



Contact:

Caitlin Kerk
408-266-8866 ext. 368
408-858-9208 cell

SECOND HARVEST FOCUSES ON STRATEGIC PARTNERSHIPS WITH SCHOOLS TO HELP THE 1 IN 3 LOCAL KIDS WHO FACE HUNGER

Second Harvest Food Bank Launches Stand Up for Kids Campaign Co-Chaired by High Tech Executives Sheryl Sandberg, John Donahoe, and Mike Schroepfer

SAN JOSE, Calif., March 18, 2015 – It’s hard to believe that in wealthy Silicon Valley, one in three kids struggles with hunger. We have all felt the pangs of hunger. It’s that uncomfortable feeling you get when you skip a meal. But that uncomfortable feeling can be scary for kids, especially when they have no idea when they will eat again. For these kids, hunger hurts.

To address this sad reality, Second Harvest Food Bank of Santa Clara and San Mateo Counties is strategically partnering with local schools and community organizations to better connect hungry kids and their families to the nutritious, high-quality food they need to thrive. Second Harvest launched its “Stand Up for Kids” Campaign this month to help support these efforts. The campaign is co-chaired by Sheryl Sandberg, COO of Facebook and founder of LeanIn.org, and Dave Goldberg, CEO of SurveyMonkey; John Donahoe, president and CEO of eBay Inc., and Eileen Donahoe, director of Global Affairs, Human Rights Watch; and Mike Schroepfer, chief technology officer at Facebook, and Erin Hoffmann, technologist.

“When most people think of Silicon Valley, they think about technology and innovation, not hunger,” Sandberg said. “But there is real hunger in our neighborhoods, including the working families that are struggling to make ends meet. It’s our responsibility to make sure Second Harvest has the resources it needs to provide food to all of these families. No child should ever go hungry.”

Donahoe added, “We are privileged to work with technology platforms that serve people all over the world. But we also believe passionately that we can all do more for children and families right here at home in Silicon Valley. Alleviating hunger is a good place to start.”

Studies show that kids who don’t get enough to eat often suffer emotional and physical effects that can hamper their ability to do well in school and succeed later in life. Hunger has been linked with delayed development and learning difficulties. Children who struggle with hunger are also at higher risk for health complications as well as behavioral issues, anxiety, and mood swings.

“We know education is a key to success, but hunger can make it difficult for kids to concentrate and learn,” said Kathy Jackson, CEO of Second Harvest Food Bank. “The headlines tell us the economy is booming here in Silicon Valley, but we are not seeing a decline in the number of hungry kids. Nearly 100,000 kids rely on Second Harvest for food every month.”

Second Harvest works with its nonprofit partners in communities across Santa Clara and San Mateo counties to ensure that local children get enough to eat. The Food Bank partners with more than 330 nonprofit agencies to provide food at more than 770 sites, including schools, after-school programs, pantries, soup kitchens, and shelters.

“Erin and I believe it’s important to address hunger in the community where we live and work,” Schroepfer said. “We are confident that the dollars we give to Second Harvest will be used in the most effective, efficient way possible to feed hungry kids.”

Tailored School Solutions

The campaign goal is \$5 million, which will allow Second Harvest to continue feeding kids today, expand and improve existing programs that feed kids and their families, and invest in pilot programs and new innovative efforts that have the potential to reach more children than ever before.

“The dollars raised will help Second Harvest purchase and source more of the foods that kids need to grow and thrive,” Jackson explained. “For example, simply providing another half gallon of milk per kid every month for a year would cost the Food Bank more than \$2 million. The numbers add up fast when you provide food on the massive scale that Second Harvest does.”

The campaign will also help to support Second Harvest's strategic work with schools to provide "tailored school solutions" that help to ensure kids and families get enough to eat. That could mean providing a school pantry onsite or other Second Harvest services like nutrition education. It might mean connecting families to additional food resources in their neighborhood or federal programs such as CalFresh (food stamps). Currently, Second Harvest distributes fresh produce and nutritious groceries at 40 school pantry sites in Santa Clara and San Mateo counties.

"We are expanding our work with local schools and community organizations to strengthen the nutritional safety-net for kids and families," Jackson said. "That could mean investing in our nonprofit partners so they can increase their capacity to provide food in their local neighborhoods and creating strategic collaborations to ensure that kids can eat, during the school year and throughout the summer months. Hunger can deprive kids of a good education and the opportunity to pursue their dreams. We have to stand up for these kids."

To learn more or get involved, visit www.SHFB.org or call 866-234-3663.

Families who are struggling to put food on the table can call Second Harvest's Food Connection multilingual hotline at 800-984-3663 to learn about food-assistance programs that can help, including CalFresh (food stamps).

Second Harvest Food Bank of Santa Clara and San Mateo Counties is the trusted leader dedicated to ending local hunger. Since its inception in 1974, Second Harvest has become one of the largest food banks in the nation, providing food to nearly one quarter of a million people each month. The Food Bank mobilizes individuals, companies and community partners to connect people to the nutritious food they need. More than half the food distributed is fresh produce. In fact, Second Harvest provides more fresh fruits and vegetables than any other food bank in the United States. Second Harvest also plays a leading role in promoting federal nutrition programs and educating families on how to make healthier food choices. Visit www.SHFB.org to get involved.

###