

PLACER  
**FOOD**  
**BANK**

A Member of **FEEDING**  
**AMERICA**

2013 Annual Report

Nourishing Community.  
Ending Hunger.



## Letter from the CEO

Dear Friend,

Ending hunger is a persistent and challenging task. Placer Food Bank has come a long way since our humble beginnings in 1985 to become the organization we are today. While the problem of hunger still exists in our community, our vision of how to eliminate it has changed.

Much of this new insight came about as the result of a very difficult period in our collective history, the recent recession. It was a period of time unlike any I've personally experienced before. I watched in disbelief as careers disintegrated, earning capacities were leveled, and the cost of living and inflation soared. The result - a significant gap between monthly income and expenses for many, and a new category of clientele for the Food Bank. Suddenly, we began to see corporate executives, under-employed individuals and extended families in the feeding lines. These folks suddenly needed our services to bridge the widening gap between their budgets and the end of the month.

They volunteered their time. They asked questions. They made suggestions.

We listened. We asked questions. We learned.

What was born of that difficult time period, was a new way of thinking for the Food Bank. For our community, there grew a new understanding of hunger as a real and pressing issue, and a desire to serve.

We took advantage of this opportunity, and over the past few years, Placer Food Bank has focused on **collaborating** with our **community** to **grow** our programs, and to implement **new** and **innovative** ways to **bridge people out of poverty**.

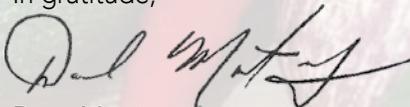
It is an honor to work alongside local residents, civic and community groups, faith-based organizations, and local businesses to develop creative solutions for nourishing our community. I am confident that by working **together we can solve hunger**.

I want to extend a special thank you to our donors, volunteers and hunger-relief partners who through it all remain dedicated and steadfast in their support.

Of course, we couldn't do it without our hardworking staff, and the leadership of our Board of Directors. Many thanks to you.

We are fortunate to have such a generous and giving community that supports Placer Food Bank the way it does. It is with your help that we can continue to evolve and someday eliminate hunger.

In gratitude,



Dave Martinez

## Board of Directors

### Officers

**Rich Peterson** *Chair*  
Executive Director (Retired)  
CA Dried Plum Board

**Neeta Verma** *Vice Chair*  
Vice President/District Manager  
Wells Fargo

**Keith Ungerer** - Treasurer  
Controller  
Harris & Bruno

### Members-at-Large

**John Bradford**  
Community Volunteer

**Peter Black**  
Group Fleet Manager  
Enterprise Holdings

**Anne Chacon**  
Communications Manager  
Surewest Communications

**Christina Claassens**  
Store Team Manager  
Target

**Catherine R. Nishikawa**  
Registered Dietician,  
Operations Manager  
Sutter Auburn Faith Hospital

**René Yamashiro, SNS**  
Food Service Director  
Roseville City School District

**Raquel Ruiz**  
Store Operator/Owner  
McDonalds

### Management Team

**Dave Martinez**  
Executive Director

**Alan Osterstock**  
Director, Programs

**Jennie Viña**  
Director, Business Operations

## Our Mission

We are dedicated to feeding the hungry through our network of partner agencies, educating the community about hunger, and advocating for hunger relief.

## Our Vision

To eliminate hunger.

## Leading Local Hunger Relief

Placer Food Bank is the leading hunger-relief charity in Placer, El Dorado and Nevada counties, and the region's only Feeding America-certified food bank.

We serve as the primary food collection and distribution center for hunger-relief efforts in our area; distributing fresh and non-perishable food to the hungry through our network of local charitable organizations.



## Impacting Our Community

Our affiliation with Feeding America and other partners enables us to purchase food for pennies on the dollar. This food is then distributed to our network of more than 70 regional hunger-relief agencies, supplying them with the food necessary to bring hope and nourishment to people in need.

## How We Work



### Donations

- Feeding America
- Food Retailers
- Manufacturers
- Growers/Producers
- USDA
- Community Food Drives

### Placer Food Bank

- Weigh
- Sort
- Pack
- Distribute

### Our Partners

- Food Pantries
- Youth Programs
- Faith-Based Groups
- Senior Programs
- Rehabilitation Centers

### The Hungry

- Working Families
- Senior Citizens
- Children
- Single Parents
- Unemployed
- Disabled

“The Placer Food Bank plays a vital role in helping Courage House provide quality food to children rescued out of sex trafficking. Always having adequate food available at Courage House puts the girls at peace and enables them to focus on the more complex aspects of their healing. Our experience with the Food Bank has always been exceptional. We are so thankful for everything from the quality of the food to the friendliness and support of the staff. Thank you Placer Food Bank!”

Gratefully, All of us at Courage House NORCAL

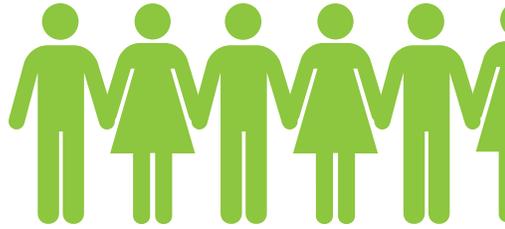


# In 2013 Placer Food Bank:



Distributed more than 6 million pounds of food to our hunger-relief partners

Fed approximately 53,000 individuals per month through our partner agencies



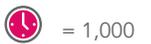
Served 3 counties  
Placer County  
Nevada County  
El Dorado County



Leveraged each \$1 in cash donations to procure \$17 in groceries through Feeding America partners



Utilized nearly 12,000 volunteer hours to support our daily operations



Harvested and distributed 50,000 pounds of fresh produce through our Placer Community Gardens program



Partnered with nearly 70 hunger-relief agencies and feeding programs

Supplied 147,600 Meals to Hungry Kids through our Backpack Program



Enrolled 1,057 applicants and their family members in CalFresh Program



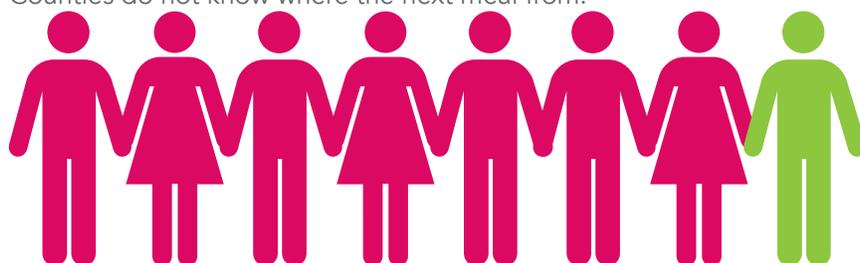
Helped Access 481,508 meals for hungry families through the CalFresh Program





## Hunger in Our Community

**80,000 people**, or 1 in 8 individuals, living in Placer, El Dorado and Nevada Counties do not know where the next meal from.



**50,000**, or 1 in 4 of these individuals **are children**.



### Children

1 in 4 children in Placer Food Bank's service area lives in poverty

### Seniors

30% of seniors in our region report having to choose between food and paying for medicine or medical care.

### The Working Poor

37% of the families we serve have one or more working adults in the household.

Other faces of hunger include the unemployed, those suffering from illness, families fleeing abuse, veterans and the disabled.

## Our community is the key to our success.

### In 2013 our community:

Collected more than 180,000 pounds of food in local food drives

Contributed more than \$500,000 in cash donations

### Volunteers

Volunteers are the lifeblood of our organization. From providing office support, to sorting donations, packing food boxes, and assisting at special events, they enable us to keep up with the increasing demand for our services.

In 2013, volunteers spent 12,000 hours to support food bank operations.



## Nourishing Our Community. Ending Hunger.

Placer Food Bank currently operates five programs that increase access to fresh, nutritious food for the nearly 80,000 individuals throughout Placer, El Dorado and Nevada counties who are experiencing hunger. Our programs include:

### BackPack Program Feeding Placer Kids

When Monday rolls around, far too many children in our community complain of stomach aches, dizziness and difficulty concentrating. What's behind this Monday malaise? The real pain of hunger. Nearly 28,000 children in Placer, El Dorado and Nevada counties live in food insecure households, meaning they do not know with certainty where their next meal will come from. Most of these children rely on the meals provided by national school meal programs as their primary source of food. While many of us look forward to the weekend with anticipation, these children regard the weekend with anxiety and apprehension. What will they eat over the weekend?

The BackPack Program was created to provide these children with nutritious, easy-to-prepare food for weekends and holidays when school is not in session. We assemble and distribute 615 packages of child-friendly snacks and meals each week to several high-need schools in the Roseville City and Auburn School Districts and to the Citrus Heights Bridges Afterschool Program. The packages are distributed to the students on Friday afternoons, who tuck them into their backpacks before they head home for the weekend.

### Placer Community Gardens Partnering for a Nourished Community

Nothing connects individuals to food like a garden. Placer Food Bank's Community Gardens program is designed to inspire grass-roots community-oriented program solutions to feeding and nourishing those in need. We bring together individuals, community organizations and businesses, and connect them with local gardeners and farmers to grow, harvest and distribute fresh produce to the hungry in our community year-round.

Fresh food harvested from Placer Community Gardens is typically directed to Placer Food Bank for distribution to our local hunger-relief partners including food pantries/closets, soup kitchens, and senior and children's programs.



"I am a kindergarten teacher at Woodbridge Elementary in Roseville. I just wanted to tell you how great the snack program is. The kids really enjoy bringing something home (I think they feel very grown up). I feel many of our kids do not have snacks at home so the program really provides extra food for them that they may not have. The students really look forward to having the snacks for the weekend! Thank you for the program and for giving these children a sense of security!"

Anne Donahue



"Thank you so much for letting us bring our Girl Scouts to help out in your gardens. It is such a great lesson for them. It's not easy teaching the girls that even their tiny hands can make a difference and they even had fun doing it. We are excited to go do it again sometime soon!"

Amy Stalker





## CalFresh Outreach Increasing Access, Improving Nutrition

Every penny counts when you're on a limited budget. California's food stamp program, CalFresh, is a valuable resource for many low-income families, helping to stretch their budget and put food on the table. Unfortunately, many of these individuals are not aware of the life-sustaining benefits of the CalFresh program.

Placer Food Bank's CalFresh Outreach Coordinators work hand-in-hand with our partner hunger-relief agencies and other organizations to educate and pre-screen clients for program eligibility. If eligible, we further assist them by submitting their application to the Placer County Health and Human Services Department. Improving client access to eligible services helps increase client food security, nutrition, and peace of mind.

"Before I received CalFresh benefits I was struggling to feed my family. Sometimes a tortilla and a few beans were all I was able to put on the table. Now, we are able to have some fresh fruit and milk. I am happy I can provide my kids with healthier food. I am so grateful."

## Healthy Plates, Healthy Families

Fresh, healthy food choices make for healthier, happier individuals and families. We created our Healthy Plates, Healthy Families Program with this in mind. The goal of this program is to align our food procurement and distribution with the federal MyPlate nutrition guidelines, and to increase the availability of fresh produce to our hunger-relief partners and those they serve.

In addition to making healthy foods available through our distribution network, the Food Bank provides nutrition education programs to help our partner agencies and their clients access the information they need to plan and prepare healthier meals.



## Community Outreach & Events

Our Annual Empty Bowls Event was designed to start a dialogue about and raise awareness of the real issue of hunger in our community.

Many in the arts community created and donated hand-crafted bowls for the event. These Empty Bowls symbolized the thousands of our neighbors who go hungry each day.

The event has raised more than \$80,000 in the past three years to fund food bank programs and services.



## Hunger Action Month

Each September Placer Food Bank participates in national Hunger Action Month to raise awareness of and support for domestic hunger issues.

Our Annual Hunger Action Month events include a Community Open House during the week, and a Family Volunteer Day on the weekend.

Our Open House provides an opportunity for the community to tour the Food Bank, learn more about our operations, and better understand the significant impact our programs make in the community.

Our Family Volunteer Day provides hands-on volunteer activities for individuals of all ages. Be it sorting fruit, labeling cans or filling backpacks to feed hungry school kids, there is a volunteer activity for every age and ability.



## Sponsors

### Platinum



### Gold



### Silver



### Bronze

Bayside Church  
Sutter Health Sac Sierra Region  
Union Pacific Railroad  
Schnitzer Steel Industries  
Pick-n-Pull  
Ameriprise  
Placer Community Foundation  
United Way  
St. Matthews Lutheran Church  
Golden1

### Full Plate

Yard House  
Seyfarth Shaw LLP  
Savemart Supermarkets  
Macy's  
All Dodge Truck  
Sammy's Rockin' Island Bar and Grill  
Hagar Family Foundation  
Nationwide Insurance  
Whole Foods



## Partnering For Success

### Small Ministry. Big Impact. — What Would Jesus Do Colfax

For four years, a small team of dedicated volunteers has piled in a well-used van and made the weekly trek from a rural storage facility in the foothills of the Sierra Nevada to the Placer Food Bank warehouse in Roseville. Once there, they fill the van to the brim with staples for their food ministry, What Would Jesus Do, in the small community of Colfax.



"Every Monday we drive the empty van down to the food bank warehouse, fill it up and make the trip back up the hill to our storage site in Colfax. When we get back, we unpack and organize it by type to get ready for our food distribution on Tuesday," commented ministry co-founder, Linda Ramey.

Early Tuesday morning Linda, her husband Charlie, along with their long-time partners Junia and Jerry Babylon, pack grocery bags with staples, load up boxes of fresh foods and repack the van. Then, they set-out to the Colfax Methodist Church to distribute food to the hungry and the homeless.

After many years of service, their food distribution operation is a well-oiled machine. The food ministry operates on a first come, first served basis. After signing in, recipients receive a number and wait for their turn to go through the food line.

"We set up three food stations; one for the pre-bagged grocery staples, another for fresh food and produce, and a third station with USDA food for those who qualify," commented Ramey.

Between twenty and twenty-five volunteers show up each week to help the core team set-up and distribute the food. In addition to the much needed physical nourishment, food recipients receive spiritual nourishment too.

"We want people to know that they are not forgotten. Our mission is to go to the people and reach out with the love of God," said Jerry Babylon.

When the What Would Jesus Colfax ministry first began, the volunteers purchased all the food for the program themselves. Today, they receive approximately 70 percent of the food needed for the program from the Food Bank.

"Our relationship with Placer Food Bank has been an incredible blessing. With the food bank's support we've been able to increase the number of people we can serve, as well as the amount of food we can distribute to each family. Previously, we could provide only enough food for a single day. Now, we're able to provide a 2 to 3 day supply," Junia Babylon reports.

As part of their commitment to build capacity for their hunger-relief partners, Placer Food Bank provided a large commercial freezer to What Would Jesus Do. The freezer, which was donated to the Food Bank by local Jenny Craig franchisees, has increased the organization's storage capacity three-fold.

"The freezer donation has been an incredible blessing to our ministry and those we serve. Not only has it allowed us to increase the amount of fresh food and produce we receive from the food bank, but it has improved the quality and nutritional value of the food we distribute as well," Babylon added.



## Financials

### Fiscal Year 2012/13 (from 2012 Form 990)

Revenue	\$8,845,530
Expenses:	
Programs	\$8,104,625
Management & General Expenses	\$361,878
Fundraising	\$266,315
Total Expenses	\$8,732,818
Net Revenue	\$112,712

## Revenue Sources

**9.83%** - contributions from individuals, corporations & foundations (\$869,366)

**.94%** - Government Grants (\$83,295)

**.21%** - Fundraising (\$18,343)

**.22%** - Special Events (\$19,477)

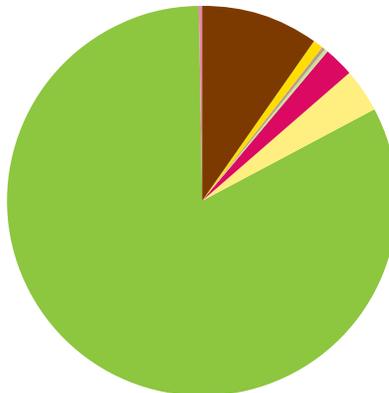
**2.62%** - Bingo (\$231,328)

**3.61%** - Shared Maintenance and Purchased Food (\$319,570)

**82.51%** - Non Cash Donations (donated food products) (\$7,298,761)

**.06%** - Misc Reimbursements (\$5,283)

**.001%** - Investment (Interest) Income (\$107)

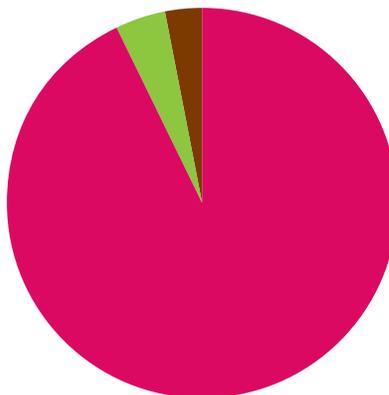


## Expense Ratios

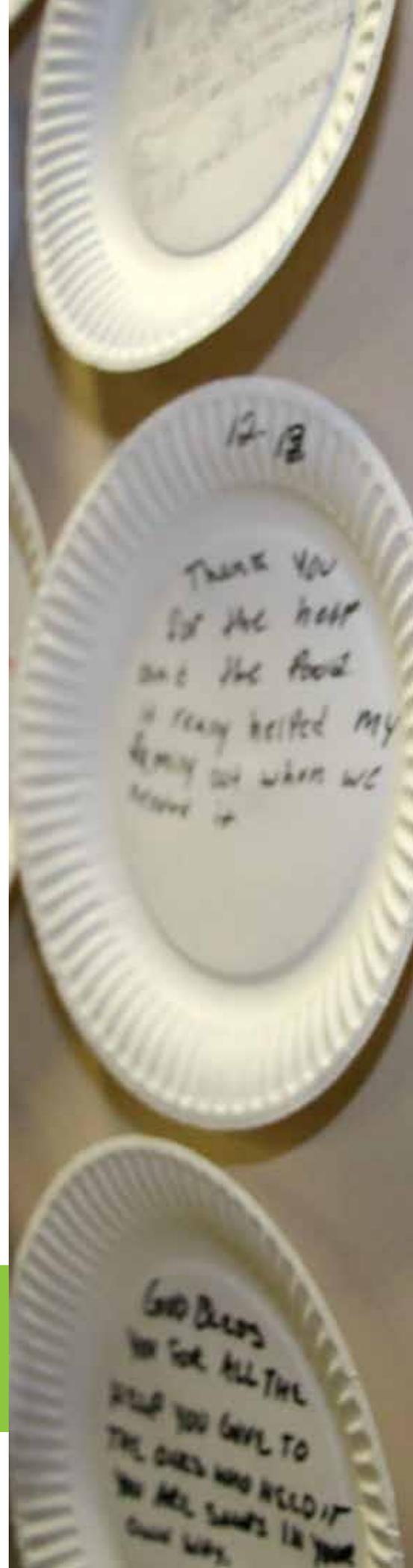
**93%** - Programs (\$8,104,625)

**4%** - Management & General Expenses (\$361,878)

**3%** - Fundraising (\$266,315)



Placer Food Bank is proud of the fact that 93 cents of every dollar donated goes directly to purchase and distribute food and to food bank programs.



Thank you  
For The Food!  
if not For that,  
we would not have  
had a Thanks giving  
or Christmas Dinner

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