



Top Left: A horseback rider at the Taylor Family Foundation's Camp Arroyo focuses on fun, instead of on hospitals, medicine and treatments.

Top Middle: The rock wall is a fun activity for children at Camp Arroyo, who suffer from serious illnesses.

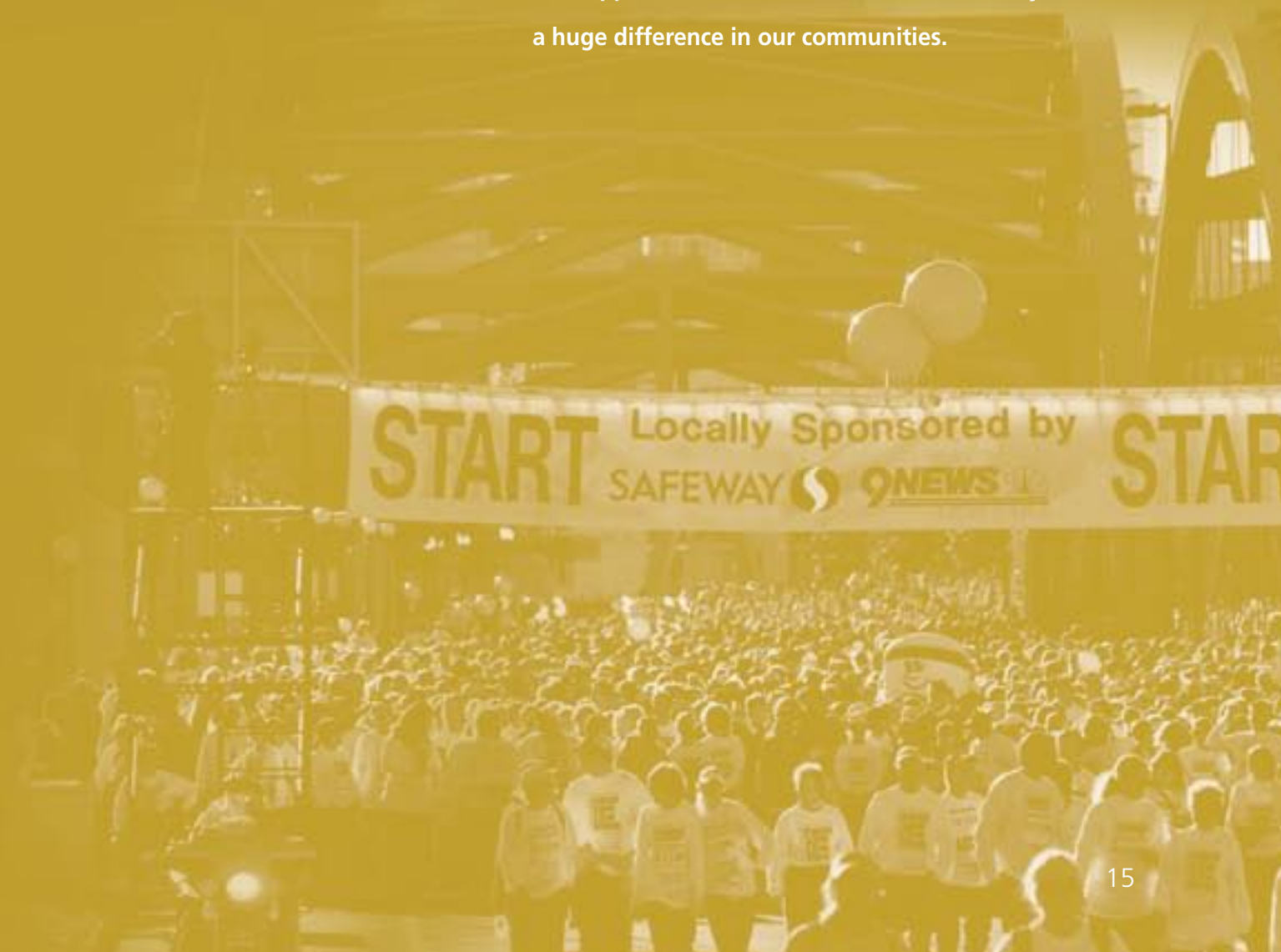
Top Right: Corporate employees **Diana Stevens**, **Mary Ellen Lozier** and **Gayle Webb** show off the breast cancer awareness bracelets that Safeway stores have sold as a part of the Breast Cancer Awareness Program.

Opposite Page: Thousands of walkers in Denver participate in the Susan G. Komen Breast Cancer Foundation's annual Race for the Cure.

Helping Hands



We're proud to help support recent dramatic advances in medical research. That includes nearly **\$42.1 million** over the past five years to improve detection and treatment of breast cancer and prostate cancer. We also recognize the vital work done by local agencies to support individuals and families. They make a huge difference in our communities.



Join the Fight

Cancer – The Quest for a Cure

The role of Safeway as a major supporter of cancer research and treatment began simply. In 2000, the company designated the month of June to collecting donations for prostate cancer research. During October, several divisions organized a range of fundraising events and programs for breast cancer research and treatment. Combined, those two campaigns raised more than \$2 million.

Today, those modest efforts have grown into a company-wide initiative, bringing together customers, employees and The Safeway Foundation to make a real difference in the fight against these diseases. As awareness has grown, so has the support we've been able to generate. Over the past five years, Safeway has raised nearly \$42.1 million for prostate and breast cancer research and treatment.

We chose to focus our efforts on these two forms of cancer because they affect a wide segment of the population. As many as one in eight men will be diagnosed with some form of prostate cancer; breast cancer affects one woman in six. Real progress is being made, and the opportunity exists to find cures for these diseases within our lifetime.

We continue to dedicate June to an intensive four-week awareness and fundraising campaign for prostate cancer. All money collected is donated to the **Prostate Cancer Foundation**, which funds research programs throughout the world. Customers are invited to "buy" a blue ribbon or blue wristband signifying their support for the cause. We partnered with singer Jeff Austin Black to offer a special CD of Black's songs for a \$2 donation, with all proceeds going to the Prostate Cancer Foundation.

In October, customers are asked to donate at each checkstand and receive a pink ribbon or wristband indicating their support for Breast Cancer Awareness Month. Other events include contests, special product sales and special events. We teamed up with Grammy winner and breast cancer survivor Melissa Etheridge to sell her greatest hits CD, "The Road Less Traveled," in our stores. Proceeds from CD sales at our stores were earmarked for breast cancer research.

Throughout our company, employees identify and create unique opportunities to raise funds and increase awareness. In our Dominick's stores, Chicagoland employees contributed their favorite recipes to the "Cooking For a Cure" cookbook and raised \$64,000. At our Lake Tahoe store, an employee hand-stitches one-of-a-kind quilts each year for a raffle. The quilts raised nearly \$9,000. Similar efforts take place every year in every one of our divisions.

Safeway also sponsors 10 **Susan G. Komen Breast Cancer Foundation** races, each known as the "Race for the Cure" in local communities. Our stores distribute race registration forms and field race teams that include customers, employees and friends.

The prevalence of these diseases makes them everyone's concern. We understand that by supporting these efforts, we're supporting many of our own employees and their families, and thousands of our customers. With them, we will continue to work toward the day when medical research can find a cure.



Each year Safeway dedicates the months of June and October toward raising money to fund cancer research, purchase equipment and help find a cure for prostate and breast cancer.

Our work with cancer groups isn't just about raising money. It's also about raising awareness and helping our customers and their families reduce their risk of breast or prostate cancer.

Facts about the diseases, including the importance of early detection and the need for periodic screenings, appear in our weekly sales circulars throughout the U.S. Similar messages are carried on the packaging of some of our most popular items and private labels. During the awareness months, we broadcast breast and prostate cancer awareness messaging over our in-store radio network.



Profiles of Giving: Seattle Division



It's every parent's worst nightmare — the reason a new parent hovers near the crib and cannot rest at night. It comes without warning and leaves grief and inexpressible sorrow in its wake. It is Sudden Infant Death Syndrome, or SIDS.

The devastation left by SIDS is fresh in the mind of Deborah Robinson, who 15 years ago found her own child dead and saw her world turned upside down.

For Robinson – and for hundreds of other Washington state parents – the place to turn was the **SIDS Foundation** of Washington. Bereaved parents launched the foundation in the 1960s and still hold many of its board and volunteer positions.

"To know that I wasn't alone in my grief was critical, and meeting other parents who had

experienced such loss, in different stages of their pain, gave me hope," Robinson said.

In addition to supporting families who have lost a baby to SIDS, the foundation is a leader in educating the public and health professionals about SIDS and ways to reduce the risk. There is no charge for any of its services because, as Executive Director Keri Wagenaar puts it, "Cost should not prevent a parent from receiving support during the heartbreak of losing a child, or prevent someone from receiving information that could save their baby's life."

But costs are real for the SIDS Foundation. Even though they operate with a bare-bones staff, each year brings the struggle of finding the funds they need to continue.

This year, the SIDS Foundation of Washington found that task a bit easier thanks to the generosity of Safeway employees. Chosen as a Safeway "Charity of Choice" in the company's Seattle Division, the group saw donations pour in, eventually reaching a level equal to one-fourth the annual operating budget.

To Deborah Robinson, now working as a member of the foundation's board to bring comfort and protection to others, the donation brings up feelings of personal gratitude.

"What's the life of a child worth? Apparently, a lot to the employees of Safeway. I will forever be grateful to Safeway for your support of the SIDS Foundation of Washington, as you have made the life of a child a priority by electing the SIDS Foundation as a charity of choice. As a recipient of your generosity, and one who has direct knowledge of and has been helped by the SIDS Foundation, I thank you," said Robinson.

Profiles of Giving: Northern California Division



Coping with a life-threatening disease is tough going at any age. But at **Camp Arroyo** in the San Francisco Bay Area, the goal is simple: To let kids just be kids.

Heartwarming proof of that goal is visible throughout the 138-acre, oak-studded property, which boasts a pool, a challenging "rope" course for sports enthusiasts, arts and crafts, and a host of other amenities.

Camp Arroyo, part of the **Taylor Family Foundation**, provides recreational respite. It also offers a safe and supportive haven for children beset by medical issues that many of their peers at school or in the neighborhood don't understand.

HIV-infected children – or those who've lost their parents to the disease – can lift the veil of secrecy that often accompanies AIDS. Young heart patients can swim unself-consciously, knowing their fellow campers share similar surgical scars, noted Sonya Wilson of the Livermore-based Taylor Family Foundation.

"When they come here, they don't have to hide who they are," said Wilson, the foundation's development director. "They have a blast.

Ready for a swim, boys at Camp Arroyo, a recreational camp for children with serious illnesses, pose for the camera before taking a dip in the pool.

They don't want to leave. When they do, they start counting down until next year." The Taylor Family Foundation was created in 1991 to work with pediatric HIV/AIDS patients, then a much-overlooked but growing population. The organization still helps fund pediatric AIDS programs at Children's Hospital in Oakland and the University of California, San Francisco. Still, Camp Arroyo is the group's crown jewel.

Each summer since 2001, when the Taylor Family Foundation built its own camp on land provided by the East Bay Regional Park District, hundreds of children have come to Camp Arroyo for overnight sessions. **Safeway has been a partner since the camp's inception, providing cash donations and food for the hungry campers.**

Campers come from organizations specializing in a variety of illnesses, from AIDS to asthma, colitis to autism and cerebral palsy.



Profiles of Giving: Texas Division



Imagine being a child who wakes up on Christmas morning with no presents to unwrap and no gifts under the tree.

For more than 20 years, Tom Thumb has teamed up with **WFAA-TV Channel 8** for the **Santa's Helpers Toy Drive**. Each holiday season, WFAA's popular weathercaster Troy Dungan sends out the call to the Dallas and Fort Worth communities for new, unwrapped toys. Since the toy drive's inception, more than one million toys have been collected. The toy drive is not only the largest toy drive in Texas, but also one of the largest in the nation.

"I am truly delighted that Tom Thumb is on board again this year as a principle sponsor for Santa's Helpers. I have many fond memories of the Tom Thumb mascot standing alongside me at Santa's Helpers drive-through events in all kinds of weather," said Dungan.

Each December, drive-through toy collection events are scheduled throughout the Dallas/Fort Worth area. Tom Thumb stores also serve as collection points through the duration of the campaign.

In 2005, the Texas Division expanded the endeavor to the Houston market as well. Randalls joined KHOU-TV Channel 11 for the Spirit of Texas Toy Drive benefiting the Salvation Army. The Spirit of Texas Toy Drive helps make the holidays brighter for all ages, with collections of toys and gifts for needy children, teenagers and the elderly. In the aftermath of Hurricanes Katrina and Rita, the need in the Houston area during the 2005 holiday season was greater than ever.

In 2006, Randalls stores held several special events in support of the toy drive, including an official kick-off ceremony and a drive-through donation event. Like Tom Thumb, Randalls stores served as collection points for toys, and by the end of the campaign, more than 111,000 toys were collected for the Salvation Army – a new record for the Spirit of Texas Toy Drive.

Santa's helpers (Left to right) Salvation Army representative Rolan Chambless, Randalls Loss Prevention Manager Dale Fitzpatrick (Santa), KHOU-TV Anchor Shern-Min Chow and Randalls Public Relations Director Connie Yates help collect toys for underprivileged children at the Spirit of Texas Toy Drive. Texas Division stores helped collect more than 90,000 toys in 2005.



Profiles of Giving: Vons Division



To the insurance company, it was a cosmetic procedure; an elective operation not driven by medical necessity. But to the parents of little Tara Balady, it was absolutely vital. The procedure would allow their daughter to know a happy, carefree childhood. Foregoing it would sentence her to a lifetime of stares, cruel comments and hurt feelings.

Tara had been born with a massive hairy nevus – an unsightly, dark-brown birthmark that would grow as she grew – covering most of her chin. Her parents made every effort to minimize the effect it would have on their happy toddler.

"We tried our best to teach her that it's what's on the inside that counts," said her mother, Lisann Balady. "But it's still hard."

Tara's parents turned to **Fresh Start Surgical Gifts**, founded in 1991 by plastic surgeon Dennis Nigro. Fresh Start transforms the lives of children and young people with physical deformities caused by birth defects, accidents, abuse or disease.

Some are economically disadvantaged, with no chance at paying for the costly surgeries required. Others come from families making ends meet, but who wouldn't be for long if faced with the kind of bills that accompany reconstructive procedures.

Fresh Start relies on donated medical services from teams of dedicated volunteers like these Vons employees. At each of the organization's "surgery weekends," medical professionals donate time and talents worth hundreds of thousands of dollars.

"The amount of money this requires can be staggering," said Steven Edwards, Fresh Start's chief operating officer. "We don't want people to become destitute because they have to pay for surgery... That wouldn't be a fresh start."

And so, on a June day in 1996, 3-year-old Tara underwent the first of a series of operations. The difference was striking from the very first day, but Fresh Start didn't stop there. Making a real difference often means multiple follow-up procedures as the child grows, and Fresh Start commits to each patient for the long term.

Today, when people look at Tara, it's because she's a strikingly pretty pre-teen with a bright smile.

"That's where Safeway and the Vons Foundation come in," said Stephanie Alband, Fresh Start's director of development. "We simply could not do it without them. Even with tons of wonderful volunteers, financially we still have to bridge that gap. We are extremely grateful to Safeway and the Vons Foundation for playing such a big role in helping us do that."



We are proud to support many worthy local charities.

Canada: Alberta, British Columbia, Manitoba, Ontario, Saskatchewan

- Children's Wish Foundation
- Women's Centre
- Alberta Adolescent Recovery Centre
- St. John Ambulance
- Canadian Breast Cancer Foundation
- Kids With Cancer Society
- Stollery Children's Hospital
- Drug Free Dawson Creek & Dawson Creek Kinsmen Club
- Juvenile Diabetes Research Foundation
- Western Guide & Assistance Dog Society
- Canadian Cancer Society
- The Rainbow Society
- Missing Children's Society
- Chestermere Volunteer Fire & Rescue
- To Find a Cure for Huntington's Disease
- Delta Hospital Foundation
- BC Children's Hospital
- Hope's Home
- Central Plains Cancer Care
- Lake of the Woods Hospital Foundation – Gamma Probe
- Branden's Hope – Children's Hospital

Denver: Colorado, Wyoming, South Dakota, Nebraska, New Mexico

- Cancer Care Institute of South Dakota
- Cathy Lincoln Memorial Cancer Fund
- Every Woman Matters
- Colorado Woman's Cancer Initiative
- Colorado Day of Caring
- Saint Mary's Hospital
- The Children's Hospital
- Boulder Safehouse Alliance
- Colorado AIDS Project
- Black Hills Children's Home
- Mountain States Children's Home
- American Heart Association
- Advocates Against Domestic Assault
- Joseph's Journey
- Make A Wish Foundation
- Kempe Center for Child Abuse & Neglect
- Boys & Girls Clubs
- Gateway Women's Services

Dominick's: Chicagoland area, Northeast Illinois

- American Brain Tumor Association
- American Cancer Society
- American Diabetes Association
- Anti-Defamation League
- Boys and Girls Club of Chicago
- Chicago Children's Memorial Hospital
- Christmas In Englewood (17th Ward Toy Drive)
- Comer Children's Hospital (Dominick's Pediatric Nutrition Center)
- Consortium to Lower Obesity in Chicago Children (CLOCC)
- Cook State's Attorney (Prevention of Domestic Violence)
- Cook County Bureau of Health Services (Free Mammograms)
- Department of Children and Family Services
- Girls on the Run
- Illinois Department of Children and Family Services
- Juvenile Diabetes Research Foundation
- La Rabida Children's Hospital
- Leukemia Lymphoma Society
- Salvation Army of Metropolitan Chicago
- Vital Bridges (Support for HIV Positive or Individuals with AIDS)
- YWCA of Metropolitan Chicago (Rise Center)

Eastern: Maryland, Virginia, Washington, DC, Pennsylvania

- National Race for the Cure
- Maryland Race for the Cure
- Y-Me Breast Cancer Foundation
- Walk to Fight Breast Cancer
- March of Dimes Walk America
- Leukemia and Lymphoma Society
- Alexandria Red Cross
- Children's Cancer Foundation
- Centro Nia

Genuardi's: Pennsylvania, Delaware, New Jersey

- Linda Creed Breast Cancer Foundation
- The Breast Health Institute
- Leukemia & Lymphoma Society
- American Diabetes Association
- Living Beyond Breast Cancer
- National Prostate Cancer Foundation
- A Woman's Place
- Mercy Suburban Hospital
- American Cancer Society
- Big Brothers Big Sisters
- Holland-Glen

Northern California: California, Western Nevada, Hawaii

- Breast Cancer Emergency Fund
- Hawaii Primary Care Association
- Swords to Plowshare
- Nevada Health Centers
- The Wellness Community
- Waikiki Health Center
- Adult Day Care Network of Contra Costa County
- American Cancer Society
- The Delancey Street Foundation

Phoenix: Arizona, New Mexico

- Banner Health Foundation
- East & West Valley Child Crisis Centers
- Assistance League of Phoenix
- Juvenile Diabetes Research Foundation
- UMOM New Day Centers
- American Heart Association
- American Cancer Society
- Southern Arizona AIDS Foundation
- Alzheimer's Association
- Arizona's Children Association
- Save the Family Foundation

Portland: Oregon

- Bethany House for Teen Mothers
- City of Irrigon Skate Park Project
- Woman's Space Domestic Violence Shelter
- Rogue Valley Medical Center
- Central Oregon Battering and Rape Alliance
- Harney County Boys & Girls Club
- Alliance of Minority Chambers of Commerce
- Oregon Council for Hispanic Advancement
- Portland Hispanic Metropolitan Chamber of Commerce
- Astoria Senior Citizens Center

Seattle: Washington, Idaho, Montana, Alaska

- Ovarian Cancer Research
- American Heart Association
- American Parkinson Disease Association
- Operation Care Package to Iraq
- Cystic Fibrosis Foundation
- Spinal Cord Society
- American Lung Association
- Armed Forces YMCA
- Special Olympics
- Make A Wish Foundation
- Big Brothers/Big Sisters
- Cancer Care Alliance
- Childhaven
- Harborview Medical Center
- Shodair Children's Hospital
- Coalition against Domestic Violence
- Hospice, American Red Cross
- Mary Bridge Hospital
- Children's Hospital
- Lifelong AIDS Alliance
- Pasado



Texas: Dallas, Austin, Houston areas

- Children's Medical Center of Dallas
- Cook Children's Medical Center
- Dell Children's Hospital
- Texas Children's Hospital
- Breast Cancer Resource Center
- The Bridge Breast Network
- Baylor Health Foundation Cancer Research
- Wipe Out Kids Cancer
- National Coalition for Ovarian Cancer
- MD Anderson Blanton-Davis Ovarian Cancer Research Program
- American Cancer Society
- Mental Health Mental Retardation Association
- Juvenile Diabetes Foundation
- Genesis Women's Shelter
- Sickle Cell Association

Vons: Southern California, Southern Nevada

- City of Hope
- AIDS Project Los Angeles
- St. John's Health Center – Jimmy Stewart Relay
- Fresh Start
- Eisner Pediatric & Family Medical Center
- CHOC Foundation for Children
- Jonathan Jacques Children's Cancer Center at Miller Hospital
- AIDS Service Center
- Desert Cancer Center
- Foundation for Children's Dental Health