

THE FOOD BANK NEEDS YOUR HELP THIS HOLIDAY AS DEMAND FOR FOOD ASSISTANCE OUTSTRIPS SUPPLY

Even with Food Bank distribution volume increasing by more than 80 percent from pre-recession levels and reaching more than 60 million pounds distributed annually, the demand for assistance continues to grow. Many people in food lines are seeking assistance for the first time in their lives as the local unemployment rate remains at 12 percent. While food industry and fresh produce donations remain strong, another important source, USDA commodities, has declined due to rising food prices.

For these reasons, this holiday season is critically important to the Food Bank and the 640 partner agencies that receive food from us. With hundreds of thousands of adults, seniors and children seeking food assistance in the coming months, the likelihood of people being turned away due to the low supply of food has increased.

The Food Bank is involved in a number of initiatives this holiday season. For ways to donate and get involved read through the pages of this newsletter or visit us online at www.lafoodbank.org.



CELEBRATING OUR COMMUNITY PARTNERS AND THEIR COMMITMENT IN THE FIGHT AGAINST HUNGER!



The support given to the Los Angeles Regional Food Bank has been tremendous during this challenging year and we applaud our Community Partners for taking action in the effort to alleviate hunger in our community. We are grateful for their leadership, dedication and generosity. We hope you will join us for our annual *Season for Sharing Luncheon* on **December 6, 2011** at the JW Marriott at LA Live.

Our 2011 Community Partner Honorees Include: Donald Goodman, Don Lee Farms; Leo Quiñones, Movie talk show host, CBS Radio; Enterprise Rent-A-Car; Insurance Industry Charitable Foundation. To join us, please visit www.lafoodbank.org/seasonforsharing.

A NOTE FROM MICHAEL FLOOD, PRESIDENT OF THE LOS ANGELES REGIONAL FOOD BANK



I always find it difficult to balance all of the great work that the Food Bank and our partners achieve with the fact that more help is needed.

These pages are filled with donors, volunteers and others who continue to contribute significantly to fight

hunger. From the largest donations to the smallest, we are able to distribute \$4 of food for every dollar contributed, and every donation makes a difference.

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Yet, many challenges persist primarily due to the demand for food continuing to increase. The Food Bank's inventory levels are approaching the lowest level in years even though food volume remains high.

The food pantries that we serve reached a record number of families and individuals this summer, but that level has been difficult to sustain because of a decrease in USDA commodities. During this year, the Food Bank has been able to reach more seniors and children through our Senior and Child Nutrition programs, and we are looking for support to sustain this level as we head into 2012.

Our challenges are many, and our supporters are generous and caring, so we will continue to take pride in reaching as many people as we can with the resources available. Thank you for your support of these vital efforts, especially during the holidays!

MICHAEL FLOOD
President / CEO

HUNGER ACTION UPDATE

Federal and State

Debates in Congress are unpredictable and varied, and the Food Bank's position is that with the weak economy, this is the wrong time to reduce nutrition programs as nearly 50 million Americans, including 1.7 million residents of L.A. County, struggle to meet their food needs. Your voice can make a difference. Please contact President Obama, California's two Senators and your local Member of Congress to stress the importance of continuing to feed people.

At the State level, a number of bills were signed into law by Governor Brown that will improve access to the CalFresh (i.e. Food Stamp) Program, provide a tax credit for donors of fresh produce, and provide the framework for a state commodity program that could potentially harness the largess of California agriculture. Thank you to Assemblyman Felipe Fuentes of Los Angeles who played a key part in passing bills related to these areas.

LOS ANGELES REGIONAL



Fighting Hunger. Giving Hope.

Mission Statement: The mission of the Los Angeles Regional Food Bank is to mobilize resources to fight hunger in our community.

Shelf Life is published quarterly. If you are receiving multiple copies, please call us at (323) 234-3030 ext. 163.

We welcome questions, comments and ideas. Please address all correspondence to:

Los Angeles Regional Food Bank
Communications Department
1734 East 41st Street
Los Angeles, CA 90058
Tel: (323) 234-3030
info@lafoodbank.org

HUNGRY STOMACHS: THE REALITY OF 28.8% OF CHILDREN IN LOS ANGELES

Los Angeles Regional Food Bank Leads Initiatives to Ensure that Children Have Much-Needed Access To Food

THE POWER OF A BACKPACK

Once the school bell rings on Friday afternoon, many children in Los Angeles go home to face empty pantries and empty tables over the weekend. With the distribution of a backpack stocked with food, Fridays have turned around. Every Friday during the school year, we deliver backpacks filled with nutritious food to more than 1,200 children in 11 different schools. Each backpack provides enough food for six meals. With your support, we will continue providing nutritionally balanced food to children on the weekends, when free or reduced-priced school lunches are not available.



KIDS CAFE PROVIDES NUTRITION TO CHILDREN DAILY

Kids Cafe is the nation's largest charitable meal service program exclusively for children in low-income communities. Founded in 1993, today there are over 120 food banks operating Kids Cafe sites throughout the country.

The Los Angeles Regional Food Bank runs the Kids Cafe program at 27 sites in Los Angeles County and serves approximately 2,000 children each day. The Nutrition Director at the Los Angeles Regional Food Bank works closely with participating agencies such as after-school programs, day-care centers, community centers and youth centers to ensure that children receive healthy meals and snacks served in a safe, nurturing environment while receiving tutoring assistance, participating in sports and benefiting from mentoring.



Walmart 
Save money. Live better.

**WALMART PROVIDES MUCH
NEEDED MEALS FOR KIDS
THIS SUMMER**

A generous grant from the Walmart Foundation helped the Food Bank to expand outreach efforts with our 2011 Summer Food Service Program that ran from June 2011 to September 2011. With 414,529 children participating in Free/Reduced Price (FRP) meals during the school year, there is an enormous need to bridge the meal gap for kids during the summer months when school is not in session. Thanks to the Walmart Foundation, the program served an additional 500 children per day at three Los Angeles area elementary schools.

HANDS AT WORK: EXCEPTIONAL VOLUNTEER HELP GOES THE EXTRA MILE

Corporate involvement through volunteers and monetary support make a tremendous impact on our ability to provide food to the hungry. Because of the partnerships of corporations big and small, we're able to impact thousands and thousands of lives each year. A few examples of the hundreds of our community partners are shown below. If you and your company are interested in finding out ways that you can give back to the community, please contact Ana Martinez in our Volunteer Department: amartinez@lafoodbank.org or (323) 234-3030 ext 144. We would love to partner with you!



FedEx Express Each fall, FedEx team members participate in FedEx Express Cares Week, a weeklong volunteer event that benefits local communities. Throughout the week, communities across the country host days of service, allowing more than 3,400 FedEx team members to volunteer their time. We are grateful for more than 120 volunteers that assembled 5,800 Commodity Supplemental Food Kits for seniors. Thank you, FedEx!!



Disney VoluntEARS

More than 300 volunteers supported the Food Bank during the Season for Sharing. On Saturday, November 19 Disney VoluntEARS sorted over 40,000 lbs of fresh produce that will help thousands of families, children, and seniors in Los Angeles County. Disney also supports the Food Bank yearlong with food drives as well as financial contributions.



United Healthcare kicked off our Season of Sharing with over 50 volunteers assembling food boxes for distribution to families all over Los Angeles County. Not only was their volunteer time very productive, but they had fun at the same time! We are grateful for the ongoing support from United Healthcare.



FOUR POWERFUL WAYS TO GET INVOLVED!

YEAR-END GIFTS

It's hard to believe that 2011 is quickly coming to an end. Don't miss out on one last chance to help our struggling neighbor this year. Please consider a gift to the Los Angeles Regional Food Bank. Please visit our website at www.fafoodbank.org Thank you!

THE GIFT THAT GIVES BACK

When you purchase a gift card through the Food Bank's Community Card Program, you will receive a pre-paid card of equal value that can be redeemed at participating retailers such as Macy's, Gap, Flemings, Staples, Home Depot, Marriott Hotels, Ritz Carlton Hotels and many more. The Food Bank will receive a portion of the proceeds from each card. Think about making a donation for the holidays and using your gift card as a stocking stuffer anyone would be happy to receive! Visit us at: www.lafoodbank.org/communitycard

HOLIDAY TRIBUTE CARDS – *A Gift that Gives Back!*

Tired of spending hours trying to find the perfect gift for everyone on your holiday list? Instead of going to your local mall, look no further than the Los Angeles Regional Food Bank to solve this dilemma. Our Holiday Tribute Cards allow you to give a gift of compassion this holiday season by paying a tribute to friends, family members or clients with a generous donation to help feed those in need of food. Order them for everyone on your list and the Food Bank will send you the corresponding number of gift cards to slip into your own holiday cards. Everyone on your holiday list will surely appreciate the generosity you have shown to those in need on their behalf. To order your cards please call Marie Carpenter at (323) 234-3030 x146, or email mcarpenter@lafoodbank.org.



Thank you to Sammy Hagar and his wife Kari Karte for their generous donation to the Food Bank. Said Sammy who's currently on tour with Chickenfoot, "I'm happy to make this donation. It's the holidays and it's important to support the community. I'm hoping that others will join in and support the Food Bank."

Carole Tremblay, Food Bank Chief Development Officer receives a generous gift from Sammy Hagar and Kari Karte.

Valero Energy Corporation Makes Donation to Help Families in Need This Season



A huge thank you to the Valero Energy Corporation for their generous donation of nearly \$75,000! Valero recently ran a national campaign in which they agreed to donate \$1 for every 8 gallon fill-up, up to \$3 million dollars. The Food Bank was given a share of the \$3 million based on purchases in the L.A. area. A heartfelt "thank you" to all the Angelenos who purchased gas at Valero to make this donation possible. This gift could not have come at a better time, as need has gone up 80% over the last three years. Valero's contribution will help many people and families in need this holiday season.

Thanks Given to Donors and Volunteers at Annual Appreciation Luncheon

The Food Bank held its Appreciation Luncheon on Thursday, September 15 at the JW Marriott Los Angeles at L.A. LIVE to show gratitude and appreciation for donors and loyal volunteers. The event featured keynote speaker Val Zavala, Vice President of News and Public Affairs at KCET. Zavala is also the anchor of KCET's new series "SoCal Connected." Also featured was Kulap Vilaysak, a local comedian who began a campaign with Comedy Bang! Bang! (formerly known as Comedy Death Ray) at the Upright Citizens Brigade Theater. This year's benefit will be held on Tuesday, December 13 at the Montalban Theater (www.themontalban.com). The campaign is also selling a downloaded compilation of all of their Holiday CDs for \$20 and donating 100% of its proceeds. Just go to <http://store.earwolf.com/> and look for the Comedy Bang! Bang! Complete Christmas Collection."

To date, the campaigns held by Kulap and Comedy Bang! Bang! have raised more than \$100,000 for the Food Bank.

ANNUAL LOS ANGELES EVENTS PROVIDE OVER 100,000 POUNDS OF FOOD TO THE FOOD BANK

A CAN-DO DESIGN INSTALLATION: CANSTRUCTION

Organized by a collaboration of design industry leaders, CANstruction L.A. invited teams of prominent Los Angeles architects, engineers, and designers to create exciting exhibits made entirely of cans of food. Ten structures made with close to 27,000 cans were on public display and awarded prizes by a panel of judges. This year's 6th Annual CANstruction event featured everything from a taco truck to a shark jumping out of water, all benefiting the Food Bank.



A FAVORITE PAST-TIME: L.A. COUNTY FAIR HOSTED FOOD DRIVE IN COLLABORATION WITH RALPHS



The Los Angeles Regional Food Bank received loads of canned goods weekly throughout the month of September thanks to Ralphs and the L.A. County Fair's Food Drive. Guests were offered a special deal on Fridays resulting in more than 81,800 pounds of food donated. Those who brought five Ralphs private label canned products were given a free Fair admission good for that day. A great way to support the Food Bank while indulging in a favorite all-American past-time!

HOLLYWOOD COMES TOGETHER TO COMBAT HUNGER

Created by Todd Hoffman, agent at International Creative Management, HATCH 2011 (Hollywood Agencies Together Combat Hunger) featured a week-long effort from October 11 - 18 among L.A. County's Hollywood Agencies in which participants contributed money, donated food and/or volunteered. With 12 participating agencies, the campaign raised over \$35,400 and collected over 5,500 pounds of food. For a complete list of participants, please visit www.lafoodbank.org/hatch.

BIGGEST LOSER HOST, ALISON SWEENEY, YOPLAIT AND MR. BONES PUMPKIN PATCH JOIN FORCES TO RAISE \$10,000 BENEFITTING THE FOOD BANK

As part of its commitment to support strong California families, Yoplait agreed to donate \$1 to the Los Angeles Regional Food Bank for each pumpkin sold at Mr. Bones Pumpkin Patch during the month of October. This effort has resulted in a \$10,000 gift for the Food Bank. Thank you to all who participated in this campaign and special thank you to Yoplait!

Now through the end of October
Yoplait will donate \$1 for every
pumpkin sold at
Mr. Bones Pumpkin Patch
to the Los Angeles Regional Food Bank,
up to \$10,000
as part of its commitment to
support strong California families.

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OF THE LEADING YOGURT

2X THE PROTEIN
OF REGULAR YOGURT

FOOD BANK

Yoplait

YOPLAIT MAKES FAMILIES
CALIFORNIA STRONG



CORPORATE PARTNER

A very special THANK YOU to the Kyoto Grand Hotel and Gardens for their support of the Los Angeles Regional Food Bank. We value this relationship and look forward to 2012 as the Kyoto Grand Hotel and Gardens transitions to the Doubletree by Hilton. For more information, please visit their website at www.kyotograndhotel.com.

ONE SMALL KIND ACT FROM ANY INDIVIDUAL CAN IGNITE A BIG KIND ACT FOR THE COMMUNITY

KIND Helps Feed Senior Citizens This Thanksgiving

The first Tuesday of every month, the KIND Movement arrives in a new city and asks locals to carry out a Kinding Mission. Missions vary each month but they always entail surprising someone with a random act of kindness. If enough people sign up, the KIND team facilitates a BIG KIND act for a group of people who really need it. November was L.A.'s month, and the KIND truck parked in downtown to ask Angelenos to take on the mission. Mission accomplished! L.A.'s KIND act supplied all the ingredients for a Thanksgiving dinner to hundreds of senior citizens facing hardship. Find out more about the KIND Movement here: www.kindsnacks.com/world.

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1734 EAST 41ST STREET
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(323) 234-3030
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SESAME STREET ADDRESSES THE U.S. HUNGER CRISIS WITH SCREENING OF “GROWING HOPE AGAINST HUNGER”

NOLAN GOULD OF *MODERN FAMILY* JOINS *SESAME STREET*, WALMART AND THE LOS ANGELES REGIONAL FOOD BANK TO HOST COMMUNITY SCREENING EVENT

Sesame Workshop, the nonprofit organization behind *Sesame Street*, with help from Nolan Gould of *Modern Family* and Murray from *Sesame Street*, hosted a community screening at the Food Bank of its TV special, *Growing Hope Against Hunger*. The event provided educational opportunities to students and guests around the issue of hunger in America. *Growing Hope Against Hunger*, which aired last month in primetime on PBS, was made possible by the generous support of Walmart. The special presented families’ personal stories to raise awareness of the widespread issue of hunger in the United States, as well as strategies that have helped these families find resources and grow stronger together.

“Giving back is very big for me. I’ve always said that if I had the opportunity to use my celebrity to help change the world, I would do just that,” said Nolan Gould, who plays Luke Dunphy on the Emmy-award winning show *Modern Family* on ABC. “When I watched *Growing Hope Against Hunger*, I was really shocked to hear that American children, just like me, are hungry and I wanted to raise awareness by spreading the word about how we could all help make a difference to end this. I am honored and so proud to be a part of this amazing project.”



Michael Flood, Food Bank President enjoys his visit with Murray, Javier Angulo from Walmart and Nolan Gould from *Modern Family*.