



At Mama's Kitchen we believe that every person is entitled to the basic necessity of life – nutritious food. As a volunteer driven not-for-profit organization, we prepare and deliver food to men, women and children who are affected by AIDS.

A Big Thank You to All Our Donors!

In terms of fundraising it has been a challenging year at the Kitchen. As with many nonprofit organizations, charitable donations for Mama's Kitchen were down again in 2002. Unfortunately, we did not escape the side-effects of the downward economy and the slumping stock market. But despite these circumstances we still made it through this year, thanks, in large part, to the dedicated efforts of our board of directors and staff.

To YOU, our supporters – individuals, businesses, corporations, foundations and community groups or associations - our heartfelt thanks for responding to our pleas for support. Your generous financial contributions and in-kind gifts kept us cooking in the kitchen. Because of you, we have not turned away anyone living with AIDS who needed life's basic necessity – nutritious food.

A Peek Inside: Mama's Kitchen Corporate Reception & Open House



Pictured with our Executive Director Alberto Cortés (right), Jessie J. Knight, Jr. (left) – President & CEO San Diego Regional Chamber of Commerce – was the Keynote Speaker for our Corporate Reception & Open House.



Intuit staff visits Mama's Kitchen during Corporate Reception & Open House

SAVE THE DATE

Mark your calendar for
MAMA'S DAY 2003.
It's on Friday, May 9
at the Hyatt Regency La Jolla.
For sponsorship and underwriting
information, or to attend the event,
please contact Dawn Tol at
619-233-6262 or
dawn@mamaskitchen.org.

You can always contact Mama's Kitchen for more information or visit www.mamaskitchen.org

WHAT'S COOKING

WINTER 2002

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619.233.6262 • MAMASKITCHEN.ORG

WHAT'S COOKING

NOURISHING THE HEART, ONE MEAL AT A TIME

WINTER 2002

message

A Letter from the President and Executive Director

As Mama's Kitchen approaches the holiday season and the new year, we are tightening our belts by containing every possible expense item, without sacrificing the quality of the services we provide, and without turning anyone away. We are also increasing our fundraising activities in order to meet the costs of executing our mission during the current fiscal year, and to be prepared for a sound and responsive year in 2003. In an environment where many indicators are pointing towards a long-term weak economy, our fundraising efforts become much more critical to the financing of our day-to-day purchases, and the preparation and distribution of our hot meals and grocery bags.

It is in this challenging environment that we have conducted an exhaustive internal examination of Mama's Kitchen. Though difficult, this strategic planning process is essential if Mama's Kitchen is to remain in the forefront of the AIDS epidemic in San Diego County in 2002 and beyond.

Any changes arising from this process are happening in the context

feature

A Heartfelt Salute to SeaWorld!

The Mama's Kitchen family extends its love and thanks to all the wonderful people at SeaWorld for graciously hosting our "Volunteer Appreciation Day" for the 11th straight year!

Since 1992 SeaWorld has supported Mama's and the local AIDS community by allowing us to hold our annual day of volunteer appreciation at San Diego's largest and most popular amusement park. For over a decade SeaWorld has provided free admission tickets for all our volunteers and staff, free food and beverages, and the most delightful venue imaginable for a memorable day of fun and friendship.

Vice President of Human Resources, Roi Ewell and his entire staff, including Christopher Lees and Anna Glass, opened their arms to the whole Mama's Kitchen family to make this year's festivities the best ever! We are deeply grateful to SeaWorld for believing in our mission of feeding people throughout San Diego County who are affected by AIDS.

We salute SeaWorld for being one of Mama's Kitchen's most caring corporate partners!

Mama's Kitchen Volunteers Recognized with Volunteer Appreciation Day at Sea World

On Sunday October 27, volunteers from Mama's Kitchen, a non-profit meal delivery service dedicated to providing nutritious meals 365 days a year to San Diegans affected by AIDS, were honored with a proclamation from Mayor Dick Murphy for their personal commitment and dedication to the San Diego community. As Mama's Kitchen said "thank you" to more than 500 volunteers and their families with a day at SeaWorld, Mayor Murphy proclaimed the day "Mama's Kitchen Volunteer Appreciation Day."

For more than a decade, Mama's Kitchen has relied on its dedicated volunteers who have helped the organization to evolve and expand its services for the growing population of people affected by AIDS in San Diego County. SeaWorld, the sponsor for the event for the past 11 years, generously donated admission to the park, use of the Polar Bear Plaza, and refreshments for all that attended.



Mama's Kitchen Volunteers'- (from left to right) Cheryl Dodd, Tenia Lee, Jeanne Mathews, and Valentino Santos accept the proclamation from Dick Murphy declaring October 27th "Mama's Kitchen Volunteer Appreciation Day."

“kitchenchatter”

Volunteer Appreciation at SeaWorld

On October 27th Mama’s Kitchen held its annual “Volunteer Appreciation Day” at SeaWorld, with food, fun, and prizes shared by hundreds of guests in attendance. Held this year in the Polar Bear Plaza, it was a splendid occasion to show our gratitude to the many volunteers who give so unselfishly of themselves all year long.

It was also an opportunity to announce our “Volunteer of the Year Awards” to those who have gone WAY beyond the call of volunteer duty at Mama’s. So without further delay...the envelopes please...

Volunteer of the Year - North County
Marti Williamson

Volunteer of the Year - East County
Jerry Neu

Volunteer of the Year - Kitchen Staff
Sandy Silverman & Robin Moss

Volunteer of the Year - Office Staff
Patty Tomlinson

Volunteer of the Year - Float Driver
Rich Jersey

Volunteer of the Year - North Inland
Sharon Reynolds

Many thanks to SeaWorld staff for their help at the event; to our volunteers and staff who spent hours making the day a wonderful experience; and to the following special friends of Mama’s for their generous support of this day to honor our remarkable volunteers:

Roi Ewell, Christopher Lees & Anna Glass of SeaWorld

Ken & Gerry Freed

Phil Cochran & Sysco Foods

Elizabeth Cushing

Trent Riley



*City of San Diego
Councilmember
Toni Atkins
presenting
proclamation to
Executive Director
Alberto Cortés*

Anniversaries of Service

Thank you and congratulations to the following volunteers on their anniversaries of service to the mission and clients of Mama’s Kitchen.

- 10 years** Lisa Gervais, Colum O’Hare
- 9 years** Shirley Androlewicz, Polly Croteau, Kevin Heiss, Jeanette Noakes, Jack Smothers, Eric Odendahl, Mary Odendahl
- 8 years** Morten Blakeston, Gloria McNurlen
- 7 years** Don Androlewicz, Dawn Gilkes, Cindy McDaniel, Karen van den Akker, Naomi Denenberg, Patty Greenfield, Carole Levin
- 6 years** Robin Moss, Hal White, Kathryn Cooney, Erich Drotleff, Christine Mulhall
- 5 years** Dan Ballister, Joan Gehr, Maggie Hewitt, Amy Perez, Diane Smith, Fran Stinchcomb, Cathy Wright, Barry Benn, Stuart Lee Lourie, Jason DeFay, Carol Douglas, Doron Rosenthal
- 4 years** Tori Allaband, Jana Johnson/Wilson, Don Caulfield, Bobbie Cruzen, Joyce Funtall, Betty Ketelsen, Mike Bahary, John O’Neil, Hans Schuman

www.mamaskitchen.org

- ● ● Learn about upcoming events!
- ● ● Look for volunteer info! Donate online!

News YOU CAN USE

- ★ A quick reminder that Mama’s needs extra volunteers (especially drivers) before, during, and after Christmas when many of our student volunteers have gone home for the holidays. Maybe one of your friends or family members would like to come along with you?
- ★ One holiday tradition for some of our supporters is to hold a holiday food drive for Mama’s! Your workplace or house of worship can have Mama’s deliver food barrels for collection of the non-perishable food, and we’ll pick it up when your food drive is completed. For information, please contact Dawn Tol (619)233-6262 or dawn@mamaskitchen.org
- ★ We’re still looking for a volunteer to coordinate drivers and couriers for our South Bay drop-off site. This volunteer position will require approximately five hours per week, but it could be a few hours more because the coordinator fills in for drivers who occasionally cannot make their route. A great position for someone wanting a regular Monday through Friday volunteer position they can do from their home. Involves mostly phone work, but with a few meetings on occasion. For information, please contact J.D. Damon at (619) 233-6262 or JD@mamaskitchen.org
- ★ Have you gotten your T-shirt with “Mama’s Kitchen” written in green and purple logo? These are nice shirts and cost only \$5, as do our purple and teal baseball caps. Please contact JD Damon at (619) 233-6262.

of Mama's Kitchen's long history of affirming our diverse community, through the people we serve, the volunteers who personify our mission, and the generous donors who support our organization. So as the season of giving approaches, we salute every one of you for your generosity!

While there are thousands of people who make up Mama's Kitchen, I would like to mention a few so that you can appreciate the great breadth of commitment and caring among our family:

- **Ron Eisenberg**, who donated access to his teaching kitchen at Great News! in Pacific Beach for a "Dueling Chefs" event that benefited Mama's Kitchen
- **Patty Tomlinson**, who comes in once a week to answer phones and complete route sheets, and who also delivers a meal route with her husband Jerry
- **Carol Douglas**, who at 83-years-old, comes in three times a week to break down boxes for recycling and to remind everyone to smile
- **Don Caulfield**, a board member who puts in many hours of work as chair of both the special events and nominations committees
- **Audrey Geisel**, who has been providing generous financial support to Mama's Kitchen since 1992
- **Alan Harris**, Mama's Kitchen's grant writer, who weaves the words, sentences and paragraphs that convince potential funders of our viability as a recipient of their funds
- **Rue Tootle**, Mama's Kitchen's client services coordinator, who has served the organization since its second food delivery in 1990
- **Allen**, a client at Mama's Kitchen, who in spite of his delicate health, was graciously willing to come forth and speak before our board of directors about his day-to-day challenges living with AIDS.

These are but some of the many faces that make up the miracle that is Mama's Kitchen's. These are the faces of hope, love, and generosity that every day put into action, each in his or her own unique way, the mission of Mama's Kitchen.

In this environment of change, they are the constant. In these times of financial challenges, they are the answer. These are the faces of all that is good in the world. These are the faces of Mama's Kitchen.

We thank you, and celebrate your spirit of year-round giving.



Alberto Cortés
Executive Director



Thomas J. D'Amico
President - Board of Directors

MAC Cosmetics

Sales Managers at
Mama's Corporate
Reception &
Open House



Charitable Giving in a Down Market

by Randy Gladden, Chair of
Mama's Legacy Committee

When the economy and personal investments are making spectacular gains, people are willing to generously open their hearts and wallets to their favorite organizations.

Unfortunately, during periods of financial uncertainty, the natural response for donors is to decrease their charitable giving. But the needs that organizations like Mama's Kitchen serve don't diminish. In fact, these needs may increase just as contributions are decreasing, leaving the organization in a bind.

During these difficult economic times many find themselves holding on to untenable positions, hoping for the eventual, but improbable, recovery. But retaining stock that has lost substantial value may not be your best position.

An Alternative Method of Charitable Giving

Review your portfolio to find those securities that have lost significant value. If you're unsure of their potential and they provide no income, consider selling them, taking the loss, and giving the proceeds as a donation.

Giving during a market downturn helps to support your favorite organizations and may well have some tax benefits that would be helpful. You may be able to use your losses on the sale of depreciated securities to reduce your tax burden and maintain, or even increase, your level of philanthropy.

To get the maximum advantage, don't donate the stock as you would with appreciated shares. Sell them first, and then donate the proceeds. This maximizes your tax advantage.

As the end of the year approaches, it is a great time to review your portfolio and determine both your investing and giving strategies. Obviously, we have simplified things for ease of reading, and we always recommend that you consult with a qualified advisor before taking any action.

But year-end may just be the time to minimize your loss on depreciated stock, and to help Mama's Kitchen at the same time!

For more information, you may contact Randy Gladden directly at (619) 294-6720 or Mama's director of development, Edith Glassey at (619) 233-6262.