



# Sara Lee Foundation

## FY11 Annual Report

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PLEASE CONSIDER THE ENVIRONMENT BEFORE PRINTING THIS REPORT.



CELEBRATING **30** YEARS

# Director's Letter

Thirty years ago, the Sara Lee Foundation was created through the leadership and vision of John H. Bryan. His passion established a solid culture rooted in humanitarianism, empowerment, respect and generosity that defined the Sara Lee Foundation, and continues to be fully embraced by Sara Lee's leadership and employees today.

In recognizing the Foundation's 30<sup>th</sup> anniversary, we continued to strategically focus all resources on the Foundation's mission, providing funds, feedback and support to the nonprofit organizations that execute high quality programs that directly serve and strengthen the communities where Sara Lee employees live and work.

The needs in this world are immense. I acknowledge it is indeed a luxury to reflect on the role that the Sara Lee Foundation has had in partnering with the vibrant nonprofit sector in the communities where we operate. Measuring change is difficult, but with effective programs and strong partnerships, success can be achieved, changing lives and transforming communities.

I came to Sara Lee inspired by its visionary leaders and motivated by the impressive impact that it created with its nonprofit partners in Chicago. With great pride, I have helped expand the Foundation's program nationwide, and in the process I have experienced the passion, commitment and dedication with which the nonprofit sector continues to work.

I am proud of Sara Lee Corporation for establishing the groundwork that has enabled the Foundation to achieve its 30-year legacy. Inspired by this impressive history, the Sara Lee Foundation will continue to lead and actively engage with community partners to support efforts resulting in significant impact and meaningful change.



**Judy E. Schaefer, Director**  
**June 2011**



# Profile

## 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 and beverage brands, including *Ball Park*, *Douwe Egberts*, *Hillshire Farm*, *Jimmy Dean*, *Sara Lee* and *Senseo*. Collectively, our brands generate nearly \$9 billion in annual net sales from continuing operations. Sara Lee has approximately 20,000 employees in its continuing operations worldwide. In January, 2011, Sara Lee Corp. announced that it will divide the company into two pure play publicly-traded companies. One company will be focused around the current International Coffee and Tea business, while the other company will be focused on the North American Retail Meats and North American Foodservice businesses. For more information on this news, and on Sara Lee's brands, please visit ([www.saralee.com](http://www.saralee.com))

## 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. Founded in 1981 to formalize Sara Lee's dedication to community service, it remains committed to strengthening and improving communities where Sara Lee has a presence. Sara Lee takes great pride in its reputation as a leader in corporate citizenship and continues this role by providing strategic support to nonprofit organizations focused on food-related programs (food insecurity, nutrition education, healthy and active lifestyles); women's self-sufficiency; and diversity through the support of cultural programs. ([www.saraleefoundation.org](http://www.saraleefoundation.org))



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# Food Insecurity

Sara Lee has a heightened awareness of the increasing issue of food insecurity in the communities where it conducts business. The number of families accessing food assistance programs continues to climb, and the Foundation is dedicated to making grants to help nonprofits distribute nutritious food. Examples of programs supported by the Sara Lee Foundation include:

## People's Resource Center



Families who visit People's Resource Center are connected to relevant social services and empowerment programs, all aimed at helping struggling families break the cycle of poverty. Located in Wheaton, IL, near Sara Lee's global headquarters, the **Food Pantries** help low-income families make ends meet by providing them with: a monthly grocery cart that includes their choice of nutritious food—including meat, fresh fruits and vegetables; nutrition education and recipes; and screening and enrollment in the federal food stamp program.

[www.peoplesrc.org](http://www.peoplesrc.org)

## Second Harvest Community Food Bank



Located in the Sara Lee Community of St. Joseph, MO, the **Backpack Buddies** program provides a backpack filled with nutritious, child-friendly food for school children and their siblings to take home each weekend of the school year. Without this program, many of these children would go hungry over the weekend. The program serves nearly 2000 children in 13 counties in its region, and it continues to grow.

[www.ourcommunityfoodbank.org](http://www.ourcommunityfoodbank.org)

## Land Information Access Association



**Fresh Food Partnership** is a coalition of nonprofit organizations in northwest Michigan that serves the Sara Lee community of Traverse City, MI. This partnership increases access to locally grown fresh fruits and vegetables while also supporting local agriculture by purchasing nutritious produce from area farms at fair market prices. Supported by a volunteer driven transportation network, it provides fresh fruits and vegetables to approximately 30 area pantries, shelters and community meals programs.

[www.freshfoodpartnership.org](http://www.freshfoodpartnership.org)



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# Nutrition Education

Identifying holistic programs, that address nutrition and work with the entire family, are key in helping individuals understand the importance of incorporating healthier choices into their lifestyle. Various factors influence nutrition including access to healthy foods, age, geography, personal habits and cultural traditions. Examples of programs supported by the Sara Lee Foundation include:

## Harvesters – The Community Food Network



*Project STRENGTH* is a nutrition education program for low-income adults in the Sara Lee community of Kansas City, KS. Over a period of eight weeks, participants gain an in-depth knowledge of a healthy diet, including nutrition facts, safe cooking practices, shopping strategies and how to make healthy meals on a budget. Weekly classes provide hands-on cooking experience and participants receive a 20-pound bag of groceries to practice their new skills at home.

[www.harvesters.org](http://www.harvesters.org)

## Howard Area Community Center



The *SHARP* (Seeing Healthy, Active Rogers Park) *Kids Program* hosts a series of participatory cooking classes, in partnership with Share Our Strength. The classes empower families in Chicago to learn how to prepare healthy foods on a limited budget. Dietitians provide nutrition and physical activity lessons, while chefs teach cooking skills. Participants eat as a family and get a bag of free groceries, allowing them to practice smart cooking at home.

[www.howardarea.org](http://www.howardarea.org)

## Northern Illinois Food Bank



In the fall of 2011, Northern Illinois Food Bank will open its new Community Nutrition and Food Distribution Center and officially launch the *Community Nutrition Program*, focused on education, advocacy and research dedicated to improving the nutritional well-being of low-income people. The director of community nutrition will play a vital role in designing this program and other initiatives aimed at addressing the rising rates of obesity and nutrition-related diseases.

[www.northernilfoodbank.org](http://www.northernilfoodbank.org)

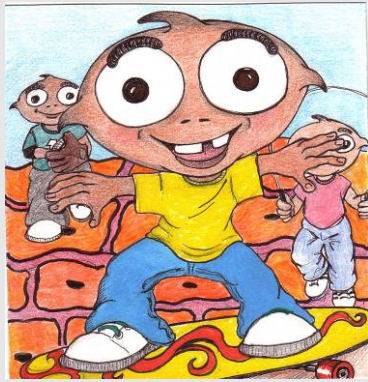


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# Healthy and Active Lifestyles

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. Programs that address and encourage individuals and families to embrace elements of a healthy lifestyle are important. Examples of programs supported by the Sara Lee Foundation include:

## Robert Crown Center for Health Education



Robert Crown Center for Health Education expanded its *FIT Curriculum* to teach healthy dietary choices and promote physical activity among 7<sup>th</sup> and 8<sup>th</sup> graders throughout the greater Chicagoland region. Program leaders use “Addy,” a highly recognizable icon, to help students retain information about positive nutrition choices, and recognize ways they can implement those choices in their everyday lives.

[www.robertcrown.org](http://www.robertcrown.org)

## Boys and Girls Clubs of Nash and Edgecombe Counties, Inc.



Serving the community of Tarboro, NC, 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. With the help of volunteers and health care professionals, who serve as guest speakers, this program focuses on the importance of physical activity, healthy snacks and eating a balanced meal.

[www.bgcnc.org](http://www.bgcnc.org)

## YMCA of Metropolitan Chicago



*The Y Healthy Kids* curriculum helps youth establish lifelong healthy habits, teaches them the benefits of physical activity, and provides important nutrition education. The Sara Lee Foundation sponsors *The Healthy Kids* summer program at Kelly Hall in Humboldt Park, an underserved Chicago community where half of the families live below the poverty level. Sara Lee’s support makes the program available to youth of all backgrounds and helps youth and their families achieve a healthy lifestyle.

[www.ymcachicago.org](http://www.ymcachicago.org)



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# Women's Self-Sufficiency

Single female-headed households with children are some of the most vulnerable individuals in our society. Nonprofits that empower women from underserved communities to achieve economic independence and reach their full potential are essential in helping to increase self-sufficiency. Sara Lee supports high-impact programs that provide women with hard skills, leading to employment and financial security. A few examples of programs supported by the Sara Lee Foundation include:

## The Cara Program



The *Self-Sufficiency for Women Program* provides motivated women affected by homelessness and poverty with essential life skills; innovative hard-skills training through internships and transitional employment; placement into permanent, quality jobs; and intensive wraparound support services. Its goal is to equip women with the knowledge and practical skills required to forge paths to real and lasting success.

[www.thecaraprogram.org](http://www.thecaraprogram.org)

## Jane Addams Resource Corporation



The *Women in Manufacturing Program* provides sustained economic self-sufficiency for low income women through technical skills training and support services. The 235 hour technical training focuses on welding; it also provides baseline skills in math, print reading, and metrology that welders use to execute frontline quality assurance functions. Financial counseling, career coaching, public benefits screening and case management is also provided.

[www.jane-addams.org](http://www.jane-addams.org)

## Inspiration Corporation



The *Women's Initiative* at Inspiration Kitchens in Chicago's Garfield Park neighborhood helps low income women achieve self-sufficiency. The program provides 13 weeks of job training in the food service industry and hands-on experience through Inspiration Corporation's social enterprise restaurant. Every year, graduates represent \$900,000 in earnings, and the restaurant serves 3,500 free meals to working poor families.

[www.inspirationcorp.org](http://www.inspirationcorp.org)

## Heartland Alliance for Human Needs & Human Rights



Heartland Alliance helps people live safe, healthy and secure lives. For nearly 125 years, its work with Chicago's refugee community has focused on providing skills to become self-sufficient. The **Professional Skills Development Initiative**, sponsored by Sara Lee, helps refugee women with college degrees and work experience from their home countries re-establish their careers in the U.S., so they can earn higher wages and become economically independent.

[www.heartlandalliance.org](http://www.heartlandalliance.org)



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# Diversity Through Cultural Initiatives

Sara Lee values diversity and inclusion and embraces these values as the deciding factors in determining support for cultural programs. Cultural programs are essential in fostering vibrant, healthy communities. Support is provided to projects that feature the perspective, voice, sound, movement and culture that are inclusive of the broader community. A few examples of programs supported by the Sara Lee Foundation include:

## Chicago Sinfonietta



The Chicago Sinfonietta is a mid-sized professional orchestra that serves as a model for inclusiveness and innovation in classical music by fostering and promoting talented musicians of color. Its 2011-2012 concert season features the debut of Mei-Ann Chen, its new Music Director. Sara Lee is proud to sponsor: ***Maestro Chen's inaugural concert, Dia de los Muertos, and Concert IV*** featuring guest conductor Harvey Felder and inaugurating the Sinfonietta's 25<sup>th</sup> Anniversary.

[www.chicagosinfonietta.org](http://www.chicagosinfonietta.org)

## Lookingglass Theatre Company



In 1947, just one week before baseball's opening day, Branch Rickey, General Manager of the Brooklyn Dodgers, calls up Jackie Robinson to break the color barrier and invite him to play as the Major League's first black ballplayer. J. Nicole Brooks directs ***Mr. Rickey Calls a Meeting*** at Chicago's Lookingglass Theatre featuring African American personalities including baseball great Jackie Robinson, boxer Joe Louis, entertainer Bill "Bojangles" Robinson, and actor and activist Paul Robeson.

[www.lookingglasstheatre.org](http://www.lookingglasstheatre.org)

## Old Town School of Folk Music



In January 2012, Old Town School of Folk Music will expand its diverse array of classes and professional concerts into its new state-of-the-art facility and launch ***Global Dance Party***. This 40-part series will feature a music and dance genre from around the world each week, complete with professional musicians and dance instructors. Genres will vary to include: Mexican son, Cuban salsa, Indian bhangra and Bollywood, Puerto Rican bomba, West African soukous, and American genres such as Cajun and swing.

[www.oldtownschool.org](http://www.oldtownschool.org)

## The Morton Arboretum



***Nature Unframed: Art at the Arboretum***, curated by Anna Kunz, is an exhibition of newly commissioned, contemporary works of art from 11 local, national and international artists. Inspired by trees, each piece is set in the Arboretum's expansive, tree-filled galleries, located in Lisle, IL near Sara Lee's corporate headquarters. The exhibition presents the Arboretum in a new way and encourages one to think about trees as a living presence and appreciate nature as a powerful source of inspiration.

[www.mortonarb.org](http://www.mortonarb.org)



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# Disaster Relief Efforts

Spring 2011 saw incredible damage and destruction from more than 200 tornadoes in the southern U.S., particularly in parts of Alabama, Georgia, Missouri and Mississippi. Many Sara Lee employees' homes were damaged while their neighborhoods were reduced to rubble.

The Sara Lee Foundation arranged for a special opportunity for Sara Lee employees to help those affected by using the Matching Grants Program. Contributions to American Red Cross were matched at the 2 for 1 level and did not count toward an employee's regular program limits.

In an effort to help the many communities that suffered such severe damage, Sara Lee also provided grants to the following organizations to assist with the recovery efforts and to provide approximately 160,000 meals through emergency food distribution efforts.

American National Red Cross



[www.redcross.org](http://www.redcross.org)

Community Food Bank of Central Alabama



[www.feedingal.org](http://www.feedingal.org)

Food Bank of North Alabama



[www.fbofna.org](http://www.fbofna.org)

Mid-South Food Bank



[www.midsouthfoodbank.org](http://www.midsouthfoodbank.org)



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# Grants Approved

## Food Insecurity, Nutrition, and Healthy and Active Lifestyles

**AIDS Foundation of Chicago** -  
*Direct2Food*

**American Red Cross** - *Disaster Relief:  
2011 Tornado/Flood*

**Boys and Girls Clubs of Nash  
Edgecombe Counties, Inc.** - *SMART Girls*

**Center on Halsted** - *Access to Nutrition*

**Chicago Horticultural Society** -  
*Windy City Harvest*

**Common Threads** - *World Garden*

**Community Food Bank of Central  
Alabama** - *Disaster Relief: 2011  
Tornado/Flood*

## United Way Campaign

### Alabama:

United Way of Northwest Alabama  
Wiregrass United Way, Inc.

### Arizona:

Valley of the Sun United Way

### Arkansas:

United Way of Northwest Arkansas, Inc.

### Illinois:

United Way of Metropolitan Chicago

**Feeding America** - *Partner Agency  
Capacity Self-Assessment Tool*

**Food Bank of North Alabama** - *Disaster  
Relief: 2011 Tornado/Flood*

**Freestore-Foodbank, Inc.** - *Rubber Duck  
Regatta 2011*

**Greater Chicago Food Depository** -  
*Produce Purchasing*

**Harvesters - The Community Food  
Network** - *Project STRENGTH*

### Kansas:

United Way of the Plains

### Kentucky:

United Way of Laurel County

### Michigan:

Greater Ottawa County United Way  
United Way of Northwest Michigan

### Mississippi:

United Way of Meridian, Inc.  
United Way of Northeast Mississippi, Inc.

**Howard Area Community Center** -  
*SHARP (Seeing Healthy, Active Rogers Park)  
Kids*

**Land Information Access Association** -  
*Fresh Food Partnership*

**Mid-South Food Bank** - *Disaster Relief:  
2011 Tornado/Flood*

**Northern Illinois Food Bank** -  
*Community Nutrition Program*

**Northwest Arkansas Food Bank** -  
*Senior Mobile Pantry*

**Northwest Michigan Community  
Action Agency** - *Senior Nutrition Program*

### Missouri:

United Way of Greater St. Joseph  
United Way of Greater St. Louis, Inc.

### New Mexico:

United Way of Central New Mexico

### North Carolina:

Burke County United Way  
Rocky Mount Area United Way

### Ohio:

United Way of Greater Cincinnati  
Warren County United Way

**Northwest Tennessee Human Resource  
Agency** - *Dyer County Nutrition Program*

**People's Resource Center** - *Food Pantries*

**Robert Crown Center for Health  
Education** - *Advanced FIT Curriculum*

**Second Harvest Community Food  
Bank** - *Backpack Buddies*

**St. Louis Area Food Bank, Inc.** -  
*Childhood Hunger*

**YMCA of Metropolitan Chicago** -  
*Healthy Kids Curriculum at Kelly Hall*

### Tennessee:

United Way of West Tennessee, Inc.

### Texas:

United Way of Lamar County  
United Way of Metropolitan Dallas, Inc.  
United Way of Metro. Tarrant County  
United Way of Northern Cameron County

### Wisconsin:

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



# Grants Approved

## Women's Self-Sufficiency

**After School Matters** - *Out-of-School Time Culinary Programming*

**American Indian College Fund** - *Scholarship Program for Women*

**Asian Pacific Islander American Scholarship Fund** - *Scholarship Program for Women*

**CARA Program** - *Self-Sufficiency for Women of The CARA Program*

**CASA Central Social Services Corp** - *Early Intervention CNA Training Program*

**Chicago House and Social Service Agency** - *The iFOUR Employment Program: Transitional Jobs*

**Donors Forum** - *Sufficient Capacity*

**Heartland Alliance for Human Needs & Human Rights** - *Professional Skills Development Initiative for Refugee Women*

**Hispanic Scholarship Fund** - *Scholarship Program for Women*

**Inspiration Corporation** - *Inspiration Kitchens: Job Training Expansion in Garfield Park*

**Jane Addams Resource Corporation** - *Women in Manufacturing Program*

**Jobs for Youth** - *Electronic Health Records: Job Training and Placement Program*

**United Negro College Fund** - *Scholarship Program for Women*

**Upwardly Global** - *Creating Opportunities for Immigrant Women to Gain Self-Sufficiency*

## Diversity through Cultural Initiatives

**Chicago Public Media, Inc.** - *Community News Bureaus*

**Chicago Sinfonietta** - *2011-2012 Supporting Season Sponsor with Music Director Mei-Ann Chen*

**Chicago Symphony Orchestra** - *Symphony Center Presents Jazz Series*

**Chicago Theatre Group, Inc.** - *Owen Season 2011-2012*

**Columbia College** - *2012 Spring Season of Female Choreographers at the Dance Center*

**Hubbard Street Dance Chicago** - *Choreographic Diversity Initiative*

**Lookingglass Theatre Company** - *Mr. Rickey Calls a Meeting*

**The Morton Arboretum** - *Nature Unframed: Art at the Arboretum*

**Old Town School of Folk Music** - *Global Dance Party*

**Ravinia Festival Association** - *2012 Diverse Concert*

**Steppenwolf Theatre Company** - *Clybourne Park*

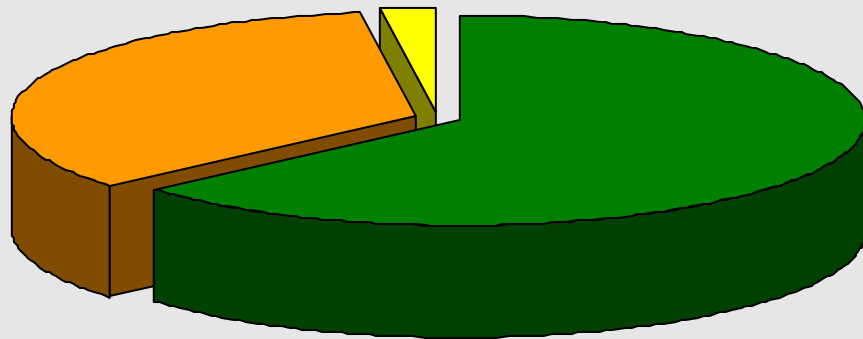
**Victory Gardens Theater** - *Ameriville*



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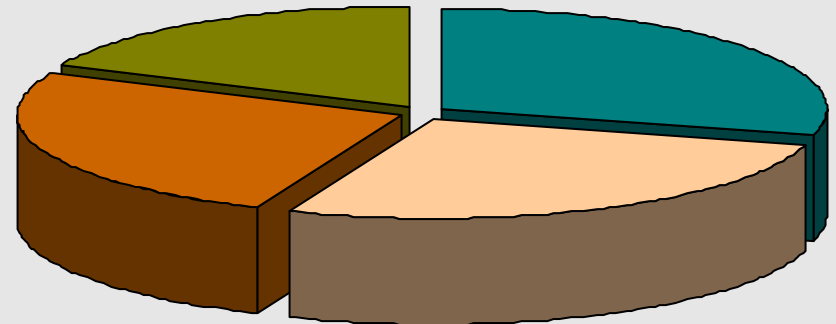
# Giving by the Sara Lee Foundation

Grants by Program Area



- Direct Grants 53%
- Matching Grants 28%
- United Way 19%

Grants by Focus Area



- Healthy and Active Lifestyles 29%
- Food Insecurity and Nutrition Education 27%
- Diversity through Cultural Initiatives 26%
- Women's Self-Sufficiency 18%



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# Board, Officers, Staff

## Board of Directors

Stephen J. Cerrone

Paulette Dodson

CJ Fraleigh

Jon J. Harris

Marcel Smits

## Officers

**Stephen J. Cerrone** – *President*

**Paulette Dodson** – *Vice President and Secretary*

**Marcel Smits** – *Vice President and Treasurer*

**Judy E. Schaefer** – *Vice President*

**Helen N. Kaminski** – *Assistant Secretary*

**John F. Ormsby** – *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 and Administration*

## Photo Credits

**Page 8:** *Inspiration Corporation* by Steven Gross; **Page 9:** Carol Hummel's "Lichen It!" by The Morton Arboretum

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