



# Commitment to Our Communities

2022

**Hannaford.**



# helps

Nourish Communities

## Making a difference for individuals and communities

**The Hannaford Helps charitable giving platform creates positive change in our local communities and embodies Hannaford’s culture of care.**

Food plays a critical role in our lives, and nutritious food is essential to our well-being. With the right food, individuals and communities can thrive. Without it, individuals’ health, families, and communities suffer.

At Hannaford, we understand our responsibility to help everyone access the nutritious food they need. That’s why we invest significant resources to support those at risk of going hungry. This commitment is at the core of our charitable donation program and aligns with our other focus areas: health & wellness and child & family development.

The need in these areas is enormous and complex, with more than one in 10 U.S. households and 9 million children nationwide facing food insecurity. Tens of millions of people can’t afford the food they need.

Inadequate nutrition education, social stigma, distribution challenges, and the inability of some people to physically reach available food compound the problem. Members of historically disadvantaged groups are particularly vulnerable.

Because the problems are pervasive and complex, our efforts to help come to life in many ways. We work closely and consistently with organizations engaged in finding solutions to community needs. But we also convene new partnerships, innovate, and fund unique initiatives that drive meaningful change:



**Eat Well, Be Well—A Path to Better Health** launched in 2022 and funded with more than \$1.5 million in donations. This initiative helps low-income individuals who have chronic illnesses access the appropriate nutrition they need to improve their health. In addition, they receive nutrition education and counseling to support ongoing positive health outcomes.



**Hannaford Food Rescue** donated more than 25 million pounds of food in 2022, including groceries, meat, produce, packaged items, and other food that has cosmetic blemishes or is nearing its freshness date. These products are donated from every Hannaford store, every week—providing critical support to anti-hunger organizations in the Northeast states that we serve.



**Fuel Kids at School** convened with partners in all five states, including four food banks & New Hampshire Hunger Solutions, and funded with more than \$1.2 million in donations. The program has established or expanded more than 150 food pantries at schools across the Northeast, from preschools to community colleges, since 2019.



**Nonprofit Support** contributed to dozens of local organizations that provide children with nutrition education and opportunities for healthy development; helped unhoused individuals stay warm and fed; and provided resources to organizations that focus on the needs of new Americans, disabled people, LGBTQ individuals, and other community members impacted by systemic inequities and injustices.

In the pages that follow, you will learn more about Hannaford’s Community Relations effort and the work done by the Hannaford Charitable Foundation, a separate non-profit organization funded annually by Hannaford Supermarkets to support important community initiatives across the Northeast.



## Eat Well, Be Well

*Helping people to regain their health with nutritious food*

**Eat Well, Be Well**—A Path to Better Health uses food as medicine. In partnership with local hospitals and medical providers, Hannaford's \$1.5+ million investment provides food-insecure individuals who have chronic health conditions with nutritious food, medically tailored meals, nutrition counseling, and other services so that food can serve as medicine.

Launched across the Hannaford marketplace, local initiatives have different areas of focus: diabetes, heart disease, hypertension, and other chronic conditions. Goals include reduced hospital stays, improved blood pressure, lower bad cholesterol, and other tangible medical benefits.

Eat Well, Be Well helps lower-income individuals with chronic illnesses. Often, they also have medical conditions—such as compromised immune systems or mobility issues—that keep them from physically accessing meal programs.

Dr. Dora Anne Mills, chief health improvement officer at MaineHealth, understands how critical it is for people with conditions such as heart disease and diabetes to have access to nutritious food—and she also knows that too many of those individuals struggle to obtain what they need.

"The combination of food insecurity and chronic diseases is a really deadly combination," she explains.

Through a \$350,000 donation, Hannaford's Eat Well, Be Well is working to address that threat in rural Maine, with **MaineHealth and other partners**. People with chronic illnesses who are at risk of going hungry gain access to healthy foods, hands-on cooking classes, and peer support.

A second aspect of the Maine program will fund the delivery of nutritious meals to the homes of Mainers recently discharged from the hospital with certain heart disease diagnoses. Nutrient-rich meals are tailored to the specific needs of an individual.

In Massachusetts, Hannaford's donation of \$250,000 to **Community Servings** will provide 200,000 medically tailored meals to clients with chronic illnesses—nine in 10 of whom live in poverty and 63% of whom identify as Black, Latinx, or Asian.

In addition to helping individuals, Eat Well, Be Well is generating data that will allow food-as-medicine initiatives to expand in the years ahead through grant and public funding, so those efforts can help even more people in the future.

"What we eat matters," says LeeAnna Lavoie, M.P.H, Director of the Healthy Community Coalition, a partner in Eat Well, Be Well. "When access to healthy food is limited or nonexistent, it can mean the difference between a good quality of life or losing a battle with chronic disease."



*When access to healthy food is limited or nonexistent, it can mean the difference between a good quality of life or losing a battle with chronic disease.*

LEEANNA LAVOIE, M.P.H,  
DIRECTOR OF THE HEALTHY  
COMMUNITY COALITION



## Fuel Kids at School

### *Providing students with the food they need*

Teachers too often see children struggle to learn because they aren't getting enough to eat. Helping address that problem is the idea behind Fuel Kids at School, a Hannaford program that has created and expanded more than 150 food pantries at Northeast schools since 2019.

Hannaford brought together leaders from food banks in Maine, Massachusetts, New York, and Vermont, as well as New Hampshire Hunger solutions, to share their experience and discuss how the program would work best in individual regions. Using more than \$1 million in funding from Hannaford, grant recipients and educators, along with passionate community members, opened pantries in preschools, grade schools, secondary schools, and, most recently, at community colleges where many students prioritize tuition over food.

The pantries are dedicated spaces where students can select the kinds of nutritious food they enjoy and that are within their cooking abilities. The choices generally include fruit, vegetables, nutritious packaged items, and proteins.

After providing start-up capital through Fuel Kids at School, Hannaford and its partner food banks continue to provide food donations and other support to the pantries, ensuring each continues to be a resource for students who don't have enough to eat at home.

"Children can't be at their best if they're hungry—or thinking about where their next meal will come from," says Hannaford President Mike Vail. "We want access to food to be easy for kids. Locating food pantries where they are—at their schools—

will make a lasting and deep impact on child nutrition across our five states."

Hunger is a concern for many young adult students as well. Nearly four in 10 students at two-year colleges are at risk of going hungry—places like Great Bay Community College in Portsmouth, N.H. Hannaford's Fuel Kids at School program recently helped the college to double its food-donation capacity through a relocation and restocking of its on-campus pantry.

The gift is part of \$135,000 in donations Hannaford has made to community college foundations in Maine, Massachusetts, and New Hampshire to open and expand pantries, as well as provide food and gift cards, to young adults trying to put food on the table while paying for an education. (Vermont and New York community colleges were meeting students' needs with existing resources.) The community college initiative is an expansion of the Fuel Kids at School model, which initially focused on pantries for children from preschool through high school.

At Great Bay and colleges like it, Hannaford's donation increases capacity for the distribution of meat, fresh produce, packaged food, household cleaning supplies, and hygiene products.

"Food insecurity is a top challenge for many of our students today and can be a barrier to their studies and completing their education," explains Tim Allison, Executive Director of The Foundation for New Hampshire Community Colleges, which partnered with Fuel Kids at School to support programs at seven schools. The funds make an immediate impact, he says.



*Children can't be at their best if they're hungry—or thinking about where their next meal will come from.*

MIKE VAIL,  
HANNAFORD PRESIDENT



## Food Rescue

*Providing a foundation for the fight against hunger*

Every day, Hannaford associates put meat that's nearing its freshness date into freezers, box up produce that doesn't look perfect, and set aside products with scuffed packaging. Local pantries and food programs will be picking everything up soon.

In 2022, Hannaford donated 26 million pounds of food—providing nearly 21 million meals across the Northeast to those at risk of going hungry. In many communities, Hannaford donations represent a lion's share of what pantries provide.



34 million people are food insecure in the United States

**34M**

Food banks that serve large regions also benefit from substantial Hannaford product donations, with tractor trailers arriving at our Product Recovery Center several times a week to pick up shelf-stable products.

"I love being a part of what Fresh Rescue stands for," says Brian Anderson, an associate who supports fresh-food departments in several states. "We take great pride in making sure life-sustaining food gets to those who need it most."

Local pantries often rely on Hannaford donations as their main source of food, but support extends far beyond product donations. Hannaford also contributes tens of thousands of dollars a year to individual pantries and soup kitchens to help with additional food and infrastructure needs.

Funding allows pantries to buy equipment—including \$10,000 for the purchase of a large walk-in freezer and cooler units at [Loaves and Fishes](#) pantry in Ellsworth, Maine, last year—to keep perishable items fresh. Hannaford donations also help pantries purchase vans to pick up donations, expand their facilities to house product and renovate locations to make them more efficient for volunteers and clients, and create a pleasant shopping experience.

In 2022, [Families in Transition](#) received \$50,000 for the renovation of the organization's new food pantry in Manchester, N.H. Families in Transition relies on Hannaford fresh rescue for half of the food it provides to those at risk of going hungry. And with the new funding, the organization is transforming how clients access badly needed food.

The new pantry is designed like a traditional grocery store, with shopping carts, commercial produce coolers, and front-door-display meat freezers. The pantry's design offers a more dignified shopping experience for more than 1,000 food-insecure individuals and families who use the pantry each month.

And while making food and funding available to local pantries and food programs is crucial, it does not always ensure all children and families can access the food they need.

To help extend food beyond traditional networks, Hannaford partners with many community organizations to bring food directly to hungry individuals. Local YMCAs, Boys & Girls Clubs, and other nonprofits who provide critical community services have used Hannaford funding to open or expand on-site food pantries for children in many communities. Donated vans bring food to after-school programs and meal sites. Hannaford funding fills backpacks with nutritious items that children can take home and provides food to summer feeding programs for kids.

In 2022, the **Boys & Girls Clubs of Southern Maine** received \$10,000 from Hannaford to remodel its kitchen with new major appliances, workspaces, and small appliances. The kitchen provides nutritious meals and snacks to as many as 150 children a day.

The **Alfond Youth and Community Center** in central Maine, meanwhile, received \$20,000 to support its Greenhouse to Your House program that provides nutritious meals and education to predominantly low-income children.

Hannaford also provided substantial support to **Cooking Matters**. An educational program held at a variety of convenient community locations statewide, Cooking Matters helps children, adults, and families learn how to shop for and cook affordable, nutritious food. Children not only eat the meals they cook. They also receive groceries and gift cards to bring home.

In 2022, a \$10,000 donation supported the hiring of **AmeriCorps VISTA** members and leaders to work as part of Maine's initiative to End Hunger by 2030. The initiative seeks to ensure that all Mainers have access to healthy, culturally appropriate food. The VISTA personnel also develop and implement strategies that address the root causes of hunger, such as access to affordable healthcare, childcare, and housing; quality education; and jobs that pay livable wages.



### Partnering with customers

Hannaford shoppers contributed 31.5 million meals through cash donations using Feeding America's measurement system to the fight against hunger in 2022, through the annual **Hannaford Helps Fight Hunger** campaign, fight hunger reusable bag fundraiser, and other opportunities to donate at the register. These customer partnership opportunities, which take place year-round, provide visibility to hunger and make it easy for customers to contribute to local food banks and pantries.



### Hannaford Helps Reusable Bag Program

Hannaford donates \$1 from the purchase of every Hannaford Helps reusable bag sold. The **Hannaford Helps Fight Hunger** reusable bag supports local hunger relief agencies, and the **Hannaford Helps Community** reusable bag, supports other community organizations.

The program has contributed more than \$2 million since its start in 2014. In that time, it has provided donations to more than 5,500 organizations across the Northeast and more than 9.4 million meals for those at risk of going hungry. To build on that success, Hannaford launched a similar fundraising program in floral in August of 2021.



## Hannaford Helps

### *Supporting nonprofits in our local communities*

In Nashua, N.H., the **Boys & Girls Club** purchased a new van to transport children and refurbished the gym floor, making it safer and more effective in supporting community wellness, through a \$45,000 Hannaford donation.

In Maine, **Full Plates Full Potential** is encouraging innovation around how to increase children's participation in nutritious-meal programs, with the help of a \$25,000 donation. And in Lawrence, MA, low-income students who struggle in school are learning how to produce healthy meals for themselves, with a \$5,000 gift to the **LEAP Healthy Eating Program**.

It's all part of Hannaford Helps, the company's commitment to supporting health, wellness, child development, and families across the Northeast. With donations ranging from \$500 to \$50,000, Hannaford's donations reach hundreds of programs and hundreds of thousands of individuals.

Hannaford does more than write checks. It makes meaningful investments, helping nonprofit partners build self-sustaining initiatives that continue to provide benefits to local communities for years.

The type of initiatives supported through Hannaford Helps is wide-ranging:

- The YMCA of the Greater Capital Region trains its staff in the **Healthy Living Center** at the Hannaford store on Central Avenue in Albany, N.Y.—and opens that fitness center on weekends for new Americans—with the support of an annual \$50,000 donation.

- Poughkeepsie, N.Y., parents with disabilities and mental illness—along with their families—are benefiting from the **Supportive Parenting and Personal Safety** program with the help of a \$3,000 Hannaford donation.
- Nearly 140 individuals in Maine who were put out of their jobs by a devastating fire at the Penobscot McCrum factory where they worked received support for their immediate needs when Hannaford contributed \$25,000 to the **Belfast Keep the Faith Fund**.

Many Hannaford donations address the needs of communities that are particularly vulnerable, including homeless individuals, new Americans, people with disabilities, and members of historically disadvantaged groups.

**In Our Own Voices** of Albany, N.Y., promotes physical, emotional, and psychological health and economic growth for Lesbian, Gay, Bisexual, and Transgender Youth of Color—and their households—through its **Healthy Youth through Prevention and Empowerment** program. Hannaford partnered with them in 2022 with a \$10,000 donation.

The organization's staff support youth in becoming more prepared to overcome barriers to good health—prioritizing safety, economic well-being, and scholastic achievement. The program includes 24 sessions involving peer discussions, access to educational material, team building, creativity exercises, and other activities. Hannaford's donation is being used to offer nutritious meal choices and education.

Also in Albany, a playground for people of all abilities will open with the help of a \$20,000 Hannaford donation. Initiated by a community organization, **Where Charlie's Angels Play**, the playground is in memory of Charlie Fernandez, a local girl who continued to play joyfully despite the loss of her eyesight before her death from an aggressive form of cancer at age 7.

The playground will be fully accessible for visually impaired children as well as those with other disabilities. It is being built on the grounds of **Saddlewood Elementary**, where Charlie attended school, and will be open to the entire community whenever school is not in session.

Unsheltered people, meanwhile, confront life-threatening risks not only from immediate, obvious dangers such as frigid winter weather but also from less-obvious, long-term concerns such as an inability to prepare nutritious food or access health care. In 2022, 585,000 Americans faced those risks and experienced at least one night of homelessness, an increase of 3% since 2020.

Hannaford partners with community organizations to provide for individuals' immediate needs through donations to warming centers, targeted meal programs, and shelters, as well as supporting work to address the complex, underlying causes of homelessness.

The company collaborates as well with organizations that help new Americans, partnering for several years with the **Organization for Refugee and Immigrant Success in New Hampshire** to support the purchase of land where refugee and immigrant farmers receive training that helps them establish small farm businesses and sell their produce locally.

The company's commitment to helping new Americans led to donations of \$70,000 to the **Greater Portland (ME) Immigrant Welcome Center** and \$20,000 to **Prosperity Maine** in 2022, providing culturally appropriate food access and preparation education, as well as personal finance training.

Hannaford contributed \$20,000 in 2022 to the **Refugee and Afghan Women and Children Empowerment Initiative** in Colchester, Vt. The initiative provides specialized, culturally appropriate health and wellness, English language learning, job readiness, financial and digital literacy, and peer support services for Afghan and refugee women and children.

### **Hannaford Helps Schools**

Hannaford Helps Schools donates up to \$650,000 a year to hundreds of schools across the Northeast toward the purchase of electronics, sports equipment, musical instruments, and other items that students most need. Customers trigger donations to those schools by purchasing specific products.

### **Helping homeless individuals**

Significant 2022 donations to help unhoused individuals include:

**Preble Street's Street Outreach Collaborative**, Portland, Maine, \$100,000

**Emergency Winter Shelter**, Nashua, N.H., \$20,000

**Groundworks Collaborative Shelter**, Brattleboro, VT, \$10,000

**Bangor Area Homeless Shelter Warming Center**, Bangor, Maine, \$10,000

**United Way of Southern Maine Housing Crisis**, Portland, \$10,000

**Boys & Girls Club Shelter and Warming Center**, Manchester, N.H. \$10,000

**Computerized Continuum of Care**, Utica, N.Y., \$6,000

**Concord Daytime Resource Center**, Concord, N.H., \$5,000

**Meals for the Homeless**, in Albany, N.Y., \$5,000

**Families in Transition**, Manchester, N.H., \$3,000







## Hannaford Charitable Foundation

### *Supporting major community initiatives across the Northeast*

Staff at the [Saint Anne Institute's](#) never-renovated, 45-year-old kitchen in Albany, N.Y., often have no option but to provide canned and reheated frozen food to the children and families they serve. That's about to change, thanks in part to a \$50,000 donation by the Hannaford Charitable Foundation.

The new kitchen will not only provide nutritious, fresh meals to the children and families receiving a wide-range of life-changing and lifesaving services and support around crisis situations. The kitchen also will be the location for cooking classes to help low-income individuals suffering from trauma, domestic violence, substance abuse, and other serious life challenges.

The 2022 donation is part of \$5 million donated by the Foundation over the last five years to support hospital renovations, create community-based educational facilities, and contribute substantial funds to dozens of other important projects in Maine, Massachusetts, New Hampshire, New York, and Vermont. The Foundation focuses on community needs around food, education, and health.

Often, Foundation donations play key roles in capital projects vital to communities. Gifts include a \$1 million donation to the expansion of [Maine Medical Center](#) in Portland; \$100,000 to the [Food Bank of Hudson Valley](#) for construction of new warehouse and office space; and a \$300,000 donation to the [Good Shepherd Food Bank](#) distribution center in Hampden, Maine—named

the Hannaford Distribution Center in recognition of company's work toward fighting hunger.

[Food Connects](#) in Brattleboro, Vt., is working to strengthen community-based food systems in New England, with programs that bring locally grown items to schools, promote seasonal produce, and provide regional food to wholesalers. Through a \$25,000 donation, the Hannaford Charitable Foundation is supporting that mission and the organization's capital campaign to build a larger, more-effective facility.

The new facility will double the existing food-handling space—with a 1,150 square foot cooler, 1,200 square foot freezer, and twice the current capacity for dry goods. Once complete, the facility will multiply the impact of Food Connects by providing it with 330% more long-term food storage and handling capacity.

"The Hannaford Charitable Foundation is dedicated to furthering the development of healthy, thriving communities across New England and New York," said Hannaford Charitable Foundation Board of Directors Chair Peter Forester, who also serves as senior vice president of merchandising for the grocery retailer. "By increasing access to food, education, and health resources, we're helping establish a strong foundation and bridge the equity gap for individuals and families in the communities we serve. We strongly believe that this work is part of what makes Hannaford 'Greater than Groceries.'"



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