



Donor Spotlight – March 2014

Jim Morris

“It is virtually impossible to head anywhere in our region and not see signs of hunger in our community,” said Jim Morris, Communication Manager at the California Rice Commission in Sacramento. Jim chose



Sacramento Food Bank & Family Services (SFBFS) to be beneficiary organization during his run in the California International Marathon (CIM) in December 2013.

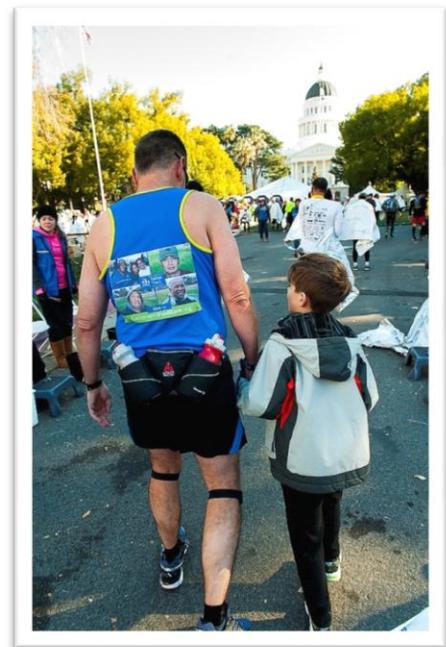
Jim learned about SFBFS through different media outlets spotlighting the organization’s work to help the hungry in our community. He feels the best long-term solution lies with the mission of SFBFS to relieve individual’s immediate needs and move them toward self-sufficiency. “Seeing the hunger in our

area is painful,” he shares. “Seeing the work of SFBFS in our region gives hope for a brighter future.”

The most memorable thing Jim felt when making his donation to SFBFS was meeting people one evening at a Food distribution in North Sacramento. Jim found it easier to understand hunger by meeting the people, hearing their stories and struggles and getting them to a better future. “Hunger is not best understood as a statistic,” Jim said. “For me, the battle against poverty should first be fought at the local level. Travel to any intersection in the Sacramento area and you will see the less fortunate struggling to make ends meet.”

During the CIM, Jim wore a sign he created on the front and back of his shirt to promote his support for SFBFS. He received many questions about the signs and heard a lot of comments about the work being done. “I hope that this action, even if in just a small way, created a greater awareness for the need for everyone to chip in,” Jim said.

Through generous donations, Jim was able to raise more than \$2,200.



To read more about Jim's support of SFBFS during the CIM, check out his blog [here](#).

CIM photos courtesy of Brian Baer.

