



Food For Thought

March 2010

Who's That Smiling Sandwich?

That's Sandie, the healthy sandwich, hanging out at Food4Less and helping with the annual February *Have A Heart Food Drive*. Sandie, the official

in to provide entertainment and more visibility for the *Have A Heart Food Drive*. But the success of the drive is really due to the generous Food4Less



customers, who purchase extra cans of tuna, jars of peanut butter, cans of soup, boxes of cereal and more for their hungry San Luis Obispo County neighbors.

Thank you, Food4Less and customers! Hurray

for KJUG! Way to go Sandie and volunteers! 🏠

Food Bank Coalition mascot, worked with Boy Scout Troop 155 out of Atascadero, and Sigma Alpha, the sorority for women in agriculture at Cal Poly to hand out shopping "wish lists" to Food4Less customers during the Valentine's Day weekend. More than 10,000 pounds of food were donated—a 100% increase over last year's drive!

Food4Less steps up each year to host Food Bank barrels and alert their customers to hunger in our communities. KJUG joins



Shocking New Hunger Numbers

Think about the number 40,000 for a moment. It's about the same as the population of the Five Cities area. It's twice the number of students enrolled at Cal Poly. And, it's the number of San Luis Obispo County citizens currently at risk of hunger.

Here on the Central Coast, we're not alone in needing to dig down deeper to help those in need. Across the U.S, the number of people seeking food bank assistance is climbing. A study of hunger trends across the country, released last month by Feeding America, the nation's network of food banks, noted a shocking 46% increase in food bank clients since 2004.

"We know the increase has been even greater than Feeding America recognizes," said Carl Hansen, Executive Director of the Food Bank Coalition. In addition to the need measured by the study, Hansen noted that the Food Bank also provides food for Senior Brown Bag distributions, Backpack Programs, after school programs, recovery centers and many other groups and programs that serve low income residents. 🏠

From Soup to Nuts

Food Drive season is here!

Our shelves get pretty bare this time of year. We're glad to have some help from our friends.

Music Feeds Our Souls

For the second year, the San Luis Obispo Symphony lent some help raising food and funds in March. As part of a nationwide "Orchestras Feeding America" campaign, the Food Bank attended performances in Arroyo Grande and SLO, collecting hundreds of pounds of food and cash donations too.

Templeton FFA

The California FFA Association is putting on a "Can Hunger -- Million Can Challenge." The Templeton chapter is off and running, placing 5th in the state so far with 660 cans. The kids are looking to volunteer for during other food drives to keep up momentum.



Whalebone Vineyard

One of our winery friends, Whalebone Vineyard in Paso Robles, is honoring the Food Bank with the proceeds from their Zinfandel Festival activities this weekend. Stop by March 19 - 21 and say the Food Bank sent you.

KCOY Spring Food Drive

A very important event kicks off on April 16th. It's the 8th annual KCOY Spring Food Drive! Our yellow barrels will be out in grocery stores from Nipomo to Paso Robles. Volunteers will ask shoppers to buy an extra item for folks in need. It's easy to help!

If you'd like to do more, you can sign up to take a volunteer shift. And join us at the Grand Finale Day at Sierra Vista Regional Medical Center in SLO on May 7th. KCOY will broadcast live all day, and Bill & Amy from Coast 101.3 will be there too. 📺

Spotlight

Meet Joan, a Food Bank client who lives on the North Coast. She is raising two grandchildren on a small, fixed income.



You can find Joan picking up food and chatting with friends almost every week at a local church. She's grateful to the Food Bank for helping her make ends meet.

Calendar

April 16th - May 7 – KCOY Spring Food Drive at participating grocery stores.

Friday, May 7, 5:00 am to 7:00 pm – Food Drive Grand Finale Day, Sierra Vista Regional Medical Center in SLO.

Friday, May 28, 5:00 pm – Second Annual SLO Gathering. Free concert at Mission Plaza, San Luis Obispo. Refreshment proceeds go to the Food Bank.

Thursday, June 3, all day – Fourth annual Hunger Awareness Day. Look for a donation booth near you or visit www.slofoodbank.org.

Contact the Food Bank at:
www.slofoodbank.org

Send your donation to:
Food Bank Coalition of SLO,
P.O. Box 2070,
Paso Robles, CA 93447
or [donate online now](#).

