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# FY08 Annual Report



# FOUNDATION

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3500 Lacey Road  
Downers Grove, IL 60515

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For more than 25 years, the Sara Lee Foundation has been providing support for programs in pursuit of our mission – to strengthen and improve communities where Sara Lee operates.

I am pleased to present the 2008 fiscal year annual report of the Sara Lee Foundation. The causes we address are food insecurity, nutrition programs and healthy lifestyles; women’s self-sufficiency; and diversity through cultural initiatives.

These are very difficult economic times. Now, more than ever, we must diligently address community needs in these areas, supporting innovative programs that have an impact and make a difference.

Judy E. Schaefer  
Director  
Sara Lee Foundation

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## **About Sara Lee Corporation**

Each and every day, Sara Lee Corporation delights millions of consumers and customers around the world. The company has one of the world's best-loved and leading portfolios with its innovative and trusted food, beverage, household and body care brands, including *Ambi Pur*, *Ball Park*, *Douwe Egberts*, *Hillshire Farm*, *Jimmy Dean*, *Kiwi*, *Sanex*, *Sara Lee* and *Senseo*. Collectively, these brands generate more than \$13 billion in annual net sales covering approximately 200 countries. The Sara Lee community consists of 44,000 employees worldwide.

## **About the Sara Lee Foundation**

The Sara Lee Foundation is the philanthropic arm of Sara Lee Corporation and is operated as a separate entity with its own board of directors. Through the Foundation, Sara Lee is committed to strengthening and improving communities where Sara Lee has a presence.

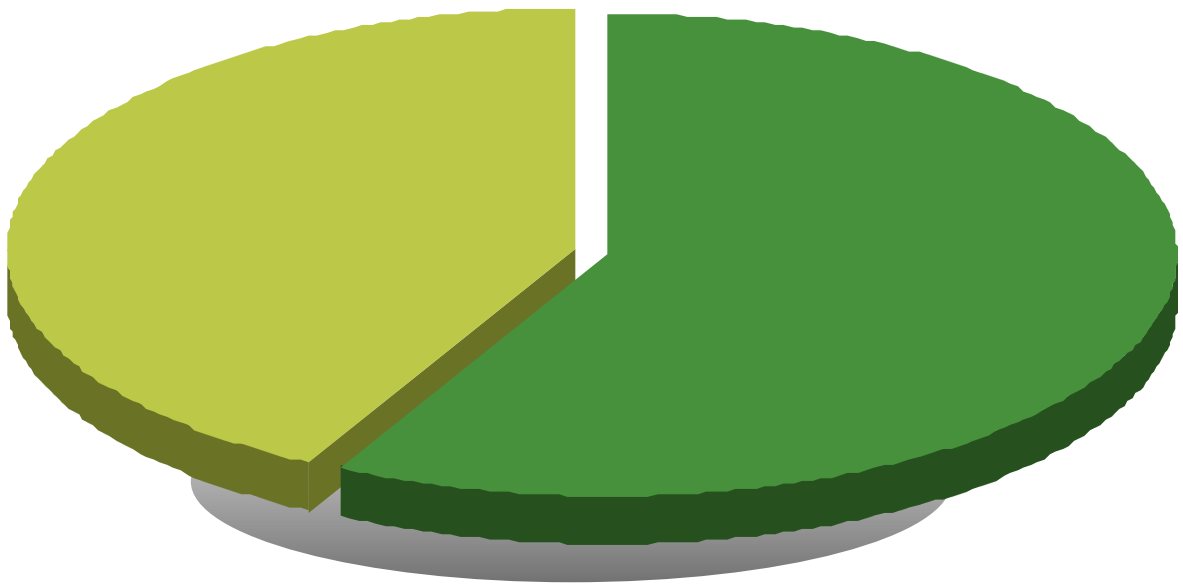


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# Total Giving – FY08

## Sara Lee Corporation\*

**Global Cash and Product Donations**  
**\$11.8MM**



■ Cash 58%

■ Product 42%



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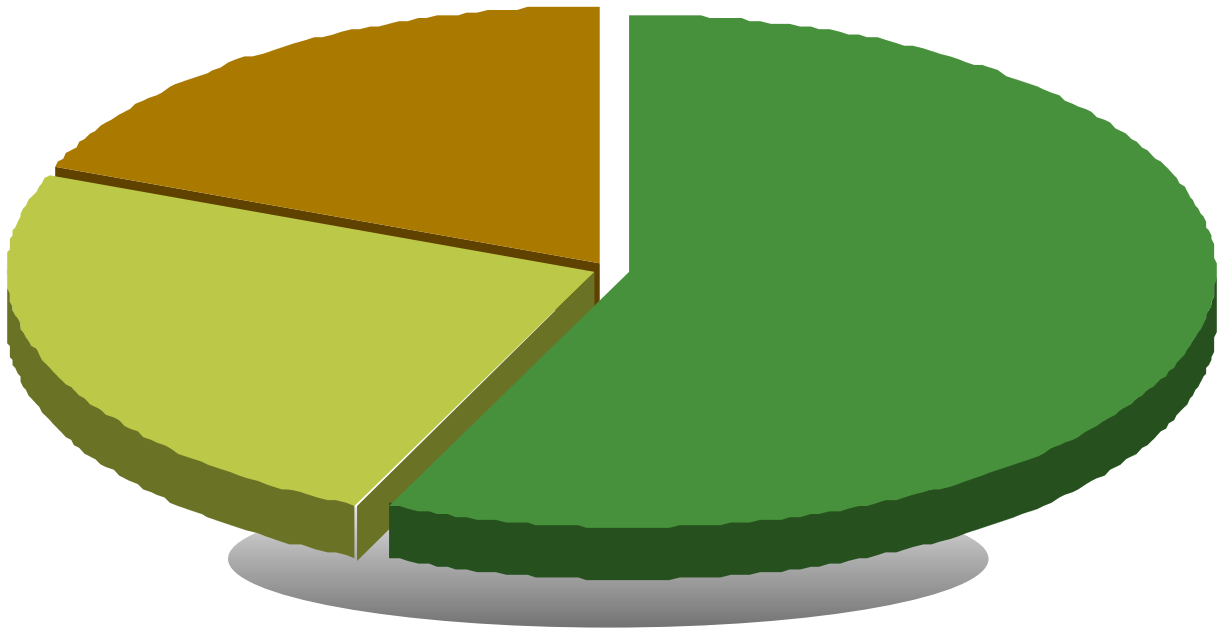
\*Includes Sara Lee Foundation

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# Giving – FY08

## Sara Lee Foundation

### Grants by Program Area



- Direct Grants 57%
- Matching Grants 24%
- United Way 19%

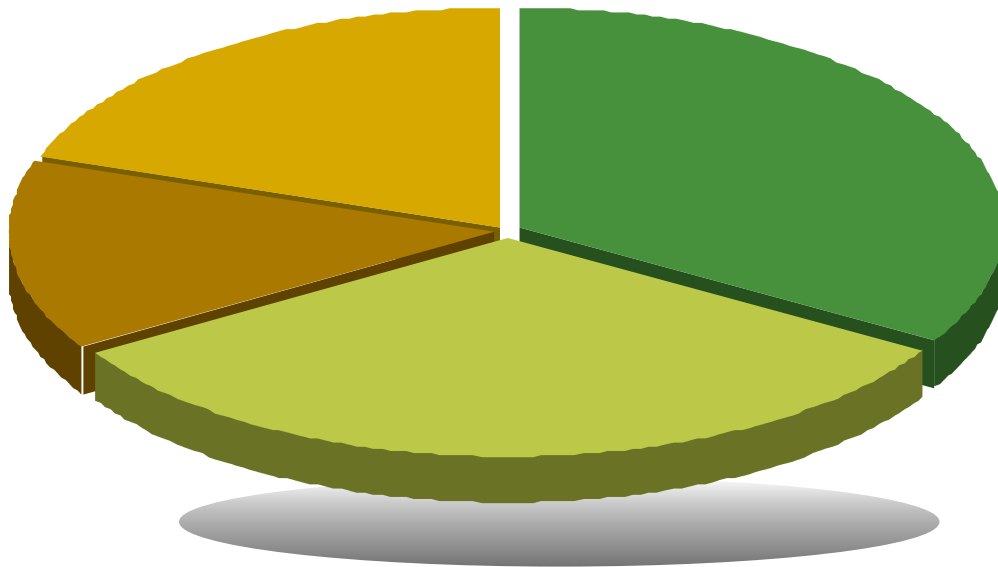


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# **Giving – FY08**

## **Sara Lee Foundation**

### **Direct Grants by Focus Area**



- Nutrition & Hunger Issues 34%**
- Healthy Lifestyles 32%**
- Women's Self-Sufficiency 14%**
- Diversity through Cultural Initiatives 20%**



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# Program Development in FY08

Over the past year, the Sara Lee Foundation has comprehensively re-aligned its program priorities to match the significant transformation of the corporation. We have begun shifting our objectives, expanding from a headquarters' initiative to an integrated companywide program.

We continue to execute programs for maximum impact, making direct program grants and providing targeted support in Sara Lee communities by addressing their core needs and making a difference in the lives of many.



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# Direct Grants

## Food Insecurity

As a food company, Sara Lee is concerned about those in our communities who are food insecure. The numbers are rising, and it is more important than ever to support impactful programs that work towards alleviating hunger. Some examples are:

Northern Illinois Food Bank: Expansion of its protein partnership to reaching additional grocery and retail stores, resulting in 10,000 more pounds per week of highly nutritious food being recovered and distributed to local food pantries.

Second Harvest Food Bank of Greater New Orleans: Increasing the amount of food distributed by 6.5 pounds per person annually to people who are food insecure living near Sara Lee's Harahan, La. facility.

Atlanta Food Bank: Supporting the delivery of food to Rome, Ga. where Sara Lee has a facility, doubling the amount of food that is distributed in this area to 40,000 pounds of food per month.



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# Direct Grants

## Nutrition Programs

The Foundation seeks to support nutrition education programs and nutritious food preparation. As examples:

Latin Center a.k.a. Universidad Popular:  
Providing support for its Health Literacy Initiative, including the promotion of health and nutrition in low-income Latino communities, and addressing physical fitness and healthy eating habits.

Common Threads: Supporting after school classes that teach children: how to cook culturally specific meals, providing low cost recipes that can be made at home; health education; and empowering the children to make healthy decisions.

International Food Information Council:  
Supporting “Kidnetics,” a program delivering health information to children ages 9-11 and their families. It emphasizes the importance of physical activity and good nutrition through its website ([www.kidnetics.com](http://www.kidnetics.com)) and literature.



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# Direct Grants Healthy Lifestyles

Sara Lee is looking at innovative programs that encourage healthy and active lifestyles. This includes promoting healthy communities through our partnership with United Way. For example:

Boundless Playground: Supporting this program near Sara Lee's Madison, Wis. facility, providing a play area accessible to children of all physical abilities. Employees from the Madison facility are also involved in this project.

United Way: Providing additional support directly tied to the generosity of our employees nationwide, making a positive impact in more than 20 plant communities where campaigns were run.



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# Direct Grants

## Women's Self-Sufficiency

Sara Lee is named after a woman, and women are the majority of our consumers. The Foundation looks at programs that empower women to gain skills to earn a living wage, and to reach their full potential. A few examples are:

CAP Services: Supporting its job enhancement program, located near Sara Lee's New London, Wis. facility. This program provides short term job skills training for the working poor, while they remain employed. Upon completion of the program, 80% will increase their wage by \$2.50 per hour.

Chicago Women in Trades: Supporting the Technical Opportunities Program, providing classes to improve women's qualifications for nontraditional employment in the trades. Upon completion, women often can earn a living wage.

YWCA of Metropolitan Chicago: Providing support for its Economic Empowerment Program, providing job planning, sustainability services and classes in advancement and asset acquisition.



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# Direct Grants

## Diversity through Cultural Initiatives

The Foundation is proud to consider support for programs that are driven by diversity, one of Sara Lee's core values. Two examples are:

Silk Road Theater Project: Supporting the Midwest premier of "Durango," a production by Korean American playwright, Julia Cho. This production provided the Chicago community the experience of a "first voice" viewpoint representing a diverse culture.

Art Institute of Chicago: Providing support for "Benin: Kings and Rituals, Court Arts from Nigeria," an exhibit of significant works of art from this West African kingdom. This exhibit is an example of a program that helps us all understand and appreciate the diversity in this world...and the power that comes from truly embracing that diversity and being an inclusive society.

Note: ([www.saraleefoundation.org](http://www.saraleefoundation.org)) contains a complete list of direct and matching grants made in FY08, see "History, Past Giving Reports."



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# Board, Officers, Staff

## Sara Lee Foundation Board of Directors

Stephen J. Cerrone, President

Brenda C. Barnes

Jon J. Harris

Brett J. Hart

## Sara Lee Foundation Officers

Stephen J. Cerrone – President

Theo de Kool – Vice President & Treasurer

Brett J. Hart – Vice President & Secretary

Judy E. Schaefer – Vice President

James K. Hahn – Assistant Secretary

Helen N. Kaminski – Assistant Secretary

Mary Kay Phee Schenfeld – Assistant Secretary

Robert K. Chan – Assistant Treasurer

## Sara Lee Foundation Staff

Judy E. Schaefer – Director

Robert J. Rizzo – Manager, Grants Program

Jason F.C. Laws – Administrator, Volunteer Programs

Emily Wittenberg – Administrator, Finance &  
Administration



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**Please consider the environment before  
printing this report. Thank you.**