



SECOND HARVEST

of the Greater Valley

CAUSE-CONNECT

Monthly Newsletter | Aug 2023 | Vol. 2



Hey friends, Nic Padilla here. Can you believe that we're already in the second newsletter? I'm looking forward to keeping these going; I have so much to share! I start the Leadership Stockton program in August; I'm excited about this opportunity! Will I see you there?

In this newsletter, you can expect new information about the food banking world, updates on our team, and a section highlighting businesses we work with. Here, we'll have a chance to come together to feed the community through our partnerships.

Cause Marketing, simply put, is when a business or company partners with a nonprofit organization (like Second Harvest) or supports a specific cause to create a positive impact. It's a way for businesses to combine their marketing efforts with a social or environmental cause they believe in.

Collaboration Corner:

Exit Realty

Exit Realty hosted a food and funds drive in June. We counted and organized all of the donations brought in. With food and dollar donations combined, the total equals **1,575 meals** provided to our community by Exit Realty! The realty group has also volunteered at several Mobile Fresh events. Second Harvest appreciates the effort and collaboration put forth by Exit Realty! Scan the QR code for info on their locations and services.



Valley Strong Credit Union

Valley Strong Credit Union is quickly becoming a force to be reckoned with here in San Joaquin County. Between their five branches in Lodi, Stockton, and Manteca, they have brought in **over \$500 in donations** through the Piggy Bank Project this year. In addition, many employees volunteer at numerous Mobile Fresh events. Lastly, they have also announced their sponsorship of our Empty Bowls event in September. SHGV is so appreciative of this growing relationship! Scan the QR for info on their locations and services.



Cause Marketing

Head to the SHGV website and check out the newest section - Community Connections. This is a spot where you can get updates on current promotions, sign up for a tour of our Manteca facility, engage your business or corporation in fundraising and volunteering, and so much more!

Here's a fun update! SHGV has received over **\$150,000** in donations from our corporate relationships this year! Scan the QR code to find out how your business can help.

Don't forget to request a piggy bank or two for your business!



Free Will

Here at SHGV, we believe in helping our community in as many ways as possible. We have teamed up with FreeWill to offer their services to everyone we serve. With FreeWill, you can create a will or trust, for free, to support the people and causes you care about most, even after you're gone. Using their services, you can make the most important plans in life for free from the comfort of your own home.

Some of the services FreeWill provides - Will & Trust, Financial Power of Attorney, Charitable Stock and Crypto Gifts, and many more! FreeWill has also made charitable giving especially easy. To date, people have used our platform to commit more than **\$8.1B+** to nonprofit organizations.

Fun Fact - 70% of adults in the U.S. do not have a will. Scan the QR code to get started on your will today!



Coming in September

Empty Bowls "Dream" Saturday, Sept 16, 2023

Empty Bowls will be a morning you won't soon forget as we invite you to "Dream" with us about a world without hunger. Our one-of-a-kind event will include brunch, prepared by Besitos Fine Cuisine, and a first-hand look at our latest goal to help end hunger: Refrigerated Food Lockers.

For many that need Food bank services, getting to a pantry or a Mobile Fresh site is impossible due to barriers including work, transportation, and child care. Smart food lockers will allow community members to schedule a time most convenient for them to pick up an assortment of both fresh and shelf-stable items.

*Each set of lockers will cost approximately \$150,000, covering installation, proper fencing, and electrical work. While the cost is high, the resulting increase in food access makes the project more than worth it.

*Our goal is to continue raising funding through grants to expand the program further into San Joaquin and Stanislaus Counties.

Examples of food lockers are pictured below. Our lockers will be SHGV branded. Scan the QR Code for more information, to purchase tickets, or to sponsor the event.



Hops for Hunger



Over 37 Million people in the US are food insecure; they lack consistent access to enough food for every person in the household to live a healthy life. Each September, the Feeding America network of food banks joins together for **Hunger Action Month** — the national campaign designed to inspire people to take action and raise awareness of hunger in the US.

This year we're bringing a new campaign to life - Hops for Hunger. The goal is to get together local breweries for the cause by having them create an exclusive beer for the month.

Stay tuned for a list of participating breweries in Stanislaus and San Joaquin Counties.

If you know a brewery that might be interested, please get in touch with me!

Logo for a Cause Your Brand Feeds the Community



We invite you to join us in promoting your business while highlighting our partnership by securing logo space on our trailers. These trailers travel extensively throughout San Joaquin and Stanislaus counties, covering over 5,000 miles locally every month and attracting many eyes along the way. By advertising your business on our trailers, you'll increase brand visibility and aid our essential food assistance programs. The funds raised through this sponsorship opportunity will help us feed families in our local communities, and your support will make a substantial difference.

Take advantage of this incredible opportunity to make a difference! Secure logo space on our trailers today and promote your business while supporting SHGV. Contact us now to become a proud sponsor and join the fight against hunger!

Your Voice Matters: We want to hear from you! Share your success stories, challenges, and ideas with us. CausE-Connect will provide a platform for your voice to be heard, empowering you to inspire others and foster connections within our expansive network. Together, let's forge a future where businesses thrive while creating positive social change. So, keep an eye on your inbox for these monthly editions of CausE-Connect, where we'll dive into the endless possibilities that await us on this transformative journey! We value your expertise and look forward to showcasing your brilliance in future editions! If you have any suggestions, insights, or success stories you'd like to contribute, don't hesitate to reach out to us:
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