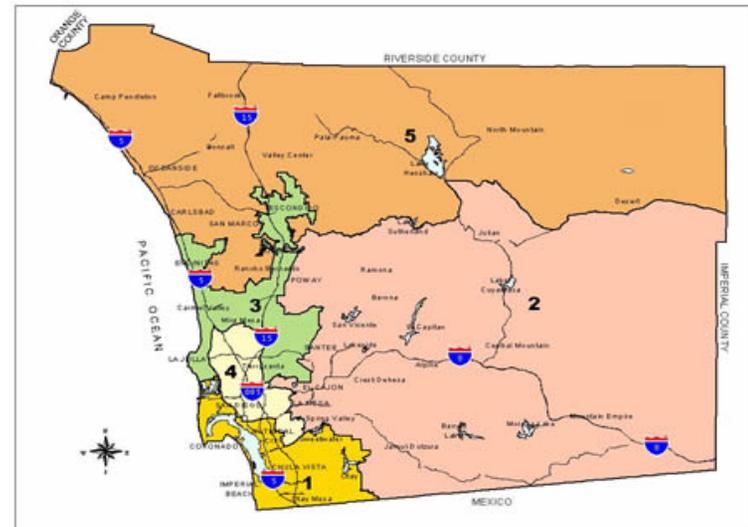




Distribution by County Supervisor District

Distribution by County Supervisor District Financial Year 2007-2008

District 1, Greg Cox	2,993,617 lbs.	2,338,763 meals
District 2, Dianne Jacob	1,668,243 lbs.	1,318,940 meals
District 3, Pam Slater-Price	226,050 lbs.	176,602 meals
District 4, Ron Roberts	2,991,897 lbs.	2,337,420 meals
District 5, Bill Horn	798,113 lbs.	623,526 meals



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San Diego's Increasing Need

SAN DIEGO FOOD BANK STATISTICS ON NEED

SDFB distribution increases in key cities 1 st to 2 nd quarters 2008	
City	% Increase
Chula Vista	34%
Oceanside	26%
Spring Valley	69%
La Mesa	102%
Calexico	16%

ECONOMIC IMPACT ON NEED:

- Home foreclosures
- Job layoffs
- Stagnant wages
- Rising prices
- Rent: 2 bedroom unit up 15% and 1 bedroom up 21% since 2006
- Public transportation fare increases
- Utility prices increasing



Union Tribune August 6, 2008



San Diego's Increasing Need

SAN DIEGO FOOD BANK STATISTICS

2008 San Diego Food Bank "Donated Food" Distributed/ Received		
Quarter	Food Received	Food Distributed
1 st Quarter	653,160	708,496
2 nd Quarter	739,988	900,330
3 rd Quarter	903,933	860,510
Total	2,297,081	2,469,336

Emergency Food Program Participants Served 2008	
1 st Quarter	38,157
2 nd Quarter	44,148
3 rd Quarter	55,348



CITY OF SAN DIEGO PROPOSAL:

UTILIZE COMMUNITY FOOD DISTRIBUTIONS FOR MULTI-AGENCY INFORMATION FAIRS

- Most eligible residents are unaware of the range of programs and services available
- San Diego Food Bank first point of contact for most eligible residents serving over 200,000 per month
- Information fairs at distributions would enable service organizations to promote their programs and services
- Attendees could enter pre-screening and application processes for programs while receiving food assistance (an incentive to attend).
- Agencies could provide residents with critical information about services ranging from housing assistance, food assistance, medical care, temporary shelter, education services, employment services and referral to programs such as those run by utility and service providers.



CITY OF SAN DIEGO PROPOSAL:

- CITY OF SAN DIEGO TO PROMOTE “INFORMATION FAIRS” IN MAILINGS, ON WEBSITES AND ON CITY TELEVISION STATION 24.
- CITY OF SAN DIEGO TO ENTERTAIN REQUESTS FOR USE OF PUBLIC SPACE FOR “INFORMATION FAIRS”.



PROPOSED PROGRAMS FOR PROMOTION AT “INFORMATION FAIRS”:

Proposed programs that could be promoted through the new social services coalition include:

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AT&T
Council of Community Clinics

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