



# Devoted to Learning

**Top Left:** Supplee 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.



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