

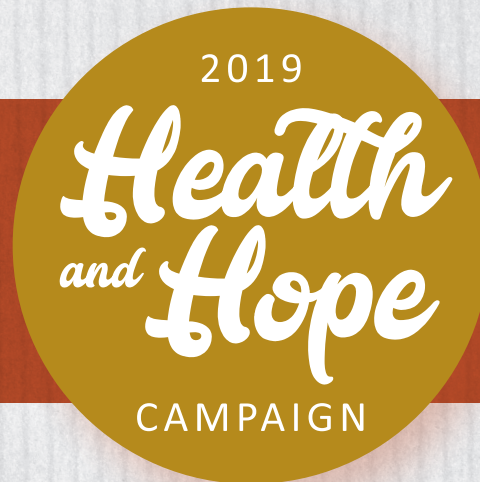
Food Bank of Contra Costa and Solano
4010 Nelson Ave., Concord, CA 94520



**PROPOSAL
ENCLOSED**




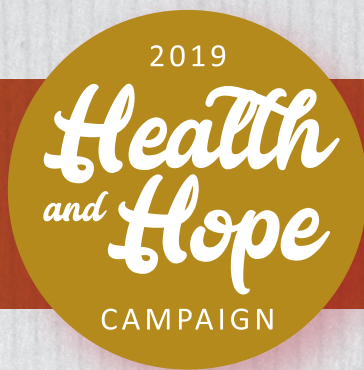
THIS PROPOSAL PREPARED FOR:
«Mr. and Mrs. John Sampleperson»



Reply before November 30th,
and your gift **DOUBLES** to help fund
the Community Produce Program!

«Mr. and Mrs John Sampleperson»
«Newport One»
«21 Railroad Ave.»
«Duxbury, MA 02332»
██

JOB INFO	COMPONENT	SIZE+SPECS	STOCK	PRINTS
FOOD BANK OF CONTRA COSTA & SOLANO #1010C 2019 October Mini-Proposal Appeal	CARRIER ENVELOPE > Control	> #10-1/2 Catalog Envelope > 9 x 12 inches	> tbd	2C SPOT > Pantone 8642 (gold metallic)  > Pantone 187 (red) 



REPLY FORM

LARRY, COUNT ME IN! I received my exclusive **2019 Health and Hope Campaign** proposal, and I know how important the Community Produce Program is to the health of my food insecure neighbors. *Thank you!*

YES, I will gladly help fund the 2019 Health and Hope Campaign.

I will help ensure that everyone in our community has access to nutritious fresh fruits & vegetables in the year ahead.

I'm sending my most generous gift of \$_____ to empower as many neighbors as possible to make healthier food choices in the coming year!

«DONORID» «MOTVCODE»

«Mr. and Mrs John Sampleperson»
 «Newport One»
 «21 Railroad Ave.»
 «Duxbury, MA 02332»

ACT NOW: *If it is among the first \$83,000 raised, match my gift to **DOUBLE MY IMPACT** to fight hunger, improve our community's health, and help even more of my neighbors, like Patricia and Ella. Thank you!*

- My check is enclosed, payable to: *Food Bank of Contra Costa and Solano*
- I would like to make my gift through a distribution from my Donor Advised Fund or Family Foundation. *See back.*
- I would like to make my gift through a transfer of appreciated stock. *See back.*
- Please charge a one-time gift to my credit card. *See back.*



4010 Nelson Avenue
 Concord, CA 94520
 foodbankccs.org

Join us in the fight to end hunger at: foodbankccs.org/2019healthandhope

JOB INFO	COMPONENT	SIZE+SPECS	STOCK	PRINTS
FOOD BANK OF CONTRA COSTA & SOLANO #1010C 2019 October Mini-Proposal Appeal	REPLY FORM (FRONT) > Control	> 8.5 x 11 inches > NO Bleeds > NO Folds	> 60# white offset	4C PROCESS > CMYK



To give by CREDIT CARD, please complete:

[] Visa [] MasterCard [] AmEx [] Discover

Card Number: _____

Security Code: _____

Expiration Date: _____

Signature: _____

Telephone Number: _____

Costs are average and include the expense of securing and distributing food. If gifts exceed expenses, extra funds will be used to provide food to the hungry throughout the year. We never sell or rent our supporters' names or information. Your gift is tax-deductible to the full extent of the law. We will send you a receipt for your records.

To give ONLINE, visit:

foodbankccs.org/2019healthandhope

To charge your gift by PHONE:

Please call: 925-676-7543



4010 Nelson Avenue
Concord, CA 94520
foodbankccs.org

To give through your DONOR ADVISED FUND or FAMILY FOUNDATION:

Granting a gift to Food Bank of Contra Costa and Solano through your Donor Advised Fund or Family Foundation will make an immediate and meaningful impact for an individual in need.

Please use the following legal name and tax identification when granting through your Donor Advised Fund or Family Foundation account:

**Food Bank of Contra Costa and Solano
Tax ID#: 94-2418054**

It is important that you (or your representative) alert us via phone or email by contacting *Kim Castaneda* (925) 849-8365, kcastaneda@foodbankccs.org that the gift is being granted on your behalf so that we can appropriately thank you for your support and send you a receipt for tax purposes.

To give via APPRECIATED STOCK:

**STEP 1:
CONTACT YOUR BROKER
TO TRANSFER YOUR SHARES**

Below is all the information you should need to complete your transaction:

- > Transfer stock to Vanguard, account number **28948289**
- > For electronic stock transfers, the (DTC) number is **0062**
- > We are a 501(c)3 nonprofit organization, tax identification number (FEIN) **94- 2418054**

For questions about stock transfers, please contact our Vanguard at 877-662-7447.

**STEP 2:
NOTIFY US OF YOUR DONATION.**

Complete our stock donation form (?) or by phone at **925-676-7543 ext. 265.**

IMPORTANT: Due to privacy concerns, your bank will not tell us that you have made a stock donation to the Food Bank. In order for us to send your tax receipt letter in a timely fashion and confirm that your stock was transferred, you must notify the Food Bank of your donation.



Goes directly to programs that feed hungry people.

Our efficient model means YOUR GIFT has the BIGGEST possible impact!

JOB INFO	COMPONENT	SIZE+SPECS	STOCK	PRINTS
FOOD BANK OF CONTRA COSTA & SOLANO #1010C 2019 October Mini-Proposal Appeal	REPLY FORM (BACK) > Control	> 8.5 x 11 inches > NO Bleeds > NO Folds	> 60# white offset	1C SPOT ■ > Black

DOUBLE YOUR IMPACT when you support the *Health & Hope Campaign*

Respond by November 30, 2019
and your gift will be matched!

«DATE»

Dear, «Salutation»,

I'm writing today to tell you about a special opportunity you won't want to miss.

As one of our most committed and caring supporters, I know I can count on you for this critical need: **We need to raise \$400,000 to fund the Community Produce Program.**

This vital program brings fresh fruits and vegetables into neighborhoods where many families and seniors simply do not have access to a variety of nutritious produce.

The Community Produce Program does more than relieve hunger, [Salutation]. The program is one of the key ways you empower your hungry neighbors to live healthier lives.

To help us meet this important goal, a generous partner has offered to match — dollar for dollar — all gifts made to the *Health & Hope Campaign* by Nov. 30, up to \$83,000.

[Salutation], your support today will DOUBLE when you help us secure these matching grant funds!

That's why I've enclosed a special proposal we are sharing with our most valued supporters, people like you who have shown — *through your exceptional kindness and generosity* — that you are committed to fighting hunger in Contra Costa and Solano.

In your proposal, you'll read how the Community Produce Program uses healthy food as medicine to foster long-term health benefits. Right now, I want to introduce you to a ...

(over, please)

Food Bank of Contra Costa and Solano | 4010 Nelson Ave., Concord, CA 94520
foodbankccs.org | 855-309-FOOD (3663) | info@foodbankccs.org



HUNGER HURTS KIDS MOST OF ALL!

Kids who don't know where their next meal is coming from are **more likely** than kids who have access to nutritious food to:

- > Have **lower test scores** and lower overall academic achievement
- > **Skip school, repeat a grade or not graduate** at all — lowering odds of getting a good job
- > **Suffer from chronic conditions** like anemia and asthma, have oral health problems or require hospitalization

THE GOOD NEWS? CHILDHOOD HUNGER CAN BE PREVENTED.

The Community Produce Program is one way you ensure families have enough nutritious food so **LOCAL KIDS DON'T GO HUNGRY!**

JOB INFO	COMPONENT	SIZE+SPECS	STOCK	PRINTS
FOOD BANK OF CONTRA COSTA & SOLANO #1010C 2019 October Mini-Proposal Appeal	LETTER (P1 FRONT) > Control	> 8.5 x 11 inches > NO Bleeds > NO Folds	> 60# white offset	2C SPOT > Xxxxx > Xxxxx



special neighbor you've helped — **Ella**, who spent her career serving our community but now lives on a small fixed income and has to make painfully difficult choices about what ... *or if* ... she can eat.

Ella is an amazing woman. In addition to raising three children, she devoted her life to service as a paralegal working for the state and for the public defender's office.

Yet, after a lifetime of hard work, Ella is just getting by in retirement. And the high cost of living here means that — like so many of your neighbors — Ella is faced with no-win decisions.

She had to have surgery recently and was told by her doctor that her recovery depended on her eating a healthier diet.

But, as Ella explains: *"Eating healthy is very difficult on a small, limited income. It's cheaper to get a Big Mac than broccoli."*

**HEALTHY EATING ...
IT'S HARDER THAN IT SOUNDS**

For families struggling to make ends meet — many of whom are balancing one or more full-time jobs with childcare and still unable to keep up with the sky-high cost of living here — knowing about good nutrition isn't enough.

Here's why the Community Produce Program, which collects fresh fruit and produce and distributes them on special refrigerated trucks directly in vulnerable communities, is critical ... and why your support, which DOUBLES TODAY, is urgently needed:

Too often, healthy food is simply inaccessible or unaffordable. If the choice is buying healthy food or having enough food for the whole family to eat ... it's really not a choice at all.

Many of our neighbors are unable to meet basic nutrition recommendations like making fruits and

(keep reading, please)



Ella

*"The FOOD BANK is instrumental in supporting my successful recovery from the surgery that I needed ... The pantries and fresh food trucks are so important to good health," says **ELLA**.*



Patricia

*You'll make **twice the impact today when you help fund the Community Produce Program** for another year ... neighbors like **PATRICIA** and daughter, Elizabeth, are counting on you!*

JOB INFO	COMPONENT	SIZE+SPECS	STOCK	PRINTS
FOOD BANK OF CONTRA COSTA & SOLANO #1010C 2019 October Mini-Proposal Appeal	LETTER (P1 BACK) > Control	> 8.5 x 11 inches > NO Bleeds > NO Folds	> 60# white offset	2C SPOT > Xxxxx > Xxxxx



vegetables half your plate, choosing whole grains and limiting highly processed foods.

The sad reality is: **Healthy food choices COST MORE.** On budgets where every cent matters, many families just cannot afford the necessary healthy foods.

And these foods can be impossible to access if a neighborhood lacks a grocery store. Many rely on convenience stores and fast food restaurants for the bulk of their food because they can't afford the time and money to travel to find healthier options.

So you can see why Ella, already on a small fixed income — now burdened by medical expenses and unable to travel far as she recovered from surgery — needed help to follow her doctor's orders to eat healthier.

Thanks to your past generosity, [Salutation], she found that help through the Food Bank of Contra Costa and Solano, especially through the Community Produce Program.

THE TERRIBLE COSTS OF A POOR DIET

Ella's is just one of the many lives improved when your support doubles today to fund the Community Produce Program.

As you'll read in the enclosed proposal, cheap, filling, easily accessible food may relieve the immediate pain of hunger, but it comes at a high cost, especially for seniors and children.

When you don't have access to healthy food choices, it's very difficult to maintain a healthy weight. One-third of U.S. adults are obese. So are 12.5 million children and adolescents.

And even for those at a healthy weight, poor diet contributes to heart disease, high blood pressure, type 2 diabetes, osteoporosis and certain types of cancer.

It's really no exaggeration to say: **Regular access to fresh fruit and produce saves lives!**

[Salutation], you care deeply about fighting hunger in Contra Costa, Solano and surrounding areas; your

(more on back)

5 FACTS ABOUT HUNGER:

1. WHO?

Hardworking neighbors like Patricia and Ella need your help to eat well in 2020.

2. WHERE?

Right here in Contra Costa and Solano counties, your neighbors are having to choose between paying bills or buying healthy food.

3. WHAT?

The Community Produce Program brings fresh, nutritious food directly to vulnerable communities.

4. WHY?

Fresh produce is essential for good health, especially for growing kids like Patricia's daughter, Elizabeth, and seniors like Ella.

5. HOW?

Our work is only possible with the help of caring, generous neighbors LIKE YOU.

Your gift to help fund the Community Produce Program in 2019 DOUBLES now.

JOB INFO	COMPONENT	SIZE+SPECS	STOCK	PRINTS
FOOD BANK OF CONTRA COSTA & SOLANO #1010C 2019 October Mini-Proposal Appeal	LETTER (P2 FRONT) > Control	> 8.5 x 11 inches > NO Bleeds > NO Folds	> 60# white offset	2C SPOT > Xxxxx > Xxxxx



incredible generosity and dedication to this issue show that clearly.

That’s why I prepared this proposal specifically for you and a small group of only our most committed supporters. Because it is **absolutely vital that we secure the entirety of this matching grant** to help fund the Community Produce Program for another year.

Please, double your impact today. Empower your neighbors to live healthier lives. Reach out your hand to those who are struggling and vulnerable, like Ella.

Now that Ella is on the road to recovery, she’s back to playing piano at her church and volunteering with the Food Bank to help others as you helped her!

Thank you for helping her, and countless other neighbors, when **your gift doubles today to support the Community Produce Program!**

Creating a Healthier Community,



Larry Sly
Executive Director

P.S. Please read the enclosed proposal to learn more about the difference you’ll make when you help fund the Community Produce Program for another year. **Please reply by November 30th so your gift can be matched.**

YOUR GIFT GOES TWICE AS FAR!

Eating habits established in childhood carry into adulthood: When you **DOUBLE YOUR IMPACT** to give hungry children a healthful diet now, you help them remain healthy throughout their lives!

YOUR GIFT HAS TWICE THE IMPACT!

We always use your gifts as efficiently as possible, for example by rescuing food that would go to waste. It’s how **we can provide two meals for every dollar donated.**

Today, when your gift is matched, you’ll provide ... **3 MEALS FOR EVERY \$1 YOU GIVE!**



JOB INFO	COMPONENT	SIZE+SPECS	STOCK	PRINTS
FOOD BANK OF CONTRA COSTA & SOLANO #1010C 2019 October Mini-Proposal Appeal	LETTER (P2 BACK) > Control	> 8.5 x 11 inches > NO Bleeds > NO Folds	> 60# white offset	2C SPOT > Xxxxx > Xxxxx





PROPOSAL

LIMITED-TIME MATCHING GRANT — DOUBLE YOUR IMPACT!

The **Community Produce Program** costs \$400,000 a year to run. Right now, we've secured a matching grant from one of our partners to help fund this vital program for another year. **They will MATCH EVERY GIFT received during this campaign, dollar for dollar, up to \$83,000.**

We are asking our most committed supporters — *neighbors like you!* — to help us reach this goal.

Please, help the **Community Produce Program** continue for another year. Send your gift today, when your support will **DOUBLE** thanks to this matching grant.

YOUR GIFT MUST BE RECEIVED BY NOVEMBER 30TH TO SECURE THESE MATCHING FUNDS. PLEASE HURRY!



4010 Nelson Avenue
Concord, CA 94520
foodbankccs.org



The Community Produce Program Needs YOUR SUPPORT Today!

Through the **Community Produce Program**, you bring fresh fruits and vegetables directly into the communities where they are needed most. We need your help as we plan for another year combatting hunger and promoting good health in Contra Costa and Solano.

FOOD + HEALTH: WHAT'S THE CONNECTION?

What we eat impacts our health, today and for years to come. Diet is critical to maintaining a healthy weight, reducing the risk of chronic diseases and promoting overall health:

- > Unhealthy eating habits contribute to the obesity epidemic in America. **1/3 of U.S. adults are OBESE.** So are over 12.5 million children and adolescents.
- > Even for those at a healthy weight, **poor diet is associated with MAJOR HEALTH RISKS** that can lead to illness and even death: heart disease, hypertension (high blood pressure), type 2 diabetes, osteoporosis and certain types of cancer.
- > Risk factors for adult chronic illnesses, like **HYPERTENSION and TYPE 2 DIABETES**, are **rising in youth** as a result of unhealthy eating.

COMMUNITY PRODUCE PROGRAM: 5 WAYS YOU HELP YOUR NEIGHBORS IN NEED:



- 1 You will help **bring fresh produce directly where it is needed most:** into communities with the highest poverty rates and the least access to groceries and other sources of fresh, healthy, minimally processed foods.
- 2 You'll help **keep our fleet of trucks fueled and doing their job.** These vehicles have been specially customized for the exclusive purpose of distributing fresh produce to communities in need.
- 3 You'll help us **partner with the agricultural industry, local chains and more to rescue fresh produce** that would have gone to waste: over **XX** million pounds of food annually!
- 4 Your support helps keep our costs low and our efficiency high so we can **help more families in need, all while helping our planet** by reducing food waste.
- 5 You **enable individuals and families in need to pick up an average of 20 pounds of produce**, twice a month — fresh fruits and veggies they would not have had access to without your generous support!

Thank you for ensuring these families have enough nutritious food to eat **when you help us meet our \$400,000 goal — by DOUBLING YOUR GIFT during this matching grant opportunity — funding the Community Produce Program for another year!**



“Eating according to my doctor’s orders is expensive — it’s cheaper to get a Big Mac than broccoli — but the food I get from *the Food Bank* makes it so much easier!”

ELLA, A SENIOR CITIZEN HELPED BY THE FOOD BANK OF CONTRA COSTA AND SOLANO



“The Food Bank of Contra Costa and Solano has been *a lifesaver for me and my kids* — we were able to eat healthier while we got back on our feet.”

PATRICIA, A SINGLE MOM (READ HER STORY ... INSIDE!)

JOB INFO	COMPONENT	SIZE+SPECS	STOCK	PRINTS
FOOD BANK OF CONTRA COSTA & SOLANO #1010C 2019 October Mini-Proposal Appeal	PROPOSAL (PAGES 4+1) > Control	> 17 x 11 inches > FOLD to 8.5 x 11 inches > NO Bleeds	> 80# matte text	4C PROCESS > CMYK





The MYTH:
Hunger is just for the unemployed.

It takes \$76,000 for a family of four to make ends meet in California. Our 2018 Hunger Study revealed that **92% of the community members we serve have a total household income of less than \$35,000 a year.**

These are “the working poor” — families where at least one adult, and often two, are employed ... yet they still cannot afford the high cost of living in Contra Costa and Solano.

The TRUTH:
Your neighbors are hungry!

Many of your hardworking neighbors, like Patricia and her two daughters, are one broken arm or one \$500 car repair away from hunger.

Please, help provide a safety net for good health and nutritious food today, when your impact can go TWICE AS FAR!

The SOLUTION:
Community Produce Program

We need our most valued, generous partners — *caring people like you!* — to help us fund the **Community Produce Program** for the coming year. The cost will be \$400,000. The benefit for our community will be PRICELESS.

A matching grant will DOUBLE ALL GIFTS up to \$83,000 received by November 30. If you can help us secure these matching funds, we will be almost halfway to our goal of funding this critical program for a full year.

WHAT YOU MADE HAPPEN! 71% of Community Produce Program participants report eating more balanced meals. **75% SAID THEY EAT MORE FRESH FRUITS AND VEGETABLES.** When you double your gift of support today, you give seniors, families and children hope by giving them an avenue to good health!

HUNGER BY THE NUMBERS:
HEALTH AND HUNGER IN YOUR COMMUNITY

An astonishing **1 in 8 people in our community, about 180,000 individuals,** turn to the Food Bank of Contra Costa and Solano each month. *But, even more staggering ...*



Rely on us for at least half of their food



of households served have seniors, children or both



ate less than they should or skipped meals because they couldn't afford food



report buying unhealthy food because healthier food options are more expensive



had a household member with high blood pressure



had a member with diabetes



had a member with depression or anxiety

PATRICIA'S STORY:
Healthy Food Gives Families HOPE!

Patricia knows the pain of being “the working poor.” She’d do anything to protect her daughters, Elizabeth and Estephania, from the pain of hunger. But, as a single mother, she also knows the impossible choices too many families in our community face when their paycheck simply can’t stretch to pay the bills and put enough healthy food on the table.



??? CAPTION ????

Thankfully, Patricia had the help of neighbors like you. When she found the Food Bank of Contra Costa and Solano, she says: **“I started to have hope for the future.”**

“I learned more about the Food Bank and how to have the opportunity to have fresh fruits & vegetables ... Because what I earn from working and receiving in Cal Fresh is still not enough, I go to the Food Bank twice each week to be able to have enough food for me and my daughters.”

Today, her younger daughter, Elizabeth, has the healthy food she needs to power her through her fifth-grade classes, plus basketball and soccer practice. And her older daughter can concentrate on her classes at Diablo Valley College without the distraction of hunger.

Thanks to you, Patricia says, **“We are a joyful, happy, thankful family. We are very blessed!”**

Please, help fund the Community Produce Program today. **Your gift will double, to give twice as many families like Patricia’s the healthy food — and hope — they need to get back on their feet and prosper!**

THAT'S FRESH! More than **1/2 THE FOOD** distributed by the Food Bank of Contra Costa and Solano **IS FRESH PRODUCE!**

JOB INFO	COMPONENT	SIZE+SPECS	STOCK	PRINTS
FOOD BANK OF CONTRA COSTA & SOLANO #1010C 2019 October Mini-Proposal Appeal	PROPOSAL (PAGES 2+3) > Control	> 17 x 11 inches > FOLD to 8.5 x 11 inches > NO Bleeds	> 80# matte text	4C PROCESS > CMYK



XXXXX



PLACE
STAMP
HERE



4010 NELSON AVE
CONCORD, CA 94520-1200



JOB INFO

**FOOD BANK OF
CONTRA COSTA & SOLANO**
#1010C
2019 October Mini-Proposal Appeal

COMPONENT

COURTESY REPLY ENVELOPE
> Control

SIZE+SPECS

> Standard #9 Closed-face Envelope
> 8.875 x 3.875 inches

STOCK

> 24# white wove

PRINTS

1C SPOT ■
> Black