

*Sara Lee*

**FOUNDATION**

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**FY09 Annual Report**

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Please consider the environment before printing this report.

The Sara Lee Foundation's 2009 fiscal year was firmly grounded by its mission, consistent in its grant making and strategically focused on the core issues of food insecurity, nutrition, healthy lifestyles, women's self-sufficiency and diversity through cultural initiatives.

Given the significant transformation the Foundation has undergone over the past few years, this fiscal year allowed us to realize the full impact of the previously implemented changes and focus on the precise execution of its grant making efforts. The Foundation has emerged from all the changes as a tightly focused corporate foundation, making strategic grants that closely align with its core areas of interest.

We are aware that the needs of the community are reaching record levels, and the nonprofit sector is struggling to serve an increasing number of clients with significantly fewer resources. Sara Lee is committed to continue providing grants, in line with our core focus areas, that have the largest and most measurable impact in order to fully address these urgent community needs.

This report highlights select stories from the Foundation's fiscal year 2009 grant recipients that represent a wide variety of high-impact programs. We are very proud of all the projects we support and are inspired by the successful execution of these vital programs by the nonprofit organizations. I am proud to work for Sara Lee, which continues to value its role as a corporate leader supporting communities where Sara Lee employees live and work.



**Judy E. Schaefer**  
**Director**  
**June 2009**



## About Sara Lee Corporation

Each and every day, Sara Lee (NYSE: SLE) 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 approximately \$13 billion in annual net sales covering close to 200 countries. The Sara Lee community consists of 41,000 employees worldwide. ([www.saralee.com](http://www.saralee.com))

## 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. ([www.saraleefoundation.org](http://www.saraleefoundation.org))

# Food Insecurity

As a leader in the food industry, Sara Lee has a heightened awareness of the increasing issues of food insecurity in the communities where it conducts business. Due to difficult economic times, the number of families accessing food assistance programs continues to climb, and the Foundation supports programs dedicated to addressing issues of hunger and food insecurity.

**Greater Chicago Food Depository:** As a growing population in Chicago, low-income older adults are often forced to decide between medicine, housing, utilities and food. The Older Adult Meal Pilot program will increase access to nutritious food, especially for those with limited mobility, helping older adults remain independent. This program builds upon the strategic expansion of the existing Chicago's Community Kitchens and harnesses the increased capacity of the community organizations to provide seniors with approximately 63,000 nutritious, easy to prepare frozen meals.



**Second Harvest Food Bank of Metrolina, Inc.:** Seeking to increase much needed food resources within the Sara Lee community of Valdese, North Carolina, the Mobile Pantry program will serve over 15,000 people who are currently at risk for hunger, including 1,500 seniors and 4,000 children. By increasing the number of Mobile Pantry visits to Valdese and the other parts of Burke County, an additional 50,000 pounds of nutritious food will be distributed to assist families and individuals in this rural community.

**City of New London Community Cupboard:** For over 40 years, the Community Cupboard has responded to the ever increasing need for food for residents living in New London, Wisconsin. To address the issues of increased demand and a lack of physical space, Sara Lee and its employees found multiple ways to increase the Community Cupboard's capacity in a sustainable manner. Sara Lee engineers from the New London facility volunteered their expertise to draft new CAD drawings to maximize space, which increased floor space by 25%. Other employees volunteered to build and arrange shelving to hold 40% more food. Grant funds also helped to stock the shelves with much needed food, as donations from the community often decrease during the summer months.



# Healthy Lifestyles

The concept of “energy in, energy out” is a fundamental step leading to a healthy lifestyle, but obtaining energy balance through nutrition and physical activity continues to be a significant struggle for many. The Sara Lee Foundation supports programs that uniquely address and encourage both individuals and families to increase activity and obtain accurate information that reinforces a healthy lifestyle.

**United Way Campaign:** Sara Lee and its employees across the nation support United Way through an annual campaign to raise money for those needs that are most pressing within our communities. By combining the generous support of Sara Lee employees across 14 states and in multiple plant communities with the Foundation incentive grants, this annual campaign supports United Way’s efforts to help improve and strengthen local communities across the nation.



**Fresh Air Family, Inc.:** The *Family Nature Hike* program encourages individuals in the Sara Lee community of Florence, Alabama to participate interactive, outdoor activities. Fresh Air Family inspires families to increase exercise, reduce stress and enjoy quality time in an active, fun and educational setting. This program pairs scientists and expert naturalists with families as they explore topics such as Native American history, birding, wildflowers, medicinal plants, geology, canoeing and all things small such as lichens, mosses and bugs.



**The Morton Arboretum:** The Foundation is proud to be the healthy lifestyles’ sponsor of *Animal Houses* at The Morton Arboretum, encouraging families to explore trees and nature and participate in healthy, interactive outdoor activities as they travel across 16 miles of hiking trails. Eleven durable, oversized animal houses are designed to increase one’s understanding of animals, their reliance upon trees and the individual’s role in maintaining a healthy ecosystem.



# Nutrition

The Sara Lee Foundation supports nonprofit programs that educate people on nutritious foods and healthy preparation. There are various factors that influence nutrition including access, age, geography, personal habits and cultural traditions. Identifying holistic programs that address these factors and work with the entire family, while also including a focus on reading food labels, portion size and understanding the food pyramid, are fundamental steps in helping individuals make healthier choices.

**Northern Illinois Food Bank:** The Northern Illinois Food Bank is launching a Community Nutrition Program to strengthen its core mission to improve nutrition education, research, public policy and food quality for people experiencing food insecurity in its 13-county service area. By collaborating with Benedictine University, this program will make a long-term investment to positively impact food and nutrition policy, nutritious food distribution and culinary skills development.

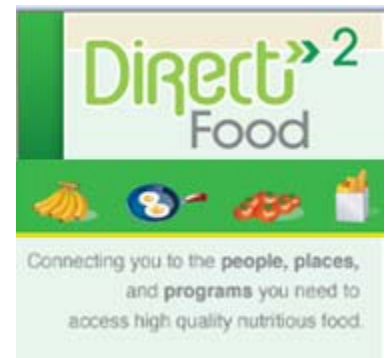


**Boys and Girls Club of Nash/Edgecombe Counties:**

Serving the community of Tarboro, North Carolina, where Sara Lee has a facility, the SMART Girls program teaches and encourages healthy attitudes and lifestyles to enable young girls to develop their full potential. This program focuses on the importance of physical activity, healthy snacks and eating a balanced meal with the help of volunteers and health care professionals, who serve as guest speakers.



**AIDS Foundation of Chicago:** *Direct2Food* is a simple-to-use, searchable online database of resources available in the metropolitan Chicago area. It not only helps the individual, but it also strengthens the social service agencies' ability to help those struggling with food insecurity. It centralizes and provides access to food pantries, soup kitchens, home delivered meals, and congregate meal sites as well as information on how to access federal food assistance programs including food stamps and resources for Women, Infants, and Children (WIC).



# Women's Self-Sufficiency

Sara Lee is committed to supporting the work of nonprofits that empower women from underserved communities to achieve economic independence and reach their full potential. In today's difficult economic times, single female-headed households with children are most vulnerable and the Foundation is interested in high-impact programs that provide women with hard skills, leading to employment and financial security.

## **Asian and Pacific Islander American Scholarship Fund:**

The Foundation supports diverse scholarship funds that enable women, with demonstrated financial need, to pursue a higher education helping lead to self-sufficiency. The Foundation designates scholarships through the Asian & Pacific Islander American Scholarship Fund to American females of Asian and Pacific Islander descent as they enter their freshman year of college, encouraging these women to become leaders in their profession and to give back to their communities. The Foundation also supports scholarships for women through the following funds: American Indian College Fund, Hispanic Scholarship Fund and United Negro College Fund.



**Chicago Urban League:** The Chicago Urban League provides professional development and career advancement training to African Americans through the *Career Advancement Success Strategies* program. *Success Strategies* fills a critical need by covering a range of topics essential to professional advancement and leading to a 10% increase in the hiring and promotion rates of African-American professionals.

**Women's Business Development Center:** Sara Lee is proud of its 22 year relationship with the Women's Business Development Center. A series of forums entitled *Thriving in a Challenging Economy: The Economy's Impact on Small Business* provides women entrepreneurs with access to professional advice, resources and strategies to help their small businesses thrive and succeed.



# Diversity through Cultural Initiatives

Sara Lee values diversity and inclusion and embraces these concepts as the driving force in supporting cultural programs. Diverse cultural programs are essential in fostering vibrant, healthy communities, and Sara Lee provides leadership support to projects that feature the perspective, voice, sound, movement and culture that are inclusive of the broader community.

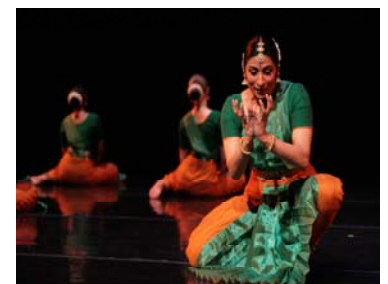
**Steppenwolf Theatre Company:** Steppenwolf is committed to producing plays that feature its African-American ensemble members, and in line with this commitment, Sara Lee is proud to sponsor the ambitious upcoming production of *The Brother/Sister Plays* by Tarell Alvin McCraney and directed by ensemble member Tina Landau. Blending influences from Afro-Caribbean folklore, Greek tragedy and hip-hop lyricism, the plays explore universal themes of love, self-identity and coming-of-age as they forcefully conflict with the values of a small Louisiana community. *The Brother/Sister Plays* signals Steppenwolf's commitment to this playwright's voice and the diversity of its ensemble.



**The Music Preservation Society:** The Foundation proudly supports the W.C. Handy Music Festival in the Sara Lee community of Florence, Alabama. Taking place in several small parks and on one "center stage," this festival features over 50 free blues music and jazz concerts. Extensive outreach programs reach children, families and older adults, encouraging community members to embrace and celebrate the musical culture and heritage of the Muscle Shoals region.



**Natya Dance Theatre:** *The Flowering Tree* production incorporates four diverse performance groups lead by Natya Dance Theatre. Through Indian Dance, Indian music combined with western jazz music and Japanese Taiko drums, a universal story is told about the delicate balance of nature. Metaphoric connections between a woman and a tree reveal that nurturing the woman improves, strengthens and is ultimately good for the community and the environment. This production will inspire audiences and create awareness focused on reducing the destructive acts that affect our community and our world.



# Grants Approved

## Food Insecurity, Healthy Lifestyles and Nutrition

AIDS Foundation of Chicago  
Direct2Food: A Nutrition Resource Directory

Food Research and Action Center  
Expand participation in Breakfast and Out-of-School Time Nutrition Programs

North Texas Food Bank  
Expand Food Distribution

Atlanta Community Food Bank  
Produce Distribution Initiative: Bridging the Grocery Gap

Freestore-Foodbank, Inc.  
Rubber Duck Regatta

Northern Illinois Food Bank  
Community Nutrition Program

Boys & Girls Clubs of  
Nash/Edgecombe Counties  
SMART Girls

Fresh Air Family, Inc.  
Family Nature Hikes

Peer Health Exchange, Inc.  
Chicago Peer Health Exchange

Center on Halsted  
Access to Nutrition

Greater Chicago Food Depository  
Older Adult Meal Pilot

People's Resource Center  
Food Distribution

Chicago Horticultural Society  
Windy City Harvest

Lifelink Corporation  
Color Me Healthy – Health First/Salud Primero

Robert Crown Center for Health  
Education  
Update Nutrition Curriculum and Materials

City of New London  
Community Cupboard Food Distribution

Michigan Land Use Institute  
Fresh Fruits and Vegetables Initiative

Second Harvest Food Bank of  
Metrolina, Inc.  
Expand Mobile Pantry

Feeding America  
Organizational Capacity Self-Assessment

The Morton Arboretum  
Animal Houses

## **United Way Campaign**

Alabama:  
United Way of Northwest Alabama  
Wiregrass United Way, Inc.

Missouri:  
United Way of Greater St. Joseph  
United Way of Greater St. Louis

Tennessee:  
United Way of West Tennessee, Inc.

Georgia:  
United Way of Metropolitan Atlanta

North Carolina:  
Rocky Mount Area United Way

Texas:  
United Way of Lamar County  
United Way of Metropolitan Dallas  
United Way of Metropolitan Tarrant County

Illinois:  
United Way of Metropolitan Chicago

Ohio:  
United Way of Greater Cincinnati  
Warren County United Way

Utah:  
United Way of Salt Lake

Iowa:  
Storm Lake Community Chest

Pennsylvania:  
United Way of Chester County

Wisconsin:  
Great Rivers United Way, Inc.  
United Way of Dane County  
United Way Fox Cities, Inc.

Michigan:  
Greater Ottawa County United Way  
United Way of Northwest Michigan

South Carolina:  
United Way of Greenville County, Inc.

# Grants Approved

## Women's Self-Sufficiency

American Indian College Fund  
Scholarship Program for Women

Asian and Pacific Islander  
American Scholarship Fund  
Scholarship Program for Women

Chicago Anti-Hunger Federation  
Oliver's Kitchen

Chicago Foundation for Women  
Women's Economic Security  
Collaborative: Phase 2

Chicago Urban League  
Career Advancement Success Strategies

Chicago Women in Trades  
Technical Opportunities Program

Heartland Alliance for Human  
Needs & Human Rights  
Asset Building Initiative

Hispanic Scholarship Fund  
Scholarship Program for Women

MOUSE, Inc.  
TechCrew: Powered by MOUSE

St. Louis Chamber and Growth  
Association  
Economic Development Initiative

United Negro College Fund  
Scholarship Program for Women

Upwardly Global  
Jobseeker Services Program

Women's Business Development  
Center  
Thriving in a Challenging Economy: The  
Economy's Impact on Small Business

YWCA of Metropolitan Chicago  
Economic Empowerment Program

## Diversity through Cultural Initiatives

About Face Theatre Collective  
*What Once We Felt* by Ann Marie Healy

Auditorium Theatre of Roosevelt  
University  
Nederlands Dans Theater I

Chicago Human Rhythm Project  
20<sup>th</sup> Anniversary Choreography Project:  
Interchange

Chicago Sinfonietta  
2009-2010 Season

Chicago Symphony Orchestra  
Civic Orchestra of Chicago

Columbia College Chicago – Jazz  
Ensemble  
10<sup>th</sup> Anniversary Season of the American  
Heritage Jazz Series

DuSable Museum of African  
American History  
Buried Treasures: Art in African-American  
Museums

The Music Preservation Society,  
Inc.  
W.C. Handy Music Festival

Natya Dance Theatre  
*The Flowering Tree*

Old Town School of Folk Music  
World Music Wednesdays

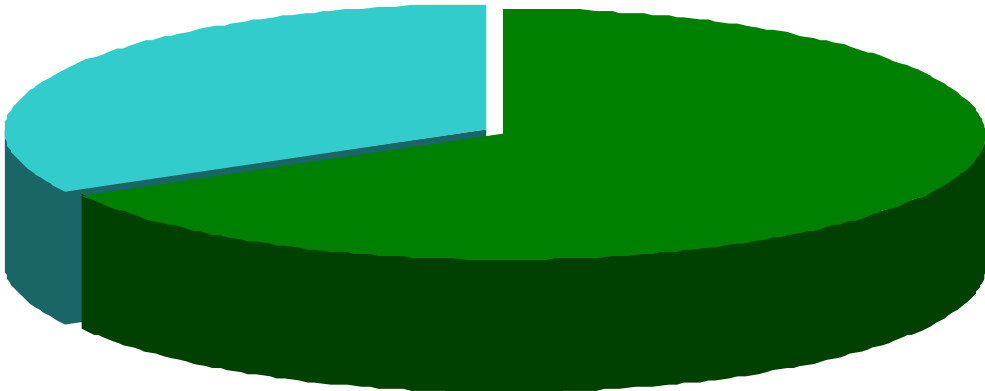
Pegasus Players  
*The Shape of a Girl* by Joan McLeod

Steppenwolf Theatre Company  
*The Brother/Sister Plays* by Tarell Alvin  
McCraney

Victory Gardens Theater  
*The Blue Door* by Tanya Barfield

# Giving by Sara Lee Corporation\*

## Global Cash and Product Donations



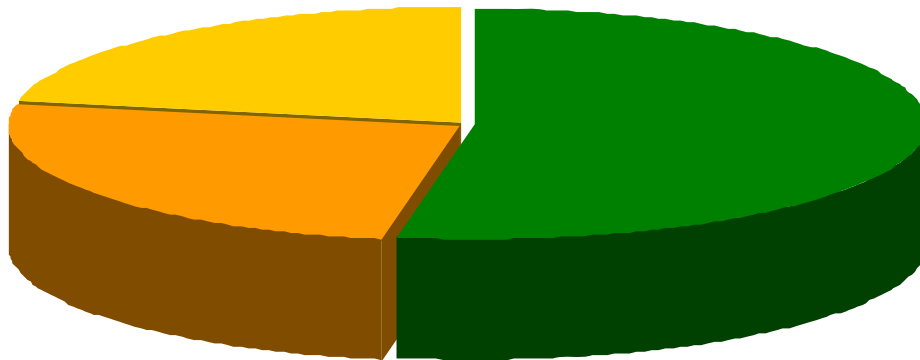
\$10.1 million

- Cash 67%
- Product 33%

\*Includes Sara Lee Foundation

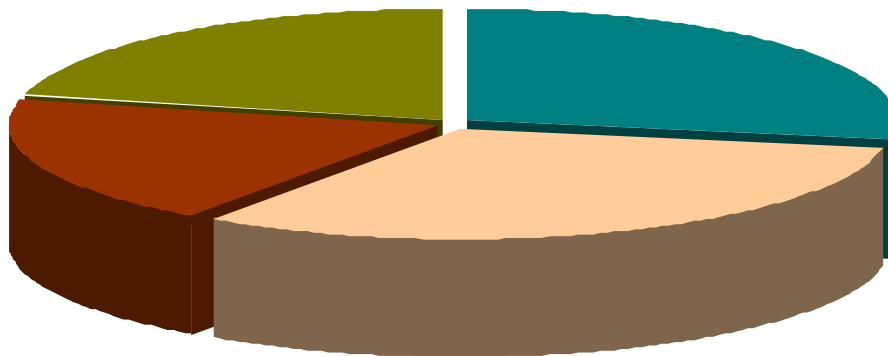
# Giving by Sara Lee Foundation

## Grants by Program Area



- Direct Grants 53%
- Matching Grants 25%
- United Way 22%

## Direct Grants by Focus Area



- Food Insecurity and Nutrition 28%
- Healthy Lifestyles 32%
- Women's Self-Sufficiency 19%
- Diversity through Cultural Initiatives 21%

# Board, Officers, Staff

## Board of Directors

Brenda C. Barnes

Stephen J. Cerrone

Jon J. Harris

Brett J. Hart

## Officers

Stephen J. Cerrone – President

L.M. (Theo) de Kool – Vice President & Treasurer

Brett J. Hart – Vice President & Secretary

Judy E. Schaefer – Vice President

Helen N. Kaminski – Assistant Secretary

Mary Kay Phee Schenfeld – Assistant Secretary

Robert K. Chan – Assistant Treasurer

## Staff

Judy E. Schaefer – Director

Robert J. Rizzo – Senior Manager, Grants Program

Emily S. Wittenberg – Administrator, Finance & Administration

## Photo Credits

Page 5: *Mobile Pantry volunteers* by Charlie Westerman; Page 6: *Caney Creek Falls* by Misty Cuthbert, *The Great Blue Heron Rookery* by Kathy Durkin; Page 7: *Sara Lee Holiday Meal Boxes* by Northern Illinois Food Bank, *SMART Girls* by Passion Pop Photography; Page 8: *2009 APIASF Scholars* by Asian & Pacific Islander American Scholarship Fund, *Small Business Survival Series Launch* by Women's Business Development Center; Page 9: *Steppenwolf Ensemble Member Tina Landau* by Steppenwolf Theatre Company; *Bay City* by Marcus Johnson; *Krithika Rajagopalan* by Amitava Sarkar

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