

Making a
difference
from A to Z

2010 C&S COMMUNITY INVOLVEMENT REPORT



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Making a difference from A to Z

What does it take to make a difference in today's world? At C&S our citizenship philosophy focuses on doing good, both globally and locally. In essence, doing what we can – from A to Z – to make the world a better place.

This report offers some highlights of why – and how – we give back as a company and as individuals.

Pictured at left, a group of C&S employees at our Vermont grocery and frozen foods distribution center. Like our employees at our other locations, they enthusiastically put their shoulder to the wheel on behalf of others, whether volunteering at the local food bank, giving blood or donating toys to kids during the holidays.

C&S Core Initiatives

The corporate social responsibility strategic plan that C&S developed several years ago helped us redefine our community commitment. We have four core focus areas:



Eliminating hunger

In partnership with leading national hunger organizations Feeding America, Share Our Strength and the Congressional Hunger Center, C&S has the opportunity to help address immediate needs and to contribute to innovative, long-term solutions.



Strengthening communities

Through our support of United Way and our community-focused Mini Grant program, C&S helps create stronger, healthier families and communities. We have a special focus on organizations dedicated to improving children's literacy, and are proud to support First Book, a national leader in this area.



Volunteering

C&S employees believe in rolling up their sleeves and making a difference. Through programs like Make A Difference Day, Dollars for Doers, and Team Up & Make Strides, we support our employees who volunteer in their communities.



Protecting our environment

C&S is committed to protecting the health of our planet and the natural environment. In addition to corporate initiatives to reduce waste and save energy, we participate in The Conservation Fund's Go Zero® carbon sequestration program.

Our mission as it relates to community involvement is simple: C&S supports initiatives to end hunger and to strengthen the communities where our employees live and work.

A is for Action

At C&S, community involvement is all about **taking action** – to solve problems, build stronger communities and change lives. Through corporate initiatives, strategic partnerships, mini-grants and employee volunteer programs, we are actively working to make a difference.

A is also for:



The Arts

This year, C&S awarded Mini Grants to a number of arts organizations and projects including an inner city art program for children in Bethlehem, PA, a music-in-the schools program for children in Brattleboro, VT, and an arts program to help disabled children develop math and language skills in Sacramento, CA.



Adoption

Every child deserves a loving home. C&S offers our employees (like Deanna Kellogg, above) adoption assistance that includes family leave time and reimbursements. In 2010, the Dave Thomas Foundation for Adoption named C&S one of the 100 Best Adoption-Friendly Workplaces in America.



AIDS

For the annual AIDS Walk in Stockton, CA, C&S was pleased to provide food and bottled water for more than 300 participants.



Autism

C&S awarded a Mini Grant to Autism Speaks of Westfield, MA in support of their annual walk to raise funds for autism research.



B is for Books

“Oh, magic hour, when a child first knows she can read printed words!”

- Betty Smith, Author of *A Tree Grows in Brooklyn*

Reading opens a wealth of adventure, knowledge and enjoyment to everyone. C&S enthusiastically supports several childhood literacy organizations, including the national organization First Book, whose mission is to promote a love of reading by giving new, quality books to youngsters in low-income families. This year, we helped First Book deliver more than 20,000 books to young readers in two of our communities.

In 2010, we also awarded grants to public libraries in Chester, NY; Lancaster, NY; Fresno, CA; Harrisburg, PA; Hatfield, MA; North East, MD and Windsor Locks, CT, and supported these literacy organizations:

Windham County Reads

Brattleboro, VT

Grant to purchase new books for local bookmobile

Read to Me International

Kapolei, HI

Grant for *Planting Seeds for Literacy*, a program to encourage literacy in young children

Bell Center for Early Intervention

Birmingham, AL

Grant to help provide tools and resources for children with special needs to assist them in learning to read.



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C is for Courage

The word “courage” comes from the Latin word for “heart” – and the story of C&S colleagues Jim Murgida and Justin Howe is all about both. In 2009, Jim, a transportation manager at Webster Trucking (a close C&S business partner) for more than 15 years, was diagnosed with kidney disease. His doctors told him that a transplant was his best hope for long-term survival. But finding a matching donor proved difficult – that is, until his friend Justin, a truck driver with Webster since 2000, stepped in.

“Jim needed a new kidney. Mine was the perfect match. There was no question in my mind that I had to help,” says Justin.

Says Jim, “Justin endured major surgery and weeks of recovery. What he did was the bravest and most courageous thing I’ve ever seen. It’s made us brothers for life.”

Amazing courage.
Heroic generosity.
When it comes to making a difference, Jim and Justin know what it’s all about.



YOU can be a **HERO**

Organs are desperately
needed in the U.S.

114,000 people are currently on
the organ transplant wait list

88,500 are waiting for kidneys.
The typical wait for a kidney is
one to two years

Approximately **78** organ
transplants performed daily

100 people die every week
waiting for transplants

To learn more, visit
www.organdonor.gov

Source: U.S. Department of Health
and Human Resources

D is for Doctor

For thousands of years, people have relied on gifted healers for life saving care. Today's doctors use lasers, ultrasound and nanotechnology to practice medicine, but the art of caregiving remains the same. C&S supports a variety of projects and programs that help doctors make a difference for patients.

Vision 2020: A Community Health Initiative

The Cheshire Medical Center of Keene, NH has an ambitious goal – create the healthiest community in America by the year 2020. C&S supports their bold plan with two targeted investments:

Childhood Obesity Prevention

If current trends continue, by the year 2025, one in three U.S. children will be overweight or obese – with all the health problems and self-esteem issues associated with obesity. Vision 2020 is working to prevent childhood obesity with a program that brings at-risk children and families together with dietitians, psychologists and trainers. By focusing on behavioral changes and smart choices, Vision 2020 will help kids enjoy a healthier, happier childhood.

Youth Tobacco Use Prevention and Treatment

Smoking is one of the leading causes of heart disease, stroke and lung cancer. Through creative and interactive educational campaigns and tobacco-free recreational activities (like a fun “Ramp Jam”),

the Vision 2020 initiative aims to reduce the rate of tobacco use among young people.

Leaders of Vision 2020 expect to set an example for other communities through innovative approaches to community change and health.

The Brattleboro Walk-In Clinic

When you can't afford health insurance, getting sick can mean weeks, months or even years of suffering. The Walk-In Clinic in Brattleboro, VT provides free or low-cost medical care to people who “fall between the cracks.” A C&S Mini Grant helps ensure that the clinic's doors stay open.





E is for **Environment**

C&S believes that our environmental performance can – and should – have a positive effect on people, our planet and our profits. We are working to make environmental sustainability an integral part of our daily operations.

E is also for:

Efficiency & Audits

Energy efficiency means doing more with less. To measure energy consumption C&S has completed energy audits at most of its distribution centers. These audits have resulted in improved energy management and upgrades including:

- Installing higher speed rapid roll doors in refrigerated warehouses.
- Investing in motion sensors that shut off the lights in offices and warehouse aisles whenever there is no activity.
- Replacing traditional black roofs on three distribution centers with new white FiberTite® PVC roofs, along with new and upgraded insulation. The PVC material reflects the sun (requiring less cooling inside and thus less energy) and the insulation will provide significant year round savings.
- Retrofitting high bay lighting with more efficient fluorescent lighting.

Renewable Energy

8 Community Involvement Report 2010





C&S uses local hydroelectric power at our facilities in the Buffalo, NY area and purchases green power for other company locations. We are also actively exploring solar power options for several of our warehouses.

Demand Response Program

We are piloting a collaboration with a utility company in one community to reduce our electricity consumption during peak usage periods. This lowers the impact on the energy grid, protects the community from brownouts, and helps stabilize energy rates for all.

Follow the Fleet

Network optimization technology is a tool that enables C&S to plan more efficient routes from our warehouses to grocery stores. In 2009, this reduced

our fleet's annual fuel consumption by 1,860,768 gallons – enough to fill an average car 116,298 times. We also use on-board computers to reduce idling time and conserve fuel.

Going Zero

Since 2007, C&S has partnered with The Conservation Fund, one of our nation's most respected environmental organizations. We measure our carbon dioxide emissions, discover ways to reduce those emissions, and then offset them by a financial contribution to The Conservation Fund's Go Zero® program to plant trees. The trees trap and sequester CO2 and release oxygen as they grow. To date, our participation in Go Zero® has resulted in 14,300 trees planted on permanently protected national wildlife refuges.

It all adds up

**Responsibly recycled/
diverted from landfills:**

Paper **260 tons**

Cardboard **14,474 tons**

Wooden pallets **79,590 tons**

Plastic shrink wrap **3,757 tons**

Trash **23,726 tons**

Metal* **2,277 tons**

Scrap Steel **181.72 railroad tons** (@ 2,250 lbs/RR ton)

Electronics **86 tons**

* Retired pallet jacks, reach trucks, dock trucks, racking and lead batteries



F is for **First Responders**

With their training, commitment and experience, these dedicated men and women are the quiet heroes of our communities – and C&S is proud to support them. Each year we award public safety grants to First Response organizations for essential equipment and skills-based training.

Two examples in 2010: We helped the Town of Montgomery, NY Volunteer Ambulance Corps purchase a new ambulance. We also helped the Chester, NY Volunteer Ambulance Corps raise money to provide its members with training on lifesaving equipment.

Other 2010 grants to first responders:

Hanover Township Volunteer Fire Company

Bethlehem, PA

Lancaster Volunteer Ambulance Corps

Lancaster, NY

Mauldin Fire Department

Mauldin, SC

North Brunswick Volunteer Fire Department

North Brunswick, NJ

North East Fire Company

North East, MD

Suffield Volunteer Ambulance Association, Inc.

Suffield, CT

F is also for Frankfurters

Last July, C&S donated 1,000 hot dogs – plus buns and mustard – to the Mauldin, SC police department picnic. We are often called upon to donate food items to fire, police and emergency services organizations' fundraising events.





is for Gardens

One of the best ways to address the issue of hunger and nutrition is through community gardens. In recent years, C&S has funded numerous initiatives aimed at helping people grow their own fresh fruits and vegetables, including the Good Food Garden program, an initiative of Share Our Strength. Good Food Gardens offer kids fun, hands-on gardening experiences that inspire healthy eating habits for life. The gardens are usually located at schools, and also include participation by family members.



› **In Keene, NH** we are supporting the Early Sprouts, a program for preschool children and their families that combines nutrition education with cooking and gardening activities. Children are encouraged to practice their math and science skills as they grow, measure, dissect, taste and prepare six different vegetables.



› **In Windsor Locks, CT** we awarded a grant to the Hartford Urban Farming and Youth Development project for at-risk youth. Teens in the program grew and harvested more than 6,000 pounds of fresh produce which was then distributed free of charge to families in need.



H is for Hunger

Two years after the economic meltdown of 2008, many Americans are still struggling to recover their financial bearings. Millions lost jobs, homes and much of their life savings. As a result, our country's food banks have been faced with unprecedented demand.

The issue of hunger in America has long been a primary focus for C&S. For years, we have partnered with well-respected hunger organizations such as Feeding America, Share Our Strength, the Congressional Hunger Center, food banks and hundreds of community organizations working to end hunger. Through direct food donations and targeted grants, we are helping our partner organizations serve those who are most at risk.



Hunger in America: The reality today

- More than 30% of Feeding America's client households are experiencing very low food security—or hunger—a 54% increase compared to four years ago.
- About 5.7 million people receive emergency food assistance each week from a food pantry, soup kitchen or other agency served by Feeding America. This is a 27% increase since 2006.
- The number of adults who have been unemployed for less than 12 months who are seeking emergency food assistance has increased by 68%.
- 46% of Feeding America clients must choose between paying for utilities or fuel and food; 39% between paying for rent or mortgage and food; 34% between paying for medical bills and food.

Source: FeedingAmerica.org

Faces of Hunger:

What drives Americans to food pantries



“We both work. But after we pay the rent and utilities, there’s almost nothing left.”

“I never took a handout in my life. Now I can’t even feed my family. It’s a nightmare.”



“My heart medicine costs \$400 a month. Skipping dinner helps pay for it.”



C&S works to end hunger

As the nation’s largest food distributor, C&S is able to make significant donations to food banks and hunger organizations in every community we serve. This year, C&S donated food and funds to these Feeding America affiliates:

Capital Area Food Bank

Washington, DC

Grant to expand the Weekend Backpack Program to reach an additional 475 children per week.

Food Bank of Western Massachusetts

Hatfield, MA

Support for the Intergenerational Meals Program, a series of healthy cooking classes for 200 low-income young people, families and elders.

Foodshare

Bloomfield, CT

Support for Creating a Hunger-Free Greater Hartford, a five-year initiative to provide low-income families with increased access to food, and to shift public response to the problem of hunger from food drives to actions promoting self-sufficiency.

Food Bank of the Hudson Valley

Cornwall-on-Hudson, NY

Grant towards the purchase of a heavy-duty extended body cargo van to enable pick-ups of an estimated 100,000 pounds of donated food from area farms and retailers over the course of a year.

Birmingham Food Bank

Birmingham, AL

Grant to grow the Weekend Backpack Program to an additional 650 children every other week.

Hawaii Food Bank

Honolulu, HI

Grant to the Ohana Produce PLUS program to bring protein and staple foods to more than 5,000 homeless individuals (including 2,500 children) living in coastal encampments.

Maryland Food Bank

Baltimore, MD

Grant to purchase two 24-foot trailers to provide an additional 50,000 pounds of donated food per month.



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I is for **Impact**

“How much can we do?” That was C&S CEO Rick Cohen’s response when he first learned of the devastating earthquake in Haiti. The answer: a lot. Within hours, our employees, companies and business partners were organizing “Stand with Haiti,” a campaign to provide relief to the stricken island.

Our efforts included:

Employee Donations and Corporate Match

Employees at all of our family companies responded generously to help Haiti. To inspire participation, C&S matched donations dollar for dollar. Together we raised more than \$800,000 for Partners In Health, Oxfam America and Heifer International, three widely respected agencies with experience in Haiti.

Food and Water

When the infrastructure of Haiti collapsed, water sources became contaminated and food was hard to find. C&S sent nearly 115 tons of water and food to the island.

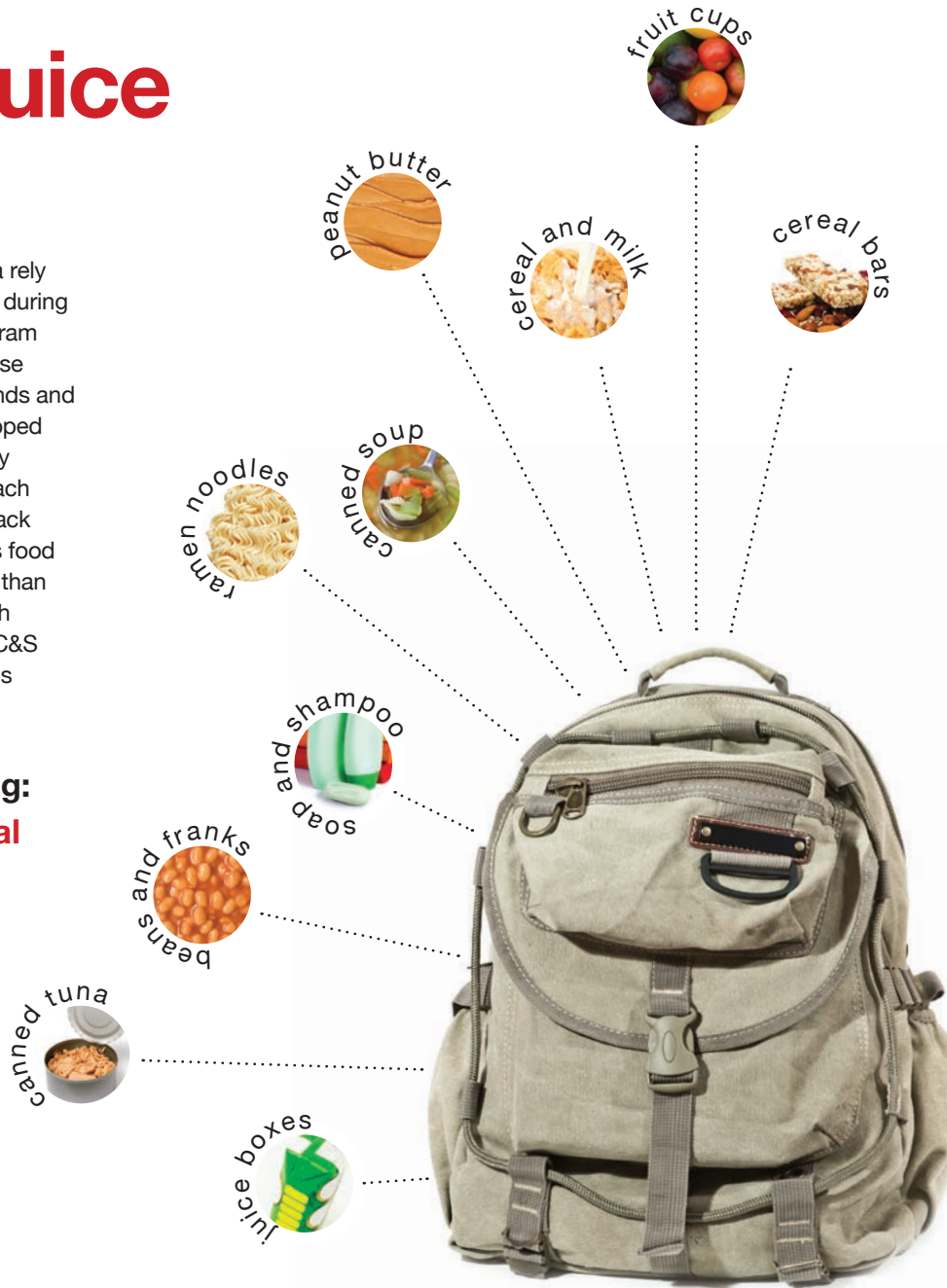
Medical Relief and Supplies

One week after the earthquake, a C&S jet flew to Haiti with a team of disaster response professionals and medical supplies. We returned with a group of Americans who had been volunteering at a rural health clinic before the quake and who required evacuation from the island.

J is for Juice

More than 20 million children in America rely on free or reduced-priced school meals during the academic year. The BackPack Program was designed to help children when these meals are not available, such as weekends and school breaks. The program was developed when a school nurse noticed that hungry students were coming to her with stomach aches and dizziness. Today, the BackPack Program provides easy to eat, nutritious food (and often personal care items) to more than 190,000 children, free of charge, through Feeding America member food banks. C&S is proud to support the good work of this innovative program.

**Juice is only the beginning:
take a look inside a typical
backpack >**





is for Kids

C&S believes that investing in our children is critical to the future of our communities, our country and our world. The lion's share of our focus as a company and as individuals goes to organizations, projects and programs dedicated to children. We'd like to tell you about a few.



Tee Up for Kids™ **The C&S Annual Charity** **Golf Outing**

Since 1995, the annual C&S Charity Golf Outing has raised millions of dollars for children's charities. This year, we raised \$1.34 million – a record-breaking amount that celebrated the golf outing's 25th anniversary. All of the proceeds went to five highly-respected organizations that are working on behalf of children battling cancer or facing hunger.

Children's Hospital at Dartmouth *Lebanon, NH*

This wonderful hospital provides specialized, comprehensive oncology care for children throughout New England.

Dana-Farber Cancer Institute *Boston, MA*

The Dana-Farber Cancer Institute is recognized worldwide for research into the diagnosis, treatment, cure, and prevention of cancer in children and adults.

The Hole in the Wall Gang Camp *Ashford, CT*

All kids love going to camp! C&S is proud to help fund camperships so children with cancer can enjoy an unforgettable experience at this special camp.

Feeding America *Chicago, IL*

Feeding America is the nation's premier hunger organization. Proceeds from our Golf Outing elevate Feeding America's Backpack Program so that more kids vulnerable to hunger can be reached.

Share Our Strength *Washington, D.C.*

The goal of Share Our Strength is "no child hungry." As the largest and most effective child hunger organization in the nation, Share Our Strength develops programs and leaders to end hunger in children.

31 Million

children in the U.S. participate in school lunch programs. For some, this lunch is the only meal they will have that day.

1 in 4

children in the U.S. face hunger. They are more likely to get sick, feel tired or have difficulty in school.

10,400

children in the U.S. are diagnosed with cancer each year. While cancer is rare in young people, it is still **the leading cause of death among children ages 1-14.**

80%

of U.S. children diagnosed with cancer will survive five years or longer. This is a significant increase from 35 years ago when the rate was just 58%.

Sources: FeedingAmerica.org, Cancer.gov

Photo courtesy of Girls on the Run VT

▶ Psst ... Girls only!

C&S is delighted to support the work of Girls on the Run, an organization dedicated to promoting health and self-esteem in girls during their critical preteen and adolescent years. Girls on the Run combines fun, fitness and friendship to encourage young girls to make healthy choices in every area of their lives.



Visit us online: cswg.com/community17



L is for Leadership

“If your actions inspire others to dream more, learn more, do more and become more, you are a leader.”

That’s how John Quincy Adams, the sixth president of the United States, defined leadership. Inspiring and motivating others is a key goal of every C&S community involvement initiative. We consider ourselves fortunate that our company’s size and resources allow us to support a wide range of national and local programs aimed at helping others. The response our efforts have received, including numerous awards for good corporate citizenship, is an honor.

Launching leaders

In 2010, C&S tapped a group of young, high-potential future leaders within the company, asking them to offer their time and brain-power for projects in the areas of hunger and children’s literacy. For three months, the group focused on research for Feeding America and First Book. Their service provided valuable information and direction for these nonprofit organizations, while inspiring and engaging our future leaders to help solve social challenges.

2010 Awards to C&S

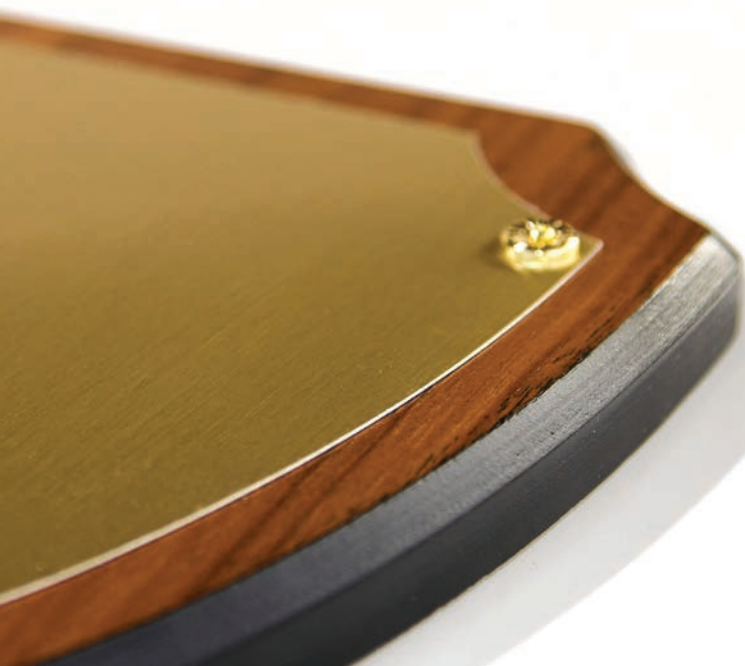
Corporate Humanitarian/Relief
Progressive Grocer

Business of the Year
Greater Keene Chamber of Commerce

Sustainability Excellence Award: Wholesaler
Supermarket News

Cornerstone Award
New Hampshire Businesses For Social Responsibility

100 Best Adoption-Friendly Workplaces
Dave Thomas Foundation for Adoption



M is for **Make a Difference**

On October 23, 2010, more than 200 C&S volunteers put on work clothes and pitched in to help their communities. Our Make A Difference Day projects ranged from serving dinner at a homeless shelter in Buffalo, NY to landscaping, cleaning and painting at a Ronald McDonald House in Mauldin, SC to sorting and packing fresh vegetables at FoodShare in Connecticut. In Newburgh, NY, C&S employees volunteered with a Habitat for Humanity crew to build a house for a family in need.

We were a hands-on force for change at 19 different projects on Make A Difference Day this year, raising awareness and getting things done for our communities.



C&S employees volunteer their time in Newburgh, NY with a Habitat for Humanity crew to build a house for a family in need. >



N is for **No Child Hungry**

I want my children to grow up understanding that we are each other's keepers, and in this country of vast resources, there is no reason for any child to go to bed hungry. Feeding the children is a simple place to start to make this world a better place.

Can you take this pledge? If you believe that here in America no child should go hungry, then C&S invites you to join us in taking the No Kid Hungry pledge. No Kid Hungry is a campaign of the nation's leading child hunger organization Share Our Strength. Launched in November 2010, No Kid Hungry brings together schools, community leaders, hunger activists, corporate leaders, farmers, nutritionists and people from all walks of life to address the problem of child hunger.

At the core of the No Kid Hungry campaign are three goals:

- Improve access to public and private programs that provide food to families at risk of hunger
- Strengthen community infrastructure and systems for getting healthy food to children
- Help families learn about available programs, make healthier food choices and get the most from limited resources.

C&S proudly supports No Kid Hungry campaigns in Connecticut and New Orleans.

To learn more, visit www.nokidhungry.org/NewOrleans or www.nokidhungry.org/Connecticut





is for **One**

C&S is the largest wholesale grocery supply company in the U.S. and the lead supply chain company in the food industry. From more than 50 high-tech facilities in 11 states, we supply supermarkets and institutions with more than 95,000 different products.

Proud to work with the best

Among our customers are many of America's best-known stores, including Stop & Shop, Albertson's, Safeway, A&P, Super Fresh and Target.

C&S also owns and operates several subsidiaries, including:

- GU Family Markets
- Southern Family Markets
- ES3 (Efficient Storage, Shipping, Selection)
- CasePick Systems

Cutting edge ideas and technology

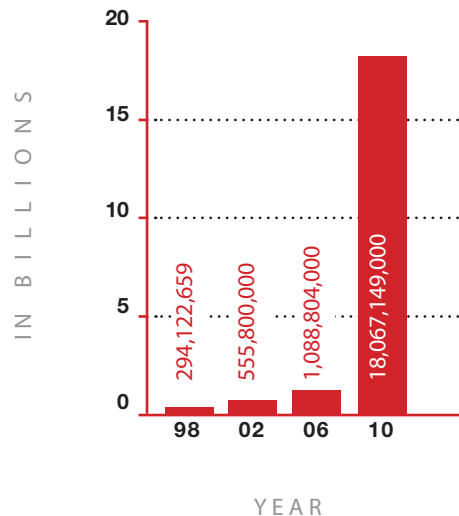
With our continuing commitment to technology, C&S is dramatically changing the cost curve of what we can deliver to our customers in terms of service and value – all while cutting waste and reducing our use of energy and natural resources.

Our most powerful resource: our people

The people of C&S are a cross-section of America – all ages, races and religions – and we embrace the C&S vision of collaborative effort, delivering our best, and taking pride in our work. Over 44% of our people have been with us for more than five years and over 15% for more than ten years.

Making a case for growth

Number of cases shipped annually by C&S since 1998:



P is for Partnerships

The food industry includes many companies who are as committed as we are to making a difference in the world. Here are just a few examples of C&S business partners with active corporate social responsibility initiatives:

Ahold

"Balancing people, planet and profit" is at the center of the social responsibility efforts of this global food retailer, known in the U.S. for its Stop & Shop, Giant-Landover and Giant-Carlisle banners. Ahold, which has earned a spot on the Dow Jones Sustainability Index for the second year in a row, recently joined with 500 of the world's largest companies calling on world leaders to reach a global climate change agreement at the United Nations' Summit on Climate Change.

Target Corporation

Since 1962, Target has given 5% of its income to communities. As part of this commitment and in partnership with Feeding America, Target Meals for MindsSM serves 72 schools in 16 cities with in-

school food pantries.

Kraft Foods

Fighting hunger is Kraft Foods' biggest opportunity to give back to the community, and they've been doing just that for nearly three decades. The new "Huddle to Fight Hunger" campaign, launched in 2010, leverages America's love of football, food and helping others in the fight against hunger. Participants helped Kraft Foods donate more than 20 million meals through Feeding America's nationwide network of food banks.

ConAgra Foods

In late 2010, Share our Strength recognized ConAgra Foods Foundation for its 3-year capacity-building investment as national sponsor of Cooking Matters. This groundbreaking program brings together local volunteers, culinary and nutrition professionals to lead hands-on courses on nutrition and cooking for low-income families.

Safeway Inc.

In 2010, Safeway partnered with VolunteerMatch to launch the Safeway Volunteer Website,

linking employees with more than 70,000 nonprofit agencies in the company's communities. Safeway also raises tens of millions of dollars each year for cancer research, the Muscular Dystrophy Association, Easter Seals and the Special Olympics.

Kimberly-Clark

This 139-year old American company takes corporate giving seriously. Kimberly-Clark is a recent recipient of United Way's Community Investment Summit Award for exceptional performance in engaging employees through grassroots fundraising such as teddy bear drives, pumpkin-decorating contests and volunteer days.

Tyson Foods

For more than a decade, Tyson has been a corporate leader in domestic hunger relief, donating 77 million pounds of chicken, beef and pork to hunger and disaster relief organizations. The company also sponsors programs encouraging high school students to get involved in raising food and funds for community food banks.

Q is for Questions

Questions can be powerful catalysts for change. And when it comes to community involvement, the question we ask ourselves most often – especially when it comes to the problem of hunger – is, “How can we help?”

This year, our partnership with Feeding America will result in nearly three million meals to people in need – like Stephanie and Scott of New Kensington, PA.

In 2009, life fell apart for Stephanie, Scott and their two children. Scott, whose paycheck provided the bulk of the family’s income, lost his nursing job. Soon the family found themselves in a state they never thought they’d be: hungry.

Stephanie knew that other people in her community were hungry. As a volunteer at the local food pantry, she often greeted people as they came in. She served with kindness and patience, but just couldn’t quite understand why people didn’t eventually find their way back to “normal.”

Finding herself in need of help was a moment of revelation for Stephanie. She suddenly realized, “I was guilty of categorizing people.”



Her family’s struggle and the help they’ve received have given Stephanie new perspective. “Standing in that [pantry] line was a lesson in humility, but I also felt appreciative to be able to take home bags filled with potatoes, chicken and pasta.”

What will you do today to make a difference?

Unemployment, illness, losing a home or business – these emergencies can happen to anyone.

Feeding America helps people survive these crises by providing food and support services through local food banks like the one that helped Stephanie, Scott and their children.

Photo and story courtesy of Feeding America

R is for Red Cross

Sometimes making a difference is as simple as rolling up a sleeve and donating blood. Each year, C&S employees respond generously to our on-site blood drives. In 2010, we held 13 blood drives and donated hundreds of pints.

Ringing up Relief

In addition to holding blood drives, the Red Cross brings disaster relief to areas hit hard by floods, earthquakes and hurricanes. After the devastating 2010 earthquake in Haiti, C&S rolled out an at-the-register campaign asking customers in our Grand Union and Southern Family Markets stores to make a donation to the Haiti Relief Fund of the American Red Cross. Ninety-five stores participated, raising more than \$22,000.

38,000

Americans will need blood today

Type O

Blood type most requested by hospitals

1 pint

Typical blood donation: can save three lives

100 pints

Amount of blood a single car accident victim may require

10 pints

Amount of blood in the body of an average adult



Source: American Red Cross

Photo courtesy of the American Red Cross



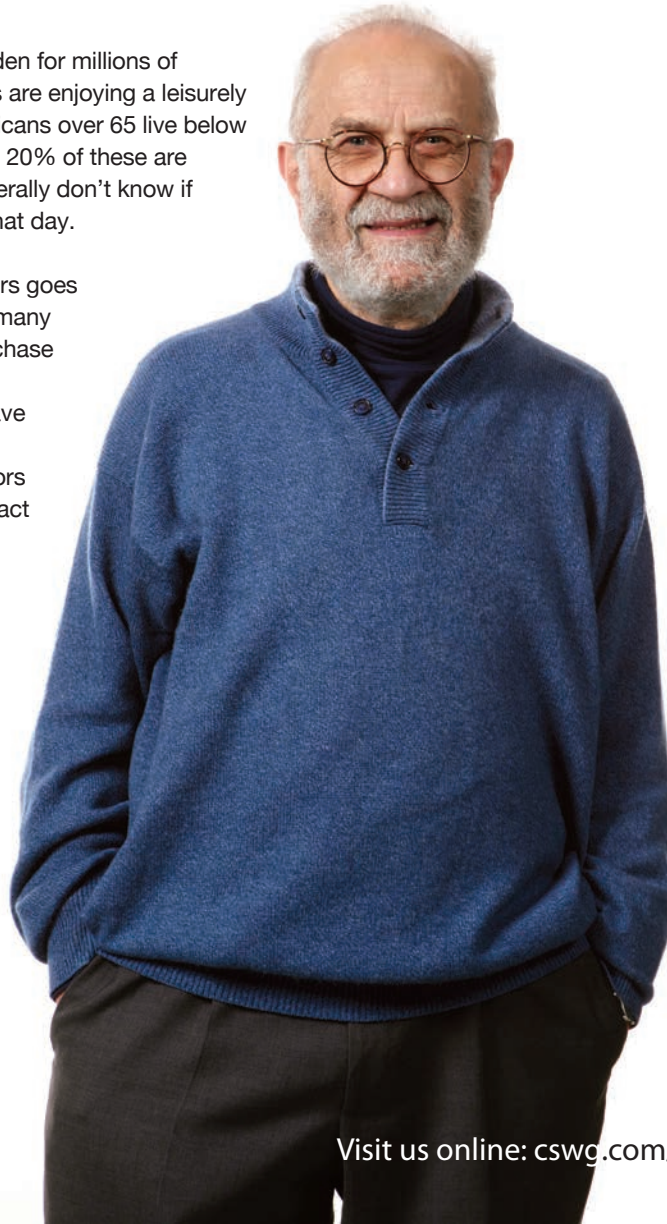


is for **Seniors**

The golden years aren't so golden for millions of Americans. While some seniors are enjoying a leisurely retirement, almost 9% of Americans over 65 live below the poverty line, and more than 20% of these are food insecure, meaning they literally don't know if they will have anything to eat that day.

The problem of hunger in seniors goes beyond poverty. For instance, many seniors have the means to purchase food but lack transportation to grocery stores. Others don't have the strength or coordination to prepare meals. And many seniors take medications that can interact with certain foods – or even suppress appetite.

Over the years, C&S has supported a number of initiatives to help seniors at risk of hunger. In addition to our support for Feeding America and local food banks, we have also awarded mini-grants to organizations and programs that serve seniors, including Meals on Wheels and community lunch programs.



+81%

Increase in number of seniors living alone seeking help from food pantries in 2008

+64%

Increase in number of households with seniors facing very low food security or hunger in 2009

Source: FeedingAmerica.org

T is for Teamwork

Getting together to get things done – that’s the idea behind C&S fundraising team initiatives. Our Team Up and Make Strides program was created to support employee volunteers who team up to participate in walkathons, bike rides and road races to raise awareness and money for local and national charities.

Some other teams that we’re proud to support:

Green Panthers Termite Football Team

Mauldin, SC

They’re tiny, but they’re mighty! C&S awarded the Mauldin Parks and Recreation Department a mini-grant to purchase training and safety equipment and uniforms for this team of 6-to-8 year olds.

NWS Elite

Westfield, MA

Playing softball is a great way to learn life lessons about teamwork and perseverance. This program for at-risk girls develops players into accomplished athletes.

No Pain No Gain

Birmingham, AL

An athletic program for young adults that also creates care packages for veterans, needy families and homeless individuals.





is for **United Way**

C&S is proud to support more than 90 United Way chapters across the country. Each year we challenge ourselves to increase the amount of employee donations we raise through our workplace campaign.

In 2010, we surpassed all of our previous records, raising more than \$934,000 to help United Way in its mission of advancing the common good.

"Thanks to C&S Wholesale Grocers, a mother waiting at a food pantry will not be turned away. A family facing eviction will be placed in permanent housing. A child care teacher will be trained to help her students get ready for kindergarten. A troubled teen will be connected to a caring mentor. We simply could not do our work without compassionate, community-minded companies like yours and the financial support you provide."

- **Michael K. Durkin, President**
United Way of Massachusetts Bay
and Merrimack Valley

Employee Mike Owen
proudly participates in the
annual C&S workplace
campaign for United Way >



V is for Volunteer

Volunteering in our communities is a C&S tradition, and we enthusiastically support our employees who are working, individually and in teams, to bring about positive change.

Dollars for Doers

This C&S program rewards employees for their volunteer service by supporting the community organizations where they volunteer. For each hour an employee volunteers, C&S makes a financial contribution to that organization.



Team Up and Make Strides

C&S also supports employee volunteers who team up to participate in walkathons, bike rides and road races to raise awareness and money for dozens of good causes.

C&S Volunteer of the Year!

Meet Maria Precht, a human resources supervisor for C&S in Upper Marlboro, MD, and our 2010 Volunteer of the Year. Maria volunteers with children and homeless families. This year, she helped distribute 1,000 bags of school supplies to children through the Book Bag program of the Junior League of Annapolis. Maria has also prepared and served meals for area homeless people, provided assistance with transitional housing and offered skills-based job readiness training. But her favorite volunteer activity is teaching classes in healthy eating to children in her community.

C&S has honored one employee annually as a Volunteer of the Year since 2005.



“Volunteering builds stronger communities,” says C&S employee Maria Precht, shown here with some of the kids in her healthy eating class.

W is for Water

The Gulf of Mexico is a national treasure. Its waters teem with fish, its bedrock holds crucial oil reserves, and its shores attract millions of boaters, beachgoers and anglers.

In March, 2010, the Deepwater Horizon oil drilling platform exploded in the Gulf, creating the largest man-made environmental disaster in American history. Over the next three months, millions of barrels of oil surged into the sea, crippling the ecosystem and turning whole areas of the Gulf into “dead zones,” devoid of life.



C&S responds to the Gulf Coast crisis

As a responsible corporate citizen, C&S responded to the Gulf crisis with donations to nonprofit organizations with strong track records of making a difference for people, the environment and animals in the Gulf Coast region. Recipients included:

Greater New Orleans Foundation Gulf Coast Oil Spill Fund

This fund was created to offer short- and long-term support for fishermen and their families.

Coalition to Restore Coastal Louisiana

Our donation helped defray costs involved in training volunteers committed to beach, bayou and marsh hazardous materials cleanup.



National Wildlife Federation

C&S made a donation to help with expenses connected to wildlife rescue and rehabilitation.

Feeding America

The crisis in the Gulf also had an economic impact on area families.

C&S donated 17 tons of food to both the Second Harvest Food Bank of Greater New Orleans and to the Bay Area Food Bank for their BackPack programs to help local children and families.



is for **Xenial**

Xen-i-al (zee-nee-al), adj. hospitable, especially to strangers; to be kind

Anyone writing an alphabet book soon realizes that not very many words start with the letter X! So when we discovered the wonderful word “xenial,” it was a revelation – because “xenial” is exactly what this book is all about. It’s about giving to strangers. Helping people you may never meet. Sending aid across town, across the state, or across the world.

“Wherever there is a human being, there
is an opportunity for a kindness.”

- Seneca, First Century Philosopher

Nearly all of the giving C&S does as a company could be classified as xenial; that’s because in most cases we don’t meet the beneficiaries of our donations. But that doesn’t mean we don’t think about those we help, especially the children who are beneficiaries of our annual Food for Kids Drive. This year, to mark national Hunger Action Month, C&S employees collected more than 16,000 pounds of food for local food banks – and for every pound, C&S made a \$1 donation to Feeding America’s BackPack Program for kids.



is for **Yes**

Giving is habit-forming. Once you start seeing all the great things you can do by donating your time and money, it becomes even more rewarding. Since my grandfather's time, giving back to the community has been a core value of C&S, and today our family and our company are proud to carry on the tradition. I guess the simplest way to put it is this: we try to say "yes" as often as we can.

YES to food banks and hunger organizations who offer access to meals to struggling families, senior citizens and veterans across the country

YES to ideas that advance energy conservation and environmental protection

YES to employee volunteers devoted to serving nonprofit groups

YES to community leaders working to end poverty

YES to those who focus on teaching or caring for children

YES to those who respond with help and hope after disasters

On the corporate level, we sponsor and support literally hundreds of worthy causes and organizations – from A to Z. We also partner with strong national and international organizations working to end hunger, promote health, eliminate poverty and encourage sustainable economies.

Yes. It's a powerful word. It's positive. It opens doors and gets people moving. Yes starts great things.

Try it: it works.

Rick Cohen
Chairman and CEO
C&S Wholesale Grocers, Inc.

Visit us online: cswg.com/community 31





is for **Zero**

IMAGINE
Imagine

a world without hunger
or homelessness.

A world where zero
children die of cancer,
famine or AIDS.

IMAGINE
Imagine

Zero poverty.

Zero illiteracy.

Zero pollution.

We know it's a lot to imagine.
But having a vision, even one
that challenges current reality,
is a powerful thing. Because
every great achievement starts
with a dream.

C&S hopes our 2010
Community Involvement
Report has inspired you to
dream your own dreams of
making a difference. Start with
A for Action...and then let your
imagination take you!

Photo courtesy of Partners in Health
Photo taken by Ilvy Njokiktjien



is for **Thank You**

“Gratitude unlocks the fullness of life...It can turn a meal into a feast, a stranger into a friend.”

- Melody Beattie, Author

And now, a few words of thanks.

To the men and women who are the backbone of C&S and our family of companies, for all the many ways you make a difference for your communities.

To Feeding America, Share Our Strength, the Congressional Hunger Center and all of our partners in the fight against hunger for your tireless work to nourish neighbors in need and for your efforts to lift people up and out of poverty.

To our customers and vendors for partnering with us to build a strong organization and for sharing our vision of vibrant, hunger-free communities.

To charitable and nonprofit organizations – large and small – whose work brings meaningful change and hope to families, to cities and towns, to our country and our planet.

And to everyone who has taken the time to volunteer, to become informed and to speak up about an issue, to donate money or other resources for good works. You have great power to drive positive social change and we are grateful.



Together with these organizations, C&S is helping bring positive change to the world we share. Here are just some of the community, civic and charitable groups we supported in 2010:

AIDS Foundation of Western Massachusetts
AIDS Walk San Joaquin
Alzheimer's Association
American Cancer Society
American Heart Association
American Red Cross
Animal Rescue Force
Animaterra Women's Chorus
Arundel House of Hope
Autism Speaks
Baystate Visiting Nurse Association & Hospice
Bell Center for Early Intervention Programs
Bellows Falls Middle School
Bethlehem Township Volunteer Fire Co.
Big Brothers Big Sisters of Hampden County
Boy Scouts of America
Boys & Girls Club of Manteca
Boys & Girls Clubs of Harford County
Brattleboro Area Drop In Center
Brattleboro Area Hospice
Brattleboro Fire Department
Brattleboro Kids Fair
Brattleboro Union High School
Brattleboro Walk In Clinic
Brattleboro Winter Carnival
Buffalo and Erie County Public Library
Cancer Association of Spartanburg & Cherokee Counties
Cancer House of Hope
Canine Alert Search Teams
Capital Area Food Bank
Carrie Children's Foundation
Cedarcrest Center for Children with Disabilities
Center Stage Cheshire County
Chesapeake Bay Foundation
Cheshire Medical Center
Chester Elementary School
Chester Public Library
Chester Volunteer Ambulance Corps.

Photo: Future truck drivers explore one of our semi-trailers at Brattleboro Memorial Hospital's annual "Touch a Truck" event in Brattleboro, VT. The event raised over \$7,000 for the hospital ›

Photo courtesy of Brattleboro Memorial Hospital

Chesterfield Library
Chesterfield School
Children's Advocacy Center of Northeastern Pennsylvania
Children's Aid Society
Children's Home of Stockton
Children's Museum of Stockton
Children's Organ Transplant Association
City Mission Society
City of Greer -Parks & Recreation
Clark Canal Community Association
Clarke School for the Deaf
Coalition for the Advancement of Student Activities
Coalition to Restore Coastal Louisiana
Cobb Meadow School
Coldenham Fire Company Ladies Auxiliary
Colonial Theatre
Community Kitchen
Comprehensive Youth Services of Fresno
Congregational Hunger Center
Conservation Fund
Court Appointed Special Advocates of NH
Criminal Justice Organization of Hampden County
Crotched Mountain Foundation
Cummington Fire Association
David's House
Dignity's Alcove
District of Columbia Public Schools
Domestic Violence Assistance
Downtown Harrisburg Library
Dreams Foundation
Dummerston School
Earthreports
Easter Seals New Hampshire
Eastern Pennsylvania Down Syndrome Center
Fall Mountain Food Shelf
Families First
Family Center of Greater Peterborough
Family Garden Early Care and Education Center
Feeding America
First Book
Food Bank of the Hudson Valley
Food Bank of Western Massachusetts
Food Bank of Western New York
Foodshare
Footings
Fresh Air Fund
Fresno Community Hospital and Medical Center
Fresno County Public Library
Gardendale Athletics
Girl Scouts of Central Maryland
Girls on the Run
Great River Arts Institute
Greater New Orleans Foundation
Green Northampton
Greenville Family Partnership
Guilford Central School
Guilford Volunteer Fire Department
Gunpowder Elementary Parent Teacher Association
Habitat for Humanity -Buffalo, NY
Habitat for Humanity of San Joaquin County
Habitat for Humanity of the Greater Harrisburg Area

Hampshire County TRIAD
Hampshire Regional High School
Hanover Township Volunteer Fire Co.
Harford Community College Foundation
Hartford Area Habitat for Humanity
Hartford Food System
Hatfield Book Club
Hatfield Elementary School
Hatfield Police Department
Hatfield Public Library
Hawaii Foodbank
Head Start of Eastern Orange County
Heads Up
Healthy Solutions
Hogback Mountain Conservation Association
Homes for Vets
Horizons for Homeless Children
Hospice House of Greenville
Hugh O'Brian Youth Leadership
Humane Society of Harrisburg
Humane Society of Lackawanna County
J.C. Williams Community Center
Jaffrey Civic Center
Jefferson County Council on Aging
-Meals on Wheels
Jeremy's Heroes
Joy's Network
Junior Achievement of Berks County
Keene Chorale
Keene Day Care Center
Keene Downtown Group
Keene High School Project Graduation
Keene Montessori School
Keene State College
Keene Swamp Bats
Keene-Einbeck Partner City Committee
Kids Defense Team
KidsPeace Children's Hospital
Kings Theatre Company
Lackawanna Neighbors
Lackawanna River Corridor Association
Lancaster Volunteer Ambulance Corps.
Leukemia & Lymphoma Society
-Central Pennsylvania Chapter
Lifedriven Foundation
Linda's Closet
Little Britain Elementary School
Loaves & Fishes
Magic City Harvest
Make-A-Wish Foundation
March of Dimes
Mariposa Museum
Maryland Food Bank
Maternal-Infant Services Network of Orange,
Sullivan and Ulster Counties
Mauldin Fire Department
Mauldin Police Department
Meals on Wheels of Lehigh County
Monadnock Alcohol & Drug Abuse Coalition
Monadnock Conservancy
Monadnock Developmental Services
Monadnock Family Services

Monadnock Music
Monadnock Region Humane Society
Monadnock Regional High School Project Graduation
Montgomery Volunteer Ambulance Corp.
Moving Company Dance Center
Muscular Dystrophy Association
Neighborhood Schoolhouse
New City Food Pantry
New Hampshire Charitable Foundation
New Hampshire Food Industry Educational Foundation
New Hampshire Public Radio
New Jersey Agricultural Society
Newburgh City School District
Newburgh SCATS
Newfane Elementary School Parent Teacher Organization
No Child Left Alone
No Pain No Gain
Norris Cotton Cancer Center
North Brunswick Volunteer Fire Department
North East Branch Library
North East Fire Company
Northern Heritage Mills
Operation Home for the Holidays
Orange County 4-H Club
Orange County Citizens Foundation
Orange County Firefighters Museum
Our Place Drop-In Center
Oxfam America
Pacific Islands Fisheries Group
Partners In Care
Partners In Health
People First of Harford County
Peterborough Players
Pets Alive
Pinnacle Health Home Care & Hospice
Project Host
Read To Me International
River Gallery School
Riverside Industries
Safe Passage
Sandglass Theater
SEED Public Charter School of Washington, D.C.
Share Our Strength
Shelter From The Storm
Shore Dreams for Kids
Side Out Foundation
Society of American Foresters -NJ
Sophia's Hearth Family Center
Southern Vermont Therapeutic Riding Center
Southwestern Community Services
Special Olympics New Hampshire
Special Recreation Services
Spina Bifida Resource Network
St. Baldrick's Foundation
St. Francis Fall for Greenville
Stanley Park of Westfield
Stonewall Farm
Strolling of the Heifers
Suffield Volunteer Ambulance Association
Susan G. Komen Breast Cancer Foundation
Switch'n'Horns 4-H Club

The Place to Go
Town of Montgomery Food Pantry
Tracy Interfaith Ministries
Treasure Lake Volunteer Fire Department
Tree Fresno
United Way
United Way Community Food Bank
University of Vermont and State Agricultural College
Vermont Association for the Blind and Visually Impaired
Vermont Foodbank
Very Special Arts California
VT Campaign to End Childhood Hunger
VT Foster and Adoptive Family Association
Walkkill Hook, Ladder & Hose Co.
Warwick Community School
West Bee Nursery School
Westfield High School Drama Club
Westfield Middle School South
Westminster Cares
Westminster Volunteer Fire & Rescue
Whately Elementary
Williston Middle School
Winchester ACCESS
Winchester School
Windham County Humane Society
Windham County Reads
Windham County SAFE Kids
Windham Housing Trust
Windham Regional Career Center
Winding River Land Conservancy
Windsor Locks Fire Department
Windsor Locks High School
Windsor Locks Public Library
Windsor Locks Youth Services Bureau
YMCA of San Joaquin County

Food Banks We Support:

Vermont Food Bank
Capital Area Food Bank
Food Bank of Western Massachusetts
Food Bank of the Hudson Valley
Birmingham Food Bank
Foodshare
Hawaii Food Bank
Maryland Food Bank
New Hampshire Food Bank
Community Food Bank of New Jersey
Regional Food Bank of Northeastern NY
Food Bank of Western New York
Central Pennsylvania Food Bank
Weinberg-Northeast Region Food Bank
Second Harvest Food Bank of the Lehigh Valley and NE PA
Second Harvest Food Bank of Northwestern PA
Community Food Bank of Fresno
Food Bank of Contra Costa & Solano
Second Harvest Food Bank of San Joaquin & Stanislaus Counties
Harvest Hope
Food Bank of Delaware

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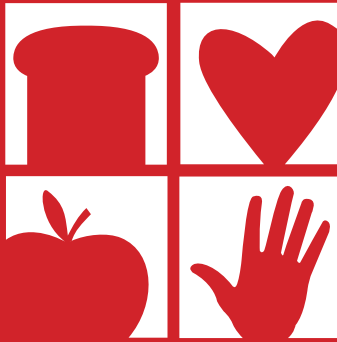
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