



Giving back
to the communities
where we
work and live



2007 Giving Report

visit safeway.com



Making A Difference

Dear Friends,

At Safeway, we take pride in being the neighborhood grocery store for millions of Americans. And we believe that such an important role carries with it a responsibility to become involved and to help build stronger, healthier and happier communities.

Much of that work is performed by The Safeway Foundation, formed in 2001 as a way to make the most of the generous donations from our customers and employees. Since then, we've raised more than \$150 million in money and merchandise to aid those in need.

Through employees who open their wallets each payday, and through our customers who prove their kindness every day in each of our 1,767 stores, we've been able to make a difference for hometown programs, national charities and in times of international crisis. In 2005, just one month after the devastating tsunami in the Indian Ocean, we were proud to present relief agencies with donations totaling \$3.6 million.

The giving doesn't stop there. Our employees also donate countless hours of volunteer work to local efforts such as mentoring programs, food banks, schools and youth sports programs. We're extremely proud of the work our employees perform, both in our stores and in their communities.

We make it our business – wherever we do business – to seek out those community leaders and volunteers who are trying to make a difference and lend our support to them. We have been privileged throughout the years to work with some truly outstanding people dedicated to important and moving causes.

I'd like to introduce you to a few of them. On the pages that follow, we'll tell you about the focus of our giving and you'll read a bit more about the work our community partners accomplish day in and day out. Some have dedicated themselves to fighting hunger; others are helping seriously ill children have as much fun as they can. Still others are comforting grieving parents or lending a hand to hard-working teachers. But each of them is making his or her community – and our world – a better place.

Safeway is privileged to be a partner with these community heroes. We are grateful for the opportunity to support their work and share in their mission. I hope you'll find their stories interesting and perhaps decide you'd like to help them, too.

Thank you for reading this brief profile about our community efforts and partnerships. And thank you for helping Safeway make a difference.

Sincerely,



Larree Renda
Executive Vice President, Safeway Inc.
Chair, The Safeway Foundation



The Safeway Foundation: Board of Directors

Larree Renda Chairwoman of the Board
 Brian Dowling Director
 Kelly Griffith Director
 Theresa Kersgieter Director
 Barbara Koon Director
 David Lee Director
 Michael Minasi Director
 Dennis Dunne Chief Financial Officer
 Auditor – Morris, Davis & Chan, LL Oakland, California

Affiliated Foundations:

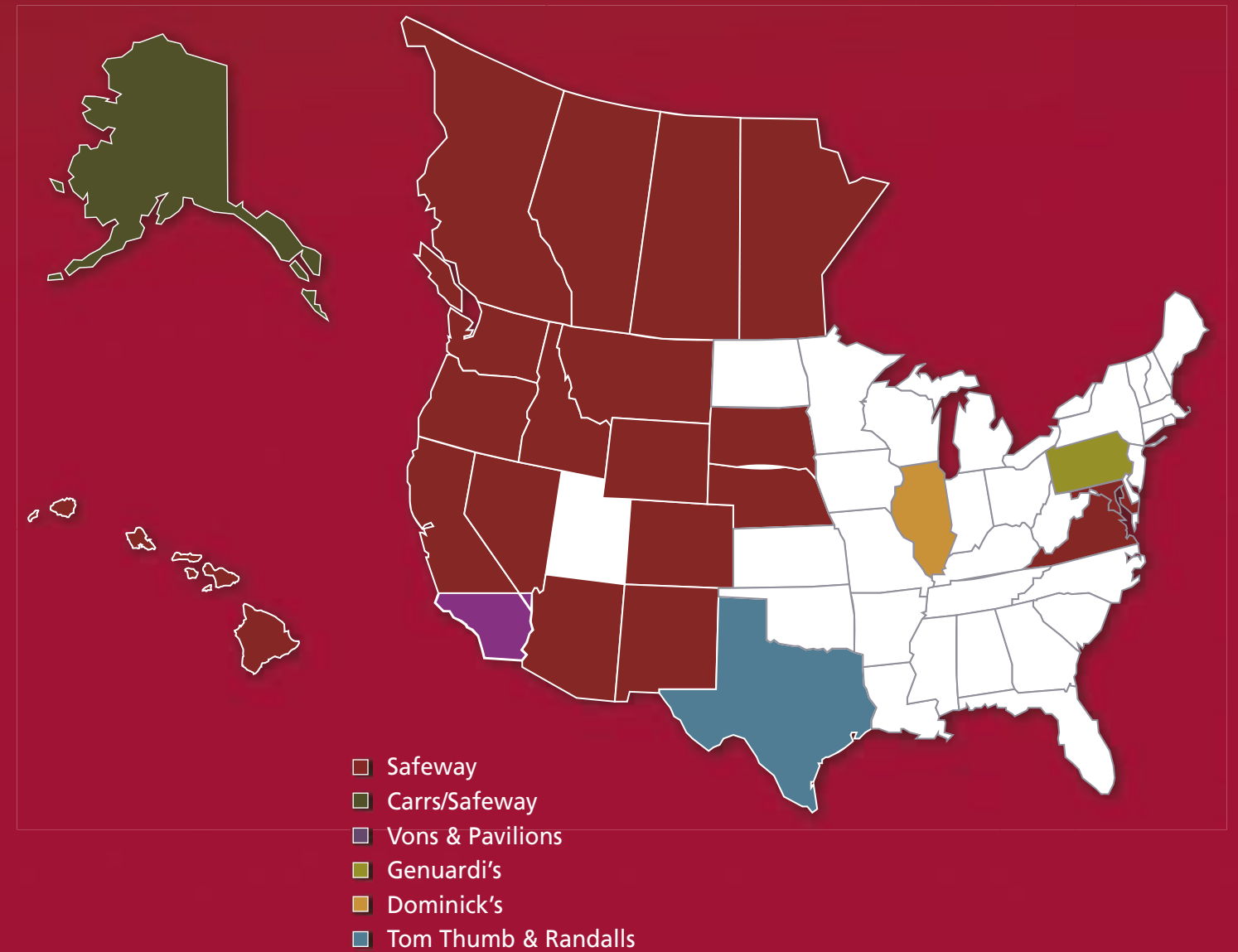
The Vons Foundation
 The Dominick's Children's Foundation

Safeway Charitable Giving Since 2000:

Prostate Cancer	\$17.9 million
Breast Cancer	\$24.2 million
Muscular Dystrophy Association	\$7.9 million
Easter Seals	\$18.7 million
Food Banks	\$413 million
Education – eScrip	\$137 million
Employee Giving	\$5.2 million
Disaster Relief – Tsunami & Katrina Relief	\$7.4 million

Safeway Inc. at a Glance

Safeway Inc. is one of the largest food and drug retailers in North America. At year-end 2006, the company operated 1,767 stores in the Western, Southwestern, Rocky Mountain, Midwestern and Mid-Atlantic regions of the United States and in Western Canada. In support of its stores, Safeway has an extensive network of distribution, manufacturing and food processing facilities.



Building Blocks

Building Blocks of Giving

When the Foundation was launched in 2001, it was clear that Safeway employees were moved to help an array of charities and causes, the vast majority of them falling into a handful of categories. Today, adhering to the early input of company employees, Safeway and The Safeway Foundation are dedicated to a number of key areas of support – our giving priorities. We call them the Building Blocks of Giving.



Table of Contents

The Safeway Foundation Board of Directors	2
Safeway Charitable Giving at a Glance	2
Map of Operations	3
Hunger Relief	■
Overview	6
Hot Meals & Warm Smiles	8
Profiles of Giving	10
Proud to Support	12
Health and Human Services	■
Overview	14
Cancer – The Quest for a Cure	16
Profiles of Giving	18
Proud to Support	22
Education	■
Overview	24
The Value of Knowledge	26
Profiles of Giving	28
Proud to Support	30
People with Disabilities	■
Overview	32
Overcoming Challenges	34
Profiles of Giving	36
Proud to Support	40
Disaster Relief	■
Overview	42
The Unexpected – When Disaster Strikes	44



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.

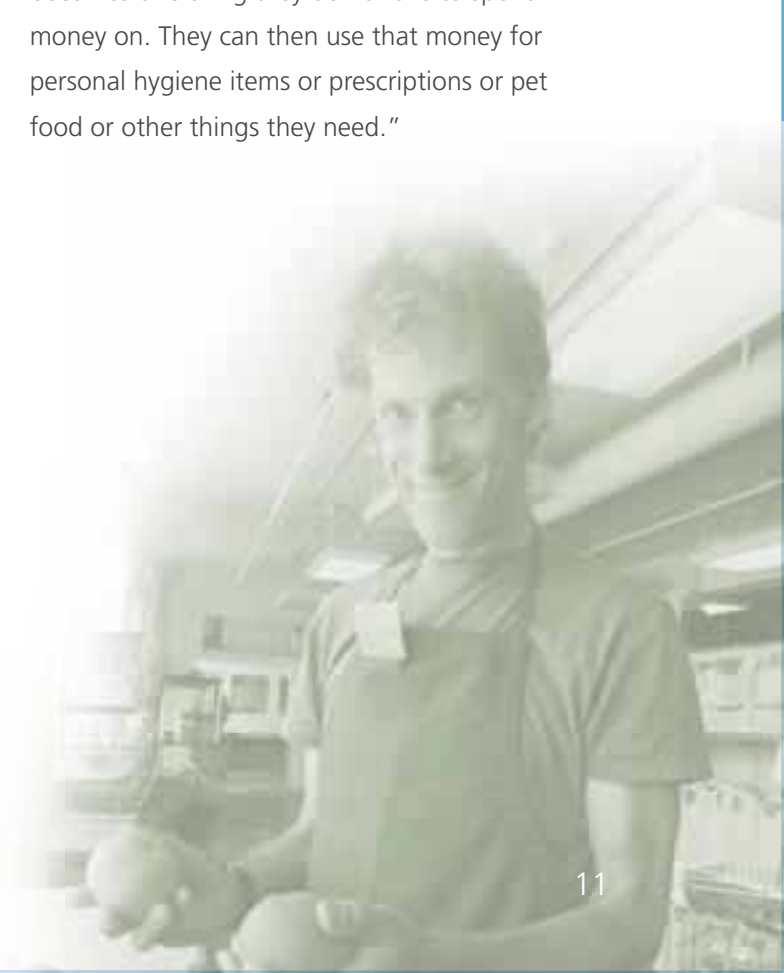
In all, the Care and Share Food Bank addresses the needs of residents in an area that covers almost 30,000 square miles – just a bit smaller than the entire state of South Carolina. And, since it's impossible for many who need help to travel to Flagstaff, that means bringing the food to where the need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





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.

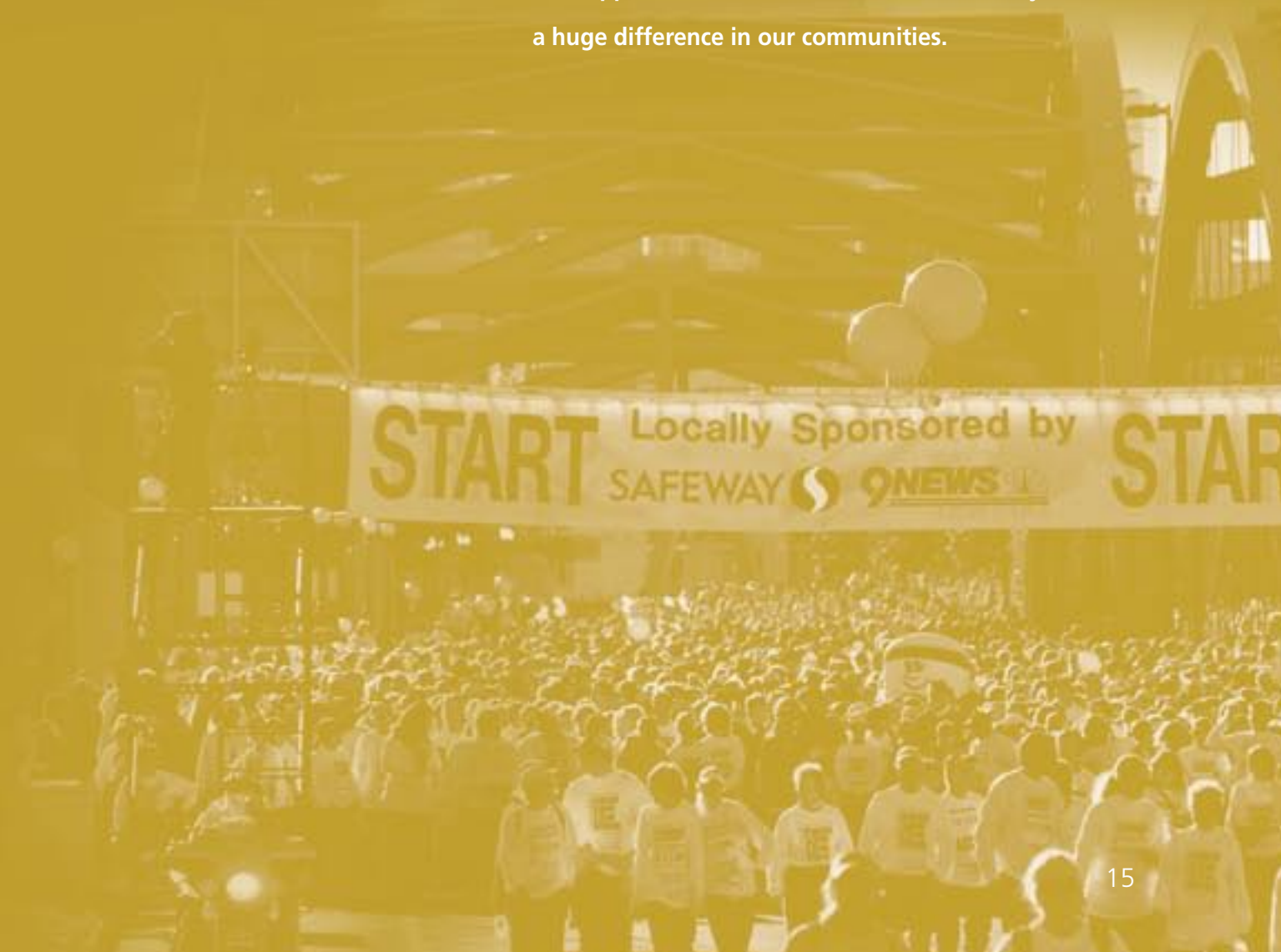
Top Right: Corporate employees **Diana Stevens**, **Mary Ellen Lozier** and **Gayle Webb** show off the breast cancer awareness bracelets that Safeway stores have sold as a part of the Breast Cancer Awareness Program.

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.

Health and Human Services



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



Top Left: Suplee Church Nursery School in Maple Glen, PA was able to finance a beautiful new cedar playhouse in their playground entirely through donations from Genuardi's Supermarket through eScrip.

Top Right: The Philadelphia Inner City Outings is just one of many organizations that benefit from the Genuardi's eScrip program. They're a volunteer-run outreach program of the Sierra Club that provides outdoor and environmental education for at-risk urban youth.

Dedicated to Learning



Our history of commitment to education goes back to our beginnings. We have always acknowledged education's importance in building and strengthening our communities. Through our **eScrip** and other fundraising programs we were able to contribute more than **\$22 million** to local schools last year alone. Our support for education is deep and long-term.





The Value of Knowledge

Each day teachers and school districts are forced to make unpopular and painful decisions.

Canceling a field trip because the buses are too costly.
Eliminating school sports to balance the budget.

The quality of a child's education should not be limited by dollar signs.

Safeway gives millions of dollars each year to schools and educational programs through the eScrip Program and unique partnerships with food manufacturers.

As the lead merchant of the **eScrip** program, Safeway donated more than \$22 million in 2006 alone, and a total of \$137 million since 2000. These funds are put to use locally for worthwhile classroom expenditures such as new computers, school supplies, art programs, curriculum enhancement, textbooks, music enrichment, open gymnasiums and much more.

Kimberly Davis, a chef who teaches children how to prepare their own snacks in an after-school culinary program, enjoys the ease of the eScrip program.

"This is something that everyone can do. Helping kids get a good education is everyone's responsibility. You know the saying, 'It takes a village to raise a child'? It also takes a village to educate one."

In addition to the commitment to education through eScrip, Safeway has launched other in-store programs to raise money for schools. In 2005, the company launched the **10% Back to Schools Program**, which teamed Safeway with 40 food manufacturers and suppliers to donate 10 percent of the sale price of 1,000 selected products to schools chosen by our customers.

"Everyone wants to help. This makes it easy," said Chef Kimberly Davis. "You shouldn't have to worry about the cost of every ingredient and supply when you're just trying to teach kids how to make a healthy sandwich."



"Our school participated in the Safeway grocery store gift card program...We have recently signed up with the Safeway eScrip program and have roughly four times more families participating and significantly higher funds...We're very happy with the new program."

Lynn Kirkpatrick, Bear Creek Elementary
Bothell, WA

The eScrip program allows shoppers to raise money for schools simply by making purchases at participating merchants.

Anyone can enroll — parents, grandparents, alumni. Once a shopper is enrolled in eScrip, a portion of the proceeds from each shopping trip goes directly to their chosen school.



Profiles of Giving: Canada Division



As far as Jay Allard could see, a mistake had been made. There was no way he, perhaps the pickiest eater in a fifth-grade class full of picky eaters, belonged in the **Junior Chefs Program**.

His parents may have signed him up, but that didn't mean he had to go along with it. On day one, he told the instructor that he'd better find another kid for the class – Jay was sticking to his diet of chicken nuggets and rice.

A deal was reached. Jay stayed in the class under a promise he'd have to try no more than one bite of whatever was prepared. By week three, Jay was "Chef of the Day," leading the other children in the day's cooking. By week five, he was eating everything in sight and telling anyone who'd listen about the nutritional value of each ingredient.

Jay is one of hundreds of success stories of the Junior Chefs Program, established by the Junior League of Calgary to address the serious challenges of youth nutrition. Each year, statistics tell a grim story of child obesity and child hunger. Within Calgary, more than 6,000 children live with persistent hunger and more than 28,000 children live in low-income households and are considered at risk for hunger. The prevalence of junk food in the diet of North American youngsters seems to grow greater every year.

Through Junior Chefs, children are introduced to the excitement of self-sufficiency in the kitchen. And, while they're busy having fun as cooks, they pick up lifelong nutritional habits and a better understanding of food science.

For the Canada Safeway Foundation, supporting Junior Chefs was an easy choice. Its mission fit nicely with our belief in helping people prepare nutritious and healthy food for their families, and it addressed problems facing children in everyone's hometown.

We sell a lot more than chicken nuggets and rice in our stores. Jay Allard knows that now, and his parents are very pleased.

Young culinary students taste their creations. Safeway supports Junior Chefs, which teaches children how to make easy, nutritional meals.



Top Left: "Safeway has been there for us from the very beginning by giving scholarships to our young women. It means so much to them."

Terri J. Vaughn, Actress, Founder of the Take Wings Foundation.

Top Right: "Your success is vital to our future. In the end, your education is not just the responsibility of the schools. It's the responsibility of all of the partners in this community..."

The City and County of Denver, the Denver Public Schools, law enforcement, the business community, Safeway. It's all of these groups, businesses and nonprofits working together, that will guarantee your success."

John Hickenlooper, Mayor of Denver, speaking to students at the Denver Family Day celebration sponsored by Safeway and the National Center on Addiction and Substance Abuse at Columbia University.

Bottom Left: "The overall concept is to help kids succeed academically... As parents, families and companies, we must be serious about this goal. That's why we're involved."

Scott Grimmert, President, Safeway Denver Division

Bottom Right: "We're so excited that Safeway is bringing attention to the need for families to eat dinner together. Having Family Day is a wonderful idea. It's the little things that will help our children succeed."

Tamala Newsome, Principal of Rosa Parks Elementary School and partner on the Family Day celebration in Portland.

We are proud to support many worthy local charities.



Provide Help

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

- KidSport
- Father Patrick Mercredi High School
- Royal Canadian Air Cadets – #755
- LY Cairns Junior-Senior High School
- Girl Guides
- Boy Scouts
- Art Start
- Kids Help Phone
- Taber Public Library
- Surrey Children's Festival
- 4 H Scholarships
- McBride Elementary Playground
- William Bridge Elementary School Playground
- Camp Tamarack
- St. Volodymyr School
- West End Cultural Centre
- Camp Quality Manitoba
- Andrew Mynarski Air Cadet Squadron
- Thunder Bay Boys & Girls Club
- Ryerson Boys & Girls Club
- Robertson School Parent Council
- Shamrock Connects Playground
- Valley Gardens Playschool
- Camp Potlatch – BC
- Camp Adventure – AB
- Lord Roberts Elementary School & Annex
- Camp MOOMBA
- Airdrie Boys & Girls Club
- Boys & Girls Club of Strathcona County

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

- Public Schools in Colorado, Wyoming, South Dakota, Nebraska, New Mexico
- Mount Gilead Baptist Church Education & Job Mart
- Now Faith Christian Church Scholarship Fund
- Wyoming Latina Youth Education Scholarship Fund
- Loveland Elks Scholarship Fund
- Mi Casa Resource Center for Women, Inc.
- YMCA of Metropolitan Denver
- Denver Hispanic Chamber of Commerce College Project

Dominick's: Chicagoland area, Northeast Illinois

- After School Matters
- Big Brothers Big Sisters
- Boy Scouts of America
- Boys & Girls Clubs
- Chicago Park District
- Chicago Sun - Times Tools for Schools
- Girl Scouts - Illinois Crossroads Council
- Kohl Children's Museum of Greater Chicago
- N'Digo Foundation
- PUSH Excel
- United Negro College Fund
- Urban League
- YMCA of Metropolitan Chicago

Eastern: Maryland, Virginia, Washington, DC, Pennsylvania

- Greater Washington Urban League
- Baltimore Urban League
- Horton's Kids
- Youth Leadership Foundation
- Inner City / Suburban Youth Foundation
- Hoop Dreams
- Business Alliance for Education
- Marshall Heights Scholarship Fund
- Literacy Council of Northern Virginia

Genuardi's: Pennsylvania, Delaware, New Jersey

- Montgomery County Public Library
- Philadelphia Reads RIF
- Montgomery County Literacy Network
- East Goshen Elementary School
- Radnor Elementary School
- St. Cyril of Jerusalem
- Torah Academy of Greater Philadelphia
- Mary, Mother of the Redeemer
- Norristown Police Athletic League
- Abington Police Athletic League

Northern California: California, Western Nevada, Hawaii

- Child Abuse Prevention Council
- Lend-A-Hand Foundation
- Futures Explored
- La Clinica de la Raza
- Mid-Peninsula Boys & Girls Club
- Ohana Komputer
- Jeremiah's Promise
- East Oakland Youth Development Center

Phoenix: Arizona, New Mexico

- Arizona Educational Foundation
- Jr. Achievement
- Boys & Girls Club
- Arizona Zoological Society
- Make a Difference
- Arizona State University
- University of Arizona
- YMCA
- Boy Scouts
- Girl Scouts
- Arizona Quest for Kids

Portland: Oregon

- Baker School District 5J
- Community Support Foundation of Harney County & Early Childhood Dev. Center
- Urban League of Greater Portland
- Enterprise Public Library
- School House Supplies
- Girl Scouts – Columbia River Council
- Boys & Girls Clubs
- Clackamas Head Start
- Girl Scouts
- Learning Avenues Child Care Center
- Police Activities League
- Enterprise Public Library

Seattle: Washington, Idaho, Montana, Alaska

- Alaska State Deca
- Washington Deca
- D.A.R.E of Alaska
- Junior Livestock programs
- Youth Eastside Services
- Learning Seed Foundation
- Seattle Jewish Community School
- Tacoma Public Schools Indian Education Center
- Martin Luther King Jr. Foundation of Alaska

Texas: Dallas, Austin, Houston areas

- Texas Resource Center
- Phoenix House of Texas
- The Science Place
- Houston Children's Museum
- Austin Children's Museum
- Museum of Natural Science
- Texas Business and Education Coalition
- Better Business Bureau Education Foundation
- University of Texas College of Pharmacy
- Texas Tech University College of Pharmacy
- University of North Texas
- Texas Retailers Scholarship
- Houston Grocery Manufacturers Representative Assn. Scholarships
- Texas Southern University Legislative Internship Program

Vons: Southern California, Southern Nevada

- CA School Garden Network
- Kidspace Museum
- Moveable Feast
- College Bound
- Access Books
- Bring Me A Book Foundation
- The Children's Nature Institute
- Pyramid Autism Center
- Long Beach Public Library Foundation
- The Twin Trails Education Foundation
- Children's Discovery Museum of N. San Diego County



Top Left: Executive Vice President and Safeway Foundation Chair **Larree Renda** meet **Luke Christie** and **Angie Nieto** at a Muscular Dystrophy Association event in Las Vegas.

Bottom Left: **Matt Gaughen**, Easter Seals 2006 Youth Representative, in therapy.

Top Middle: Special Olympics athletes race for victory. Safeway sponsors Special Olympics programs throughout the country. When the Special Olympics World Games were held in Ireland, Safeway covered the cost for several athletes to attend.

Top Right: Children play with stuffed animals at a reception for the Muscular Dystrophy Association.

Opposite Page: Counselors and participants at a Muscular Dystrophy Association camp enjoy a sunny afternoon. Funds raised by Safeway for MDA help sponsor special camps and events each year.



People with disabilities can make enormous contributions to our communities. We have always strongly supported organizations who help these individuals. During the past 20 years we have helped raise more than **\$18.7 million** for **Easter Seals**. For over 10 years we have raised more than **\$17 million** for the **Muscular Dystrophy Association**.

Giving Hope



Overcoming Challenges

Sometimes spreading a message is just as important as raising money. For more than 20 years Safeway has been a corporate sponsor partner to **Easter Seals**. More than a decade ago, we partnered with the **Muscular Dystrophy Association (MDA)**, using our daily contact with the public to win support for the mission of helping people with disabilities.

Safeway helps raise awareness about people with disabilities and neuromuscular diseases. We distribute information to customers using our many channels and points of contact, which helps the organizations reach millions of people who would otherwise not learn about these important causes.

Safeway is a National Corporate Sponsor of Easter Seals and since 1985 has helped to raise more than **\$75 million** for the organization. Easter Seals is dedicated to helping people who suffer from many diseases and conditions, including autism, the fastest growing developmental disability in the world today. In 2005, Safeway decided to dedicate April to fundraising for Easter Seals. In 2006, Safeway raised more than **\$4.2 million** for Easter Seals during the month-long fundraising drive.

"Some 54 million Americans live with disabilities," said James E. Williams Jr., President and CEO of Easter Seals. "We are grateful for the long relationship we've had with Safeway and fortunate the company remains so committed to helping us make a significant difference in the lives of people living with disabilities."

MDA similarly helps people with disabilities to live fuller lives. There is no single disease called muscular dystrophy. The term refers to a group of hereditary muscle-destroying disorders, which vary in inheritance pattern, age of onset, initial muscles attacked and rate of progression. Through advertising, in-store radio broadcasts and other vehicles, Safeway educates customers about these diseases and what they can do to aid in the search for treatments and cures.

Though we champion MDA's cause with information, we also know that it's crucial to help MDA continue its work. The financial partnership between MDA and Safeway has two main elements. During August through Labor Day, Safeway gives customers an opportunity to donate by purchasing products marked with the Aisles of Smiles logo. A portion of the proceeds are donated to MDA. During the same period, Safeway raises additional funds for MDA at more than 1,500 Safeway and Safeway-owned stores across the United States. To date, Safeway has raised more than **\$6.6 million** for MDA.

At the end of the fundraising and Aisles of Smiles campaigns, Larree Renda, Safeway Executive Vice President, Chief Strategist and Administrative Officer and Chair of the Safeway Foundation, presents the company's overall donation to Jerry Lewis on the live broadcast of the Jerry Lewis MDA Labor Day Telethon. Company officials throughout the country do the same on local broadcasts by presenting money raised by their stores to the MDA affiliates in their cities or regions.



People with Disabilities

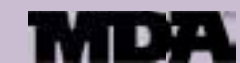


(Left to right) Safeway District Manager Rick Dilton, Store Manager Tony Honma, District Manager Dean Willhite, Store Manager Laura Karosa and Executive Vice President Larree Renda present a donation at the 2006 Muscular Dystrophy Association's Labor Day Telethon.

Angels of Change: Angels are among us and they support Easter Seals. Using Easter Seals' "Be an Angel of Change" campaign in April, Safeway's in-store program gives customers the chance to make check-out donations to Easter Seals and display their names on an angel in the store. In 2006, the Safeway Easter Seals campaign raised \$4.3 million.



Aisles of Smiles: August 1 through Labor Day, Safeway and other retailers participate with manufacturers. When customers purchase products marked with the Aisles of Smiles logo, a portion of the proceeds is donated to MDA. This amounts to millions of dollars in donations each year.



Profiles of Giving: Denver Division



Joseph Steuart had dreams of outdoor adventures. The 13-year-old loved fishing, hiking and hunting. In his room, tucked away, was a box of nickels, dimes and quarters. The box — a savings account — was labeled, “for my caribou hunt.”

The adventure never took place. Leukemia claimed Joseph before his 14th birthday — before the outdoor dream could become reality. Joseph’s heartbroken mother, Vikki, and father, Kim, a 35-year Safeway employee in Lakewood, Colorado, found the box of change when going through his room after the boy’s death.

Remembering their son’s concern for other children, even in the midst of fighting his illness, they made his box of change the first contribution

to what would become Joseph’s Journey, a charity dedicated to fulfilling the wilderness dreams of terminally ill children.

Today, Joseph’s Journey is a thriving enterprise, using private donations to send critically ill children on adventures that make them forget — at least for a moment — chemotherapy, transplant lists and hospital beds.

Recently, a 6-year-old boy received his dream of riding a jet ski. A 17-year-old girl, coping with having lost a leg to cancer, enjoyed an Alaskan salmon-fishing and sightseeing trip. A 10-year-old boy fighting leukemia discovered the joy of riding horseback and casting a lure in a Colorado mountain lake.

But illness is never far away in the work of Joseph’s Journey. A trip planned for an 18-year-old boy — with airline reservations made and licenses obtained — won’t take place because the boy lost his battle with cancer.

“It’s very hard. It just deflates you like you would never believe,” Kim said, “but you have to go on because there are other kids waiting; kids who need a chance to have a break from treatments and procedures, and they need you to go on.”

Safeway is proud to be a partner with Joseph’s Journey and proud to share in Joseph’s legacy.

Not a big catch, but going fishing is big fun. Safeway is a key supporter of Joseph’s Journey, an organization that shares the joys of the great outdoors with children suffering from life-threatening illnesses.

Profiles of Giving: Dominick’s Division



Devon Boyson is like any other 12-year-old boy. Today, he thinks he’ll be a doctor when he grows up. Yesterday, it was a comedian; the day before that, an artist. He loves to draw and he loves his computer games.

But occasionally, Devon gets irritated at the leg braces he has to wear to help him walk. A mild case of cerebral palsy has left him in need of extra support to help him balance. He’s the only boy in his public school with a disability and, at 12, being different is hard.

“He does get down about it sometimes,” said Devon’s mother, Laveed Boyson. He asks, “Why was I born with this?”

Then summer comes, and with it **C.A.M.P. Schwab. The camp is a joint effort by Schwab Rehabilitation Hospital, the Chicago Park District and the Dominick’s Children’s Foundation.** C.A.M.P. stands for Children with Adapted Mobility Play. For children like Devon, it means five days of play and a five-day break from being different.

Kids from C.A.M.P. Schwab are all smiles. The camp allows them to focus on their abilities, not their disabilities.

“At C.A.M.P. Schwab, all the children have some level of disability. Devon can intermingle with them, play, try new things and learn that he’s not the only boy in the world with this condition,” said Boyson.

Some campers, like Devon, spend their days swimming or riding horses. Others play wheelchair basketball, try specially adapted wall-climbing, or participate in any of a half-dozen other activities.

The idea is to encourage children with mobility impairments to view themselves as active and physically capable; to begin a lifetime of seeking out athletic opportunities. In the Boyson home, however, the benefits are visible immediately.

“The bus picks him up early in the morning and drops him off in the early evening,” Boyson said. “He comes home tired and very, very happy.”

Profiles of Giving: Eastern Division



Want a challenge? Try describing the “typical” client of Easter Seals.

Maybe it’s Damani, an energetic and outgoing 4-year-old. Damani was born with Down Syndrome. The usual timelines for when a baby learns to walk and talk didn’t apply in his case. For his mother, Nicole, the question of where to find help was an easy one. Help was nearby in their hometown of Washington, D.C.

“We’ve never looked any farther than **Easter Seals** because here we find everything we need for our son,” she said. That includes early intervention and physical therapy. “He didn’t walk until he was 2-1/2, but today, he runs — runs! — down the halls.”

Or maybe the typical client is more like Angela. Born with cerebral palsy and weighing in at a shade over two pounds, Angela faced long odds. Few might have guessed that 19 years later — after surgeries and countless hours of therapy



at the Greater Washington/Baltimore Region Easter Seals, Angela would be a successful sophomore at Trinity University.

Perhaps the typical client is Carl, a senior citizen in Hagerstown, MD. As the years went by, Carl found he was becoming depressed. A stroke took a bit of his independence. Deteriorating eyesight and hearing took a bit more. Living on his own began to seem impossible – until he discovered Easter Seals’ Adult Services Center. Now, each of Carl’s days features a visit to the center, where his medical condition is monitored and where he can receive physical therapy and — perhaps most importantly — enjoy the company of others.

There is no typical client — just people with needs and people who care enough to meet those needs.

For Safeway, the opportunity to stand behind those caring people is not one to be missed. Since 1978, the Safeway Eastern Division raised more than \$12 million for the Washington/Baltimore region of Easter Seals.

“The impact Safeway has made on children and adults with disabilities in the community is tremendous,” said Lisa Reeves, Easter Seals’ regional CEO. “Their long-term and consistent support of Easter Seals is testimony to their much larger and very clear mission and commitment to the community. Their support of Easter Seals has resulted in individuals with disabilities achieving independence and whole communities being better places to live.”

“Without Easter Seals, I’d be sitting in my apartment alone,” Carl said. “I want to stay on my own as long as I can, and Easter Seals helps me do that.”



Top Left: “My goal for my life, and my legacy, is to find a cure for ALS (Amyotrophic Lateral Sclerosis). With the partnership of The Safeway Foundation, your employees and your company, we can find the answer.”

Augie Nieto, Founder, LifeFitness, CIO, Augie’s Quest

Top Right: “We take the funds that Safeway provides to Easter Seals and put them to work directly in the communities all across the country helping families, children and adults.”

James E. Williams, Jr., President and CEO, Easter Seals

Bottom Left: “Dominick’s is committed to causes related to children and education. We are pleased to add Easter Seals to our local partnership. Easter Seals consistently ranks among the most efficient charities at serving people with disabilities.”

Don Keppta, President of the Dominick’s Division

Bottom Right: “The gratification of seeing these kids win is tremendous. I’ve been coaching for 25 years and there’s always a different story and another great moment. Every trip and every event makes you realize why you’re doing it.”

Jerry Silsdorf, Coach for Special Olympics of Northern California

We are proud to support many worthy local charities.

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

- Between Friends Club
- Muscular Dystrophy
- Brain Injury Rehabilitation Centre
- Little Bits Therapeutic Riding Association
- British Columbia Special Olympics – Kelowna
- Kamloops Society for Community Living
- Cowichan Therapeutic Riding Association
- Mental Health Education
- South Okanagan Similkameen Brain Injury Society
- Chilliwack Society for Community Living
- Safeway We Care Fair
- Canadian Mental Health Association
- Regina Special Olympics
- Moose Jaw Special Olympics
- Manitoba Brain Injury Association
- Garden City Collegiate – Special Needs Program

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

- Special Olympics
- Legal Center for Persons With Disabilities
- Muscular Dystrophy Association
- Easter Seals
- Greater Metropolitan Denver Ministerial Alliance
- Tiny Tim Developmental Preschool
- Seniors, Inc.
- Out West Senior Center
- Valley View Senior Center
- Goodwill Industries
- Mount St. Vincent Home

Dominick's: Chicagoland area, Northeast Illinois

- Access Living
- Arthritis Foundation
- Camp Schwab
- Cure Autism
- Disabled American Veterans
- Easter Seals of DuPage County
- Epilepsy Foundation of Greater Chicago
- Make-A-Wish Foundation
- Muscular Dystrophy Association of DuPage County
- National Multiple Sclerosis Society
- Special Olympics of Illinois

Eastern: Maryland, Virginia, Washington, DC, Pennsylvania

- Capital Hospice
- Courage Unlimited Corporation
- Southeast Ministry
- Starlight Starbright Children's Foundation
- Urban Nation
- Anthony Bowen YMCA
- Special Olympics Maryland
- House of Ruth

Genuardi's: Pennsylvania, Delaware, New Jersey

- Holland Glen
- Baptist Children's Services
- Montgomery County Association for the Blind
- Special Olympics
- Trisomy 21 (Down's Syndrome) Buddy Walk
- Easter Seals
- MDA
- Disabilities Resource Center

Northern California: California, Western Nevada, Hawaii

- Peninsula Association for Retarded Children and Adults (PARCA)
- Sierra Hospice, Chester
- Tomorrow's Vision, Susanville
- Special Olympics of Northern California
- Special Olympics Hawaii
- Make-A-Wish Foundation
- San Francisco Child Abuse Prevention Center
- Discovery Program

Phoenix: Arizona, New Mexico

- Special Olympics
- Make-A-Wish
- Tempe Union Workbridge Program
- Lions Camp Tativee
- Easter Seals Society
- Happy Tails Service Dogs

Portland: Oregon

- Adventures Without Limits
- Bradley's Equine Assisted Therapeutic Riding Center
- Deschutes Children's Foundation
- Innovative Services
- Sunshine Physically Challenged Foundation
- Volunteer Foundation of Douglas County & Foster Parents Program

Seattle: Washington, Idaho, Montana, Alaska

- Special Olympics
- Goodwill Industries
- Boys & Girls Clubs
- Catholic Social Services
- Youth Eastside Services
- School for Hearing Impaired Children

Texas: Dallas, Austin, Houston areas

- Texas Special Olympics
- Ronald McDonald House
- Down Syndrome Guild
- Muscular Dystrophy Association
- Cerebral Palsy Foundation
- Cystic Fibrosis Foundation
- Mayor's Committee for the Employment of People with Disabilities
- Be An Angel Fund
- The Family Place
- Sheltering Arms
- Any Baby Can

Vons: Southern California, Southern Nevada

- Children's Heart Foundation
- Memorial Health Center Hospice
- Special Olympics
- LA Goal
- Friends of Rollo
- CHOC Foundation for Children
- Surgical Eye Expeditions Int'l
- Foothill Unity Center
- Haven House, Inc.





Responding to Crises

Top Left: Tsunami survivors and relief workers in South Asia drink Safeway Refreshe bottled water after unloading a shipment of donated supplies. Safeway sent water and other necessities and raised money to help rebuild the region.



Our employees and our customers have responded quickly, generously and with open hearts, when disaster has struck. When a powerful **tsunami** battered South Asia and Eastern Africa, our donations topped over **\$3.6 million**. In 2005, when **Hurricane Katrina** devastated the Gulf Coast we raised **\$3.8 million** and rushed food and relief to the region. To date we have contributed **\$7.8 million** to disaster relief.



The Unexpected – When Disaster Strikes

In today's communities, the grocery store often serves as a kind of modern-day town square – a place where neighbors meet and where, in times of trouble, help can be found.

In 2004 and 2005, times of trouble were not in short supply. First, a **tsunami** ravaged South Asia and Eastern Africa, killing nearly a quarter-million people and leaving millions more without homes, food or water.

Less than a year later, **Hurricane Katrina** devastated the U.S. Gulf Coast, destroying communities in Mississippi, Alabama and Louisiana, triggering ruinous flooding in the city of New Orleans.

In both disasters, Safeway customers used their neighborhood stores as the place to gather assistance.

Very shortly after the tsunami hit in 2004, we made every checkstand at each one of our stores capable of processing donations to the American Red Cross. In a matter of weeks, we were able to deliver a check for \$3.6 million for relief efforts in the affected regions.

And, because we were able to tap into systems already in place, we were able to raise a great deal of money without sacrificing a share of it to maintaining an administrative structure. Every dollar donated by our customers went to relief efforts.

No one expected this system to be tested again as quickly as it was when Hurricane Katrina struck in late summer 2005. But as before, our customers came forward in impressive numbers with their characteristic generosity.

Fundraising began at Safeway before the rain stopped falling in the Gulf states. Again, 1,770 stores became donation centers for the American Red Cross. A corporate contribution started things moving, and The Safeway Foundation pledged to match employee contributions. The company donated 10,000 emergency preparedness kits with blankets, flashlights and first-aid supplies. Safeway trucks loaded with donated food, water and essential supplies began rolling into the region and continued while the needs remained.

A little more than a week later, Safeway employees, foundation and customers had raised more than \$3.8 million for the critical needs of Gulf Coast residents.



Safeway Public Relations Manager Teena Massingill (left) and Northern California Division President Karl Schroeder present American Red Cross former President Marty Evans with a check for tsunami relief.

We realize that being the neighborhood grocer is a position of privilege.

Our customers trust us to help feed their families and think of us as the place to offer help when it's needed in their community or across the globe. We're proud to fill this role in our customers' lives.