

HUNGER HEROES

Taste of the NFL's Party with a Purpose



Food Bank Executive Director Suzan Bateson with Taste of the NFL founder Wayne Kostroski (left) and Raider's Hall of Famer Ted Hendricks (right)

Last month, all eyes turned to the Bay Area as we hosted one of the biggest events on the planet in Super Bowl 50. At the heart of this colossal event was the most important party of them all: the **25th annual Taste of the NFL's Party with a Purpose** — and we were one of the beneficiaries. The monumental celebration gathered renowned celebrities, past and present Super Bowl legends, accomplished chefs — including Berkeley's own Paul Arenstam of Summer Kitchen — and Raiders Hall of Famer Ted Hendricks, our annual Taste of the NFL partners. Thanks to Taste of the NFL's founder Wayne Kostroski, and all of our friends and supporters who joined forces to help kick hunger this year!

Blue Apron

Blue Apron and the Food Bank have a lot in common. We think in terms of “meals”; are community-minded; and focus on distributing healthy options. So, it's no surprise then that we make a fantastic team. In 2015 alone, Blue Apron donated the equivalent of 670,000 meals for our community. Most of their support comes in the form of farm-fresh produce; and



Blue Apron volunteers in the Food Bank's Community Engagement Center

during the holidays they encourage their customers to donate meals they don't need. Join us in thanking our friends at Blue Apron for their partnership in our mission!

Hacienda Business Park

Hacienda Business Park and its general manager, James Paxson, have long exemplified the power of partnerships toward ending hunger. For many years, Hacienda has hosted huge holiday food drives among its tenants — even going so far as to arrange for all the food drive barrel transportation, to save us fuel and driver resources.

In recent years, Hacienda has added on a Virtual Food Drive to raise funds for food that can't go into barrels. And this year, Jim stepped up and offered a \$5,000, dollar-for-dollar, match for any funds also raised by Hacienda tenants. Thanks, James, for being one of our Tri-Valley champions.

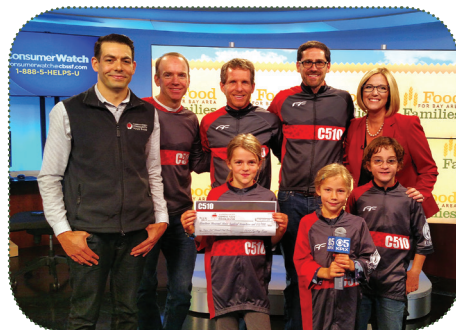


James Paxson (back row, far right) also serves on the Tri-Valley Anti-Poverty Collaborative, along with our Advocacy Manager Keisha Nzewi (back, far left)

C510

From birthdays to weddings to corporate competition, there are endless ways our community uses Virtual Food Drives to support our Food Bank. Our friends

at C510 cycling club use it as a competition within a competition, so to speak. Participants in their annual “Super Cat” bike ride register through a VFD — and let their competitive spirits take over. These guys and gals are as fast at fundraising as they are on two wheels — more than doubling the money raised from the previous year. We were thrilled to accept the check for nearly \$20,000 from the latest C510 Super Cat — enough to provide 43,000 meals — live on KPIX 5 this holiday season.



Associate Director of Communications and Marketing, Michael Altfest, was presented with a check by C510 members live on the KPIX 5 news.