



Reaching out

Top Left: Northern California Public Affairs Manager **Esperanza Greenwood** (left) shows reporter **Karina Rusk** some of the donated food at the ABC-7/Safeway Holiday Food Drive.

Top Middle: Tsunami relief workers in South Asia unload a shipment of donated Safeway bottled water.

Top Right: The Safeway Senior Management Team serves meals at the St. Vincent de Paul Dining Room.

Opposite Page: Store employees bring carts of donated Safeway-brand food to an annual food drive.



Hunger relief is a natural fit for us as one of America's leading food retailers. During the past year, our generous customers, employees and vendor partners have donated more than **\$110 million** worth of merchandise to local food banks and hunger relief programs. Several divisions conduct annual food drives. In fact, the campaigns conducted during the 2006 holiday season raised enough food to serve 1.8 million meals. Safeway is proud to be one of the largest supporters of America's Second Harvest, the nation's largest network of food banks. It is an example of our commitment to helping the communities we serve.



Hot Meals & Warm Smiles

Each year Safeway donates roughly \$110 million in products to food banks, food pantries and other hunger relief agencies, many of which would not exist without the support of Safeway. This outreach is a corporate priority and a natural area of concern for a food retailer. Safeway personnel sit on the boards of directors of food banks and meal programs in several major cities, including **San Francisco, Oakland, Chicago, Northern Maryland** and **Washington, D.C.**

Hunger relief programs take on different forms from region to region. Though each division gives products to local food banks, they also have their own signature programs and events that they create whole cloth to meet specific regional needs.

On page 8 you will read about the Portland Division's annual **Safeway Blues Festival**, a giant outdoor music festival that attracts roughly 120,000 people to benefit the Oregon Food Bank.

In Washington, D.C., our Eastern Division's annual **Safeway Feast of Sharing** provides a hearty Thanksgiving turkey dinner for as many as 4,000 people while addressing unemployment and other local issues. The event features a job fair and health expo to help the attendees live more independent lives. Safeway partners with the Salvation Army and Amerigroup to invite a target population in the city that is in need of jobs and social services. Donated business clothing is distributed at the event to help residents make the transition from welfare to work. Safeway contributes the food, drinks and centerpieces and provides volunteer assistance for this holiday event.

Hunger relief initiatives for the Northern California Division focus on the months when the need for food donations is most critical — the summer and the holiday season. Partnering with a local ABC network affiliate and major Bay Area food banks, the Safeway Northern California Division sponsors the **Safeway Summer Food Drive**, which addresses the needs of children whose primary meal during the school year is free school lunches.

During the holiday season, the Northern California Division again partners with the ABC affiliate to sponsor two major food drives: **Turkey Tally** and **Share Your Holiday**. To provide food for Thanksgiving meals, store customers and the station's viewers are asked to give monetary and food donations. The Share Your Holiday drive lasts several weeks, but centers around a day-long event in which the broadcast partner airs live telethon-like segments from Safeway stores and highlights food and monetary donations from local organizations and businesses. Combined, the Northern California food drives collected more than **256,326** pounds of food and raised **\$103,000** in 2006.

Safeway also supports specialized meal programs that help people whose needs, prior to the creation of the programs, were unknown or unmet. For example, Safeway was named the 2005 Corporate Partner of the Year for San Francisco's **Project Open Hand**, an outreach program that delivers hot meals to home-bound HIV patients and people suffering from other debilitating illnesses. Today the organization, which was founded in 1985, has become a staple of San Francisco's charitable landscape. Each year, more than 3,000 volunteers prepare and deliver 334,000 meals to critically ill clients.

Hunger Relief



Volunteers at **Project Open Hand** in San Francisco prepare meals for home-bound clients. In 2005, Project Open Hand gave Safeway its *Most Outstanding Corporate Partner Award*.

Since Project Open Hand's inception in 1998, Safeway has been a major supporter.

The company sponsors the organization's annual Hand to Hand lunch in San Francisco. As one local observed, "It is the one time a year when the stars line up and San Francisco's culinary artists come together for one of the region's most compelling causes." The event brings together some of the Bay Area's top chefs to prepare a gourmet benefit lunch for the organization.

"Safeway has been one of our strongest supporters and we very much appreciate all that they do for Project Open Hand," said Executive Director Tom Nolan.



Project Open Hand™
meals with love

Profiles of Giving: Portland Division



The Mortenson family was living the American Dream. Both Erika and her husband held good jobs and were raising two healthy, happy children in a comfortable home.

But when Erika was injured at work and her husband lost his job, their fortunes turned. Keeping the house was a struggle. Making ends meet was impossible.

Fortunately, the **Oregon Food Bank** was there to help. With emergency food boxes taking some of the pressure off, the family was able to ride out the crisis and get back on its feet.

The Mortensons aren't alone. Studies show one in five Oregon and southwest Washington families relied on emergency food supplies at least once during the past year.

Edgar Alquinta, who oversees the emergency food pantry at Adventist Community Services, has learned that hunger can reach farther into society than most people realize.

"I've seen people come to the food bank who have had great jobs and never thought they'd need the assistance of a food program," Alquinta said, "but here they are."

The Oregon Food Bank Network distributes nearly three-quarters of a million emergency food boxes each year, more than double the amount distributed a decade ago. At the same time, 160 soup kitchens and shelters provide more than 4 million meals while some 360 affiliated pantries and agencies serve another 120,000 people at senior centers and low-income programs.

The Oregon Food Bank Network is one of the reasons we're proud to be part of community life in Oregon and Washington. Each year, Safeway provides more than 6 million pounds of food to the network and affiliated agencies.

The Safeway Waterfront Blues Festival — the largest blues gathering west of the Mississippi — attracts more than 120,000 people from all over the world, raises cash and collects thousands of pounds of food for the Oregon Food Bank.

Profiles of Giving: Phoenix Division



Northern Arizona's vast open areas and stunning vistas make it popular with tourists from all over the world. But those same features can work against you if your mission is to provide food for the region's hungry.

Consider the **Care and Share Food Bank** in Flagstaff. Like similar efforts in other cities, it prepares and distributes emergency food boxes and runs a pantry for walk-in clients. The food bank even sponsors a "Kids Café" at a local elementary school for children who otherwise would have no evening meal.

But the work doesn't stop there. It can't. Hunger isn't limited to Flagstaff residents. It also lives in places like Fredonia, where many of the residents are senior citizens, or Page, where families must travel into Utah to find a grocery store. It's tucked away in Kykotsmovi alongside the mesas of the Hopi Reservation, and in Chinle on the Navajo Reservation.

In all, the Care and Share Food Bank addresses the needs of residents in an area that covers almost 30,000 square miles – just a bit smaller than the entire state of South Carolina. And, since it's impossible for many who need help to travel to Flagstaff, that means bringing the food to where the need is. A single delivery to Fredonia, for example, means a 12-hour day for the food bank's truck driver.

A volunteer for the Care & Share Food Bank selects produce for a food basket.

The food bank's lone truck is equipped with an all-wheel-drive forklift for plowing through the snow and mud that choke the dirt roads leading to reservation chapter houses, churches and community centers that wait for food deliveries.

Safeway is a proud partner of the Care and Share Food Bank, donating surplus food as well as funds in support of the organization's work.

"A lot of people are making tough choices out there," says Steve Sunda, Care and Share's executive director. "They're choosing between buying fresh food or filling their prescriptions or buying pet food... With the help we get from Safeway, we're able to provide them perishables and components of a healthy diet, and that becomes one thing they don't have to spend money on. They can then use that money for personal hygiene items or prescriptions or pet food or other things they need."



We are proud to support many worthy local charities.

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

- Saskatoon Food Drive
- Regina Food Drive
- Moose Jaw Food Drive
- Thunder Bay Shelter House Food Drive
- Thunder Bay Christmas Food Drive
- Winnipeg Christmas Cheer Board Food Drive
- Winnipeg Harvest Food Drive
- Brandon Helping Hands Food Drive
- Friends Helping Friends Food Drive
- Spring Food Drive
- Mayor's Food Drive
- Nat & Drew's Food Bank Fill-Up
- Global TV's Food For Friends
- Christmas in July Food Banks
- Light The Night Food Drive
- BC Food Bank Share
- Calgary Meals On Wheels
- Hinton Food Bank
- Surrey Food Bank
- Surrey Firefighters Feed the Children
- Brandon University Students Food Bank

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

- Food Bank of the Rockies
- Weld County Food Bank
- Community Food Share
- The Salvation Army
- Volunteers of America
- Care & Share of Colorado Springs
- New Hope Baptist Church
- Church Response Food Bank
- Meals on Wheels
- Kids' Café
- Larimer County Food Bank
- Food For Thought
- Daddy Bruce Thanksgiving Project
- Pueblo Soup Kitchen
- New Hope Ministries
- Broadway Church Kitchen

Dominick's: Chicagoland area, Northeast Illinois

- Chicago Defender Charities
- Fourth Presbyterian Church – Soup Kitchen
- Greater Chicago Food Depository
- Liberty Temple Church of God In Christ – Pantry
- Living Word Christian Center – Pantry
- Naperville Church of Christ – Pantry
- Northern Illinois Food Bank
- QBG Foundation – Pantry
- Salvation Army of Metropolitan Chicago

Eastern: Maryland, Virginia, Washington, DC, Pennsylvania

- Capital Area Food Bank
- Maryland Food Bank
- Harvest for the Hungry
- Scouting for Food
- Food 4 Families
- Safeway's Feast of Sharing
- Food and Friends
- Shepherd's Table
- Neediest Kids Food and Funds Drive
- Bea Gaddy Day

Genuardi's: Pennsylvania, Delaware, New Jersey

- Philabundance
- Community Food Bank of New Jersey
- Colonial Neighborhood Council
- Interfaith / Manna on Main Street
- Vivian's Pantry
- Neighbor to Neighbor Food Development
- Aid to Friends

Northern California: California, Western Nevada, Hawaii

- Meals of Marin
- Meals on Wheels
- Rubicon Programs
- Alameda County Community Food Bank
- Second Harvest Food Bank of Santa Clara and San Mateo Counties
- Food Bank of Northern Nevada
- Fresh Start
- Aerial Outreach Mission
- Hawaii Foodbank
- On Lok Senior Services

Phoenix: Arizona, New Mexico

- Association of Arizona Food Banks supporting: Desert Mission Food Bank
- United Food Bank
- St. Mary's Westside Food Bank Alliance
- Community Food Bank
- Southeast Arizona Food Bank
- Northern Arizona Food Bank
- Holdeman Elementary School
- Weekend Hunger Relief Program
- Salvation Army

Portland: Oregon

- Oregon Food Bank
- Portland Police Bureau Sunshine Division
- Community Sharing
- Umpqua Community Development Corporation's Resident Service Program
- Meals on Wheels
- Food 4 Lane County
- Access Food Share
- Portland Rescue Mission
- Loaves & Fishes
- Union County Community Connection
- FISH
- Hayden Island Community Church
- City Team Ministry
- Linn-Benton Food Share
- Central Oregon Community Action
- Harney County Senior Center

Seattle: Washington, Idaho, Montana, Alaska

- Food Lifeline
- Tacoma Food Bank
- Multi-Services
- Spokane Food Bank
- Missoula Food Bank
- Salvation Army
- Goodwill Industries
- Union Gospel Mission
- Alaska Food Bank
- Beans Café
- Fairbanks Food Bank
- Emergency Food Network
- Volunteers of America

Texas: Dallas, Austin, Houston areas

- North Texas Food Bank
- Tarrant Area Food Bank
- Houston Food Bank
- End Hunger Network
- Caritas
- Northwest Assistance Ministries
- Central Dallas Food Pantry
- West Houston Assistance Ministries
- Katy Christian Ministries
- Target Hunger
- East Fort Bend Human Needs Ministry
- Austin Street Shelter
- St. Matthews Food Pantry
- Food Pantry of McKinney

Vons: Southern California, Southern Nevada

- Los Angeles Regional Foodbank
- FoodShare, Ventura
- Bakersfield Rescue Mission
- The Midnight Mission
- Raft, Inc.
- Food Share
- Project Dignity
- Beyond Shelter
- Food Finders
- Los Angeles Mission

