

Larry Sly: Grateful for food drives during the holidays

By Larry Sly

POSTED: 12/15/14, 8:49 PM PST |

The Food Bank of Contra Costa and Solano is lucky to have the support of CBS 5 KPIX and Whole Foods in organizing the Food for Bay Area Families food drive.

Whole Foods helps us collect food at their stores which helps us provide food to those in need in our community. But equally important to us in our efforts to fight hunger, Whole Foods and KPIX help educate the community about why people in our community need food assistance.

KPIX is incredibly generous in giving Bay Area food banks the opportunity to publicize businesses and organizations that help us feed those in need. During the Food for Bay Area Families effort, KPIX carves a minute or two out of their noon and six o'clock newscasts so Bay Area food banks can bring people on to talk about the good things they have done to help us feed those in need.

We bring international companies like Chevron on to talk about their financial support of our work, or bring on local Rotary clubs to talk about helping us obtain bright orange tee shirts branded "Go Orange to Fight Hunger" for Hunger Action Month.

Eight Rotary clubs in the Diablo Valley helped us get the message out that hunger is a real issue in our community.

We had Pick and Pull on the air to talk about the support they provide at their Fairfield and Richmond stores.

They do everything from asking their customers to donate to giving us the change they find in the cars that come to them. Pick and Pull's parent company Schnitzer Steel also makes a matching donation, further helping us in our work.

The people from Forma Gym in Walnut Creek talked about the holiday run they staged on Thanksgiving Day that raises money to help the Food Bank's work.

They put on a phenomenal event which reached a caring community (they got MC Hammer to help sponsor the event!). We also had a chance to acknowledge the CSAA Insurance Group, a AAA Insurer for the help they give the Food Bank's efforts to provide food to those in need in our community.

We are grateful to KPIX and Whole Foods for giving us the opportunity to publicly thank the generous individuals, businesses, service clubs and community members who make our work possible.

But I will admit that we are also hoping that when people see what others in the community do, they will decide to take steps to make a difference as well.

We know that no one in our country should go hungry and people will take action to help those who need food.

When we can show that those we put on the news make a difference by giving food, money or time, we are helping to build a community that cares.

That community will make a difference in the lives of their neighbors who need food.

The author is executive director of the Food Bank of Contra Costa and Solano, based in Concord.

Email: info@foodbankccs.org