



Get ready to FALL completely in love with Mission Fed's important work in the local community! Throughout our 63-year history, Mission Fed continues to adapt and support our members to help the San Diego community succeed. Our members are an integral part of our success. Thank YOU for your membership, the trust you put in us every day, and the opportunity to serve you and our San Diego community.

## THANK YOU, MEMBERS! Hunger Awareness Month + Food 4 Kids

Every September, Mission Fed partners with The Jacobs & Cushman San Diego Food Bank during Hunger Awareness Month to support the Food 4 Kids Backpack Program. We are thrilled to report that YOU helped us raise \$137,423.30 for this important program – an increase of 15% from 2023. THANK YOU! This equals over 17,000 backpacks of food for children and families in need over the weekend when free school meals are unavailable. With rising costs of groceries and more, the Food Bank is feeding 1,200 additional kids WEEKLY in our communities compared to last year – thanks to your generosity. Learn more at [SanDiegoFoodBank.org](https://SanDiegoFoodBank.org).



## Supporting Our Future Leaders - Girl Scouts San Diego

Mission Fed hosted a Money Madness Patch workshop at its headquarters for nearly 50 Brownies and Daisies. This workshop was designed especially for Girl Scouts participants and their troop leaders/parents, offering valuable skills and a fun morning of money-minded activities.

In partnership with Girl Scouts San Diego program team, members of Mission Fed's Financial Wellness Team and other employee volunteers led activities like identifying money, building a piggy bank, building a budget, earning money, spending money and more. The highlight for all the girls was "shopping" for special goodies like bracelets and lip gloss in the special store.

Mission Fed is committed to financial literacy for the community and is a proud supporter of Girl Scouts San Diego. We also supported the Volunteer Conference at the Urban Campout events.



## San Diego PRIDE

Mission Fed employees ran and walked in the Frontrunners and Walkers San Diego Pride 5K Run + Walk, marched in the Pride Parade, and welcomed existing and new members alike at our Pride Festival booth. Mission Fed was proud to return as Diamond Sponsor of the 5K Run + Walk, as well as a sponsor for San Diego Pride. Your support of the Run + Walk helped us raise another record-breaking amount – \$65,000! These vital funds will benefit charity partners, San Diego Pride and The LGBT Center’s Youth Housing Project, and represent the difference that our collaboration will make for LGBT youth in San Diego. Learn more at: [SDPride.org](http://SDPride.org).



## Preserving Our Environment

The Living Coast Discovery Center in Chula Vista is a terrific organization – and a hidden gem many still haven’t heard about, despite its 30 year existence. The Farm to Bay event is the center’s important annual fundraiser which enables the Living Coast to fulfill its mission to inspire the community to connect with and care for our coastal environment. Mission Fed is an annual sponsor, and has board representation to further our commitment to preserving our environment. To learn more about how you can support conservation efforts, visit: [TheLivingCoast.org](http://TheLivingCoast.org).



## Celebrating Everyday Local Heroes

Mission Fed was a returning sponsor of the American Red Cross Southern California Region’s annual Real Heroes awards breakfast onboard the USS Midway. This event honors individuals for acts of great bravery, dedication and service to the community. Eight different awards are presented, and Mission Fed was lucky enough to honor the Animal Welfare Hero. This award was presented to Laura Oliver, founder of Lionel’s Legacy ([lionelslegacy.org](http://lionelslegacy.org)), a senior dog rescue organization. Laura’s incredible work focuses on rescuing senior dogs from shelters, providing medical care, and finding loving homes. Her initiatives include a forever foster program for dogs with chronic medical issues, a low-cost dental clinic for senior pets, and the San Diego Rescue Coalition, which collaborates with other welfare agencies to improve rescue efforts in the region. Mission Fed celebrates all Real Heroes. For more info or to nominate a hero year-round, visit: [redcross.org/socal](http://redcross.org/socal).



## Orchestrating Good for the Community

As part of Mission Fed’s corporate partnership with the San Diego Symphony and The Rady Shell at Jacobs Park, we proudly support two concerts a year. We were happy to help make two incredible shows possible this season – John Legend and The Gipsy Kings! A big congratulations to our lucky winners from each branch who got to enjoy The Gipsy Kings. Mission Fed also sponsors the Symphony’s Music Connects program, providing a local organization 50 tickets to a show along with food and beverages. We were proud to host the San Diego Mexican Consulate as part of the program.



## Celebrating Our Hispanic Heritage

Mission Fed joined over 1,000 Latinas and community champions at Celebrando Latinas, the largest Latina conference in Spanish nationwide. Recognized for being an innovative gathering focused on empowering and inspiring U.S. Latinas in areas such as beauty, business, health and finance, the event honored outstanding Latinas who have contributed significantly to their communities. In addition, together with our Mission Fed familia, we were proud to recognize and celebrate Hispanic Heritage Month and the influence of Hispanic Americans to the history, culture, and achievements in the San Diego community. Mission Fed supported the “Fiesta de El Grito de Independencia n Escondido”, a musical celebration and historical re-enactment of Mexico’s call for independence, as well as the San Diego Mexican Consulate at the Chula Vista El Grito celebration. Mission Fed also proudly supported the Mana de North County “Somos Una” Conference and the San Diego Mexican Consulate’s celebration of Financial Education Week.



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