



CENTRAL  
CALIFORNIA  
FOOD BANK



# FEED HOPE

SUMMER 2022

## FULL TIME CAREGIVER, FULL TIME STUDENT

With the pandemic still limiting the number of activities and classes on college campuses, we were lucky to have met Reemi at the Clovis Community College (CCC) Neighborhood Market. They host their market every third Thursday of the month, which is open to all enrolled students and staff. Reemi approached the market and was giddy with excitement to find that we were providing fresh produce to students in need. She is currently a full-time student at Clovis Community College and often doesn't have enough money to buy groceries for her and her family. Her parents are both unemployed due to unexpected long-term health issues, leaving Reemi with that responsibility.

"Oftentimes it is just cheaper for me to buy fast food," she says, as she explains the struggle of purchasing healthy food as a college student. **With the soaring costs of food, many people are left with the difficult choice of buying fast food or groceries. Our Neighborhood Markets help alleviate that pressure by providing healthier options for our neighbors.** Reemi, who is still waiting for her financial aid to process, says that Neighborhood Markets like the one at CCC help relieve the stress of the lack of income and available food she has at home.

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# THE SIDE DISH

by Natalie Caples, co-CEO



On the heels of Central California Food Bank's 30-year anniversary, I'm reminded that while hunger has remained constant, the challenges that food-insecure families face are different than they were 30 years ago. And because these challenges are different, the solutions we implement to address the changing landscape of hunger must also shift.

This got me thinking ... wouldn't it be easy if hunger was simple to define?

Clear-cut solutions and no nuances to this persistent problem — just a straightforward approach to solve the hunger crisis we see here every single day. But alas, hunger is not simple to define. And the solutions that make a real impact in the lives of hungry children, seniors, and working-class families won't be either.

I'm sure it's no surprise that the root causes of food insecurity are varied and complex and deeply buried in systemic inequalities that make up our social construct. **Education, housing, wages, your zip code, and access to basic needs like healthcare or a grocery store all contribute to the likelihood of experiencing food insecurity.** We must approach the challenge of addressing these inequities with new, creative, and multifaceted plans. For us, that means partnering with non-traditional organizations that reach underserved populations, making strategic investments in our community to support local economic impact, and creating opportunities in programming that go beyond our traditional model of handing out food. **Our goal is to create meaningful opportunities that impact hunger and build resilience in our community.**

I'm excited for you to read some of the innovative solutions we are currently working on to address the systemic challenges that food-insecure individuals face, starting with our BIPOC farm pilot program in Southwest Fresno. Investments like this can serve as the foundation for future programming and are simply not possible without your support. **Thank you for your continued investment, and your trust in us to build a Central California that is free from hunger. With your help, this vision is truly possible.**

Natalie Caples  
co-CEO



## CONNECTING FARMERS TO LOCAL FAMILIES

We are excited to announce our *BIPOC Small Farmer Engagement Initiative*, where we are partnering with local Black, Indigenous, and People of Color to purchase fresh fruits and vegetables and distribute them right back to the geographical location where they are grown.

The Community Alliance of Family Farms (CAFF) is partnering with us in this initiative to connect us with small to medium-sized family farms so we can source culturally appropriate and locally grown food commodities and provide them to distributions within the same zip code. Our goal is to establish a connection between the local farmer and their neighborhood to enhance our local food system by providing the economic support and visibility that small family farms deserve.

We are allotting a percentage of our annual food acquisition budget to specifically support this pilot program in Southwest Fresno, which is predominately African American with a strong representation of Latino (especially Oaxacan) and Southeast Asian (Hmong and Lao) communities. **We are dedicated to growing this investment over the coming years, contributing to the economy in this disadvantaged community with limited access to fresh produce.**

# COMMUNITY COMES FIRST



As neighbors in need were receiving protein and shelf-stable commodities at a USDA distribution in Kerman, Officer Krystal Coronado stopped by. Her presence was invaluable as she welcomed each person in both English and Spanish and conversed with participants as if they were her very own neighbors. Officer Coronado shared with us that she keeps food from these distributions in her trunk for emergency situations, as she often encounters people who are in desperate need of food. **“Distributions like these in Kerman are vital to our community because sometimes families just need an extra hand. I love seeing local residents serving their own community,” she states.**

Officer Coronado believes that it is important for officers to show their face in more ways than just enforcing the law. “It is our duty to encourage and maintain relationships within the community with the people who make our job what it is,” says Officer Coronado. “People should feel comfortable and encouraged to reach out to us when they are in need.” Food distributions like this one allow for more than just food relief — they are opportunities for communities to connect with each other, share resources, and strengthen relationships.

**The Kerman Police Department Chief’s golden rule is “Community Comes First,” and we couldn’t agree more!**



## GROWN UP AND GIVING BACK



As 20 people on foot and over 40 cars line up to receive much anticipated food assistance, West Fresno Family Resource Center employees, such as Lilian, work tirelessly to sort and distribute food during their Neighborhood Market.

“Lower income communities such as West Fresno have a hard time accessing fresh fruits and vegetables because of their prices,” Lilian says of the importance of food accessibility. “We get a lot of shelf-stable items and canned goods, but people need to manage their diets with fresh produce.”

Lilian was raised in West Fresno and giving back to her community is something she feels proud of. “Just last month, someone came into the Resource Center asking for help because she accidentally left her wallet at the laundromat, which contained her grocery and rent money. **We were able to give her groceries for at least two weeks. Just knowing that we were able to help her in that brief yet urgent time of need is why I do what I do,”** says Lilian.

The West Fresno Family Resource Center’s Neighborhood Market is one of over 100 we offer each month. Thank you for continuing to support our feeding programs just like this one.

# UPCOMING EVENTS

## Central California Food Bank's 30<sup>th</sup> Anniversary Golf Tournament

**Monday, September 19**  
Sunnyside Country Club

*Find more information at  
[www.ccfoodbank.org/golf](http://www.ccfoodbank.org/golf)*

## Granville Home of Hope

This year, Granville will be donating a Pasotiempo Home in Granville's popular North Clovis community, Deauville East. Each \$100 ticket sold through us will come straight back to support our comprehensive feeding programs. See insert for more details and to secure your tickets today!

**Grand Prize** drawing will be **Wednesday, September 28.**

For more information, visit [ccfoodbank.org/gvhoh](http://ccfoodbank.org/gvhoh).

*This campaign raises funds for 12 local nonprofits.*



## JOIN OUR MONTHLY GIVING PROGRAM

Donating monthly is easy — just set it and forget it! Enrolling in FEED365 is a budget-friendly option for both of us and allows us to fill the gap during the ebbs and flows of donations and needs throughout the year. With a monthly donation, you will receive less physical mail and will be up to speed on all things new and exciting at Central California Food Bank! Join today at [www.ccfoodbank.org](http://www.ccfoodbank.org).



## CONTACT US

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*To learn more or to make a donation,  
visit [ccfoodbank.org](http://ccfoodbank.org).*

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