



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

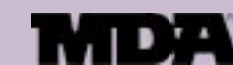


(Left to right) Safeway District Manager Rick Dilton, Store Manager Tony Honma, District Manager Dean Willhite, Store Manager Laura Karosa and Executive Vice President Larree Renda present a donation at the 2006 Muscular Dystrophy Association's Labor Day Telethon.

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.

