

## U.S. Poverty Rate Increased in 2010

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On Wednesday (9/13/2011), the San Jose Mercury News published [an article](#) citing the results of [U.S. census statistics](#) in 2010. The census reports that joblessness pushed the poverty rate 2.6% higher, driving it to 15.1%. The spike in poverty is the fourth consecutive annual increase and highest poverty rate since 1993. In California the number is even higher: 16.3 percent of Californians live in poverty.

Also on Wednesday, the Washington Post [reported](#) that SAT reading scores for graduating seniors reached the lowest point in nearly four decades. According to the [SAT Pressroom](#), just 43% of 2011 college-bound seniors met the SAT College And Career Readiness Benchmark, which measures the college and career readiness of students and helps educators evaluate the effectiveness of academic programs.

The recession of 2008-2009 is officially over, but [joblessness remains high](#), leading pundits to question whether a jobless recovery will lead to a [greater burden on the middle class](#). Stanford's Center Of Poverty And Inequality has [more information](#).

Fortunately there is a silver lining to the harsh economic news. **People are giving more to help those in need.** According to Charity Navigator [charitable giving increased](#) by 3% (\$10 billion) in 2010, with the majority of donations (75%) coming from individuals.

At Spicely® Organic Spices we recognize the importance of helping people in need. Please [join us in our campaigns](#) to assist the Alameda County Community Food Bank and UNICEF in Somalia. We'll also be developing ways you can help your community through social involvement.

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