



# ANNUAL PHILANTHROPY *Report 2020*







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*Message by*  
**THE REITER FAMILY**

Allison Reiter-Kambic  
Chairwoman of the Steering Committee  
RAC Philanthropy

Dear All,

As with every year, it is a pleasure to take the opportunity to present the work done in the philanthropy program. The results obtained were nothing short of incredible and that was all thanks to the collaboration and committed effort of the members of our local committees.

The year 2020 represented a drastic change across the world: children and young people faced great challenges to continue studying; many families saw a decrease in their income or were completely left without it. In the worst cases, families faced the loss of loved ones. In view of the emergency present in all corners of the planet, our vocation to support the farmworkers and their families remained strong and allowed us to reaffirm our commitment to them.

During the second half of 2020, the Philanthropy Steering Committee conducted a strategic planning exercise for the next 15 years. The result is a new Mission, Vision, strategic goals, and the indicators that we will be monitoring in all newly implemented projects.

The main differences between the former mission and the new one are that we are focusing our efforts on education and health issues. There is also a greater emphasis on projects that have a long-term impact, which implies committing

ourselves to initiatives for at least 3 consecutive years. We will also further promote the creation of partnerships and collaborations with other stakeholders such as foundations, governments, and companies.

Due to the timeline of the projects in recent years, part of the 2019 fund was applied to activities in 2020, therefore part of the 2020 fund will be applied in initiatives in 2021. In effect, this report includes all the projects that were implemented in 2020, either with 2019 or 2020 funds. As you will see in the report, all the projects that were already underway as well as the new projects were adapted or focused to respond to the crisis.

As part of this response, we strengthened our joint work with Driscoll's. By having a presence in the same communities, a collaboration between both companies was the next logical step. Although joint projects had been carried out over the years, in 2020 participation was more focused and coordinated. In all Districts, joint projects were identified and funded to support our communities during the "new normal"; all of them will be implemented in 2021. We feel very optimistic about this collaboration and want to thank our committees and Driscoll's team for the good will, energy, and effort they put into the projects.

In 2020 we carried out the first presentation of the "Joe Colmenares" Philanthropy Award, with which we honor the memory of Joe, a beloved employee of the RAC family and inspired us all with his generous spirit and his passion to help other people. With this annual award, we intend to recognize these virtues in other workers and encourage more people to participate in the philanthropic actions that we carry out.

We know that 2021 will also be a challenge. The pandemic is still very much a part of our lives and we must adapt to the new reality. However, we believe that with the will and commitment of the local Committees and our allies, we will be able to contribute to the health and fulfillment of the farmworker community by offering viable and realistic solutions for the needs which they have so graciously and openly shared with us.

Thank you for your dedication and tireless work!

*Allison Reiter-Kambic*



In 2020, the Philanthropy Steering Committee studied a number of successful corporate philanthropy programs from around the world in order to improve and incorporate good practices into RAC’s philanthropy program. This revision led to a reflection process about the present and the future of the program, inspiring the members of the steering committee to make the decision of conducting a strategic planning exercise encompassing the next fifteen years.

Over a six-month period, the committee carried out various activities, which involved analyzing the information obtained through surveys and thinking of how RAC’s philanthropy program could have a greater impact on the quality of life of the farmworker community.

Thus, in a state of constant evolution, we defined a new philanthropy Vision and Mission, which will guide the decisions of the projects that are to be implemented in each District.



*Vision*

Farmworker families are proudly living healthy and fulfilling lives as valued members of our communities.

*Mission*

To provoke enduring changes in the quality of life of the farmworker community by catalyzing partnerships that improve education and health.

**Our 2021 - 2036 Strategic Plan**

As of 2021, the Philanthropy projects will be focused on the health and education of farmworkers and their families, particularly those that live in the communities in which we operate. We will also seek to participate in projects that last at least 3 years, so that we can truly measure the changes in people's lives.

The strategy we will follow relies heavily on the creation of partnerships with other actors, such as local organizations, foundations, companies, and governments. It will also be essential to identify the specific problems that farmworkers are facing and design specific and viable solutions.

To make sure we are on the right track, we have established a number of indicators in the education and health categories, which will be measured on an annual basis and which will help us to adjust our course and improve year after year. The variables to be measured are:

<b>EDUCATION</b>	<b>HEALTH</b>
<b>School permanence</b>	<b>Promotion of health</b>
<b>Graduation</b>	<b>Early diagnosis</b>
<b>Educational resources</b>	<b>Protection of health</b>
<b>Educational contents</b>	<b>Treatment</b>
<b>Infrastructure</b>	<b>Rehabilitation</b>

# Projects implemented in 2020



In 2019, our philanthropic approach began to undergo a transformation. The Local Committees reinforced the approach of implementing high-impact projects. They also got reorganized and incorporated tools that would facilitate their decision making. Thus, in late 2019, they authorized projects that were to be implemented in 2020.

In early 2020, the committees made decisions about the projects they wished to support with the annual fund. Both the projects that had been authorized at the end of 2019 and the 2020 projects were derailed by the effects of COVID-19 on our communities, so the causes to support, the timelines, and the budgets had to be adjusted based on this new reality.

We authorized a high percentage of donations to health institutions, especially medical consumables and equipment. We also looked after the food security of families through food donations and supported families with their household expenses (such as rent, electricity, and Internet services), particularly migrant families. In the case of education, the initiatives focused on providing tools and spaces that would enable children and teenagers to continue their studies.

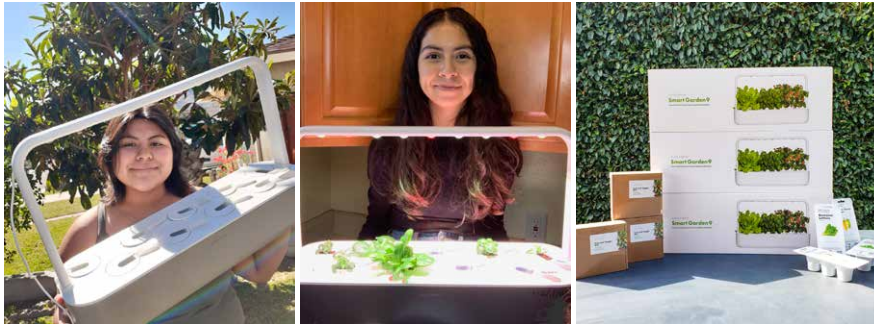
In this section, you will find the projects that were implemented per District in 2020, as well as some stories that the organizations wanted to share with us and that fill us with hope that it is possible to have a better future for everyone.



*Oxnard,*  
CA, EU



**Oxnard, CA, EU**  
Projects implemented in 2020



The results of this project will have a long-term effect on contest winners (and their families), physically allowing them to grow their own food, deepening their connection to agriculture. Without the generous funding and support of RAC, SEEAG would not have been able to provide our students with this exciting and beneficial opportunity.”

SEEAG

**INSTITUTION**

Students for Eco-Education and Agriculture

**NAME OF THE PROJECT**

University Pathways STEAM in Agriculture

**# PEOPLE**

Direct: 190  
Indirect: 14

The students have had the opportunity to explore the highly-technical world of agriculture, including viable professional options. In more than 60 essays, the students evaluated the importance of agriculture and the technologies that will supply our food, fuel, and fiber in 2050, and three winners received indoor hydroponic gardens to cultivate their own food at home.



**INSTITUTION**

CSU Channel Islands, University Culture

**NAME OF THE PROJECT**

Ventura County Student & Family College Readiness Institute

**# PEOPLE**

Direct: 897  
Indirect: 1,118

University Culture has strategically strengthened partnerships to help uplift the lives of farmworker families. Their program has connected with the region, and they have managed to provide families with access to information and resources to prepare their youths for the university admission process.

**Oxnard, CA, EU**  
Projects implemented in 2020



**INSTITUTION**  
Food Share Ventura County

**NAME OF THE PROJECT**  
Crates of Emergency Food for Essential Workers

**# PEOPLE**  
Direct: 2,430  
Indirect: 4,000

It is not always evident when someone is starving, but with more than 1 in every 6 people in the Ventura County regularly experiencing food insecurity, including more than 40,000 children, hunger affects many thousands of people in the community. During this unprecedented pandemic, Food Share safely provided nutritious food to people suffering from food insecurity across the Ventura county.



**INSTITUTION**  
Boys and Girls Club of Santa Clara Valley

**NAME OF THE PROJECT**  
Afterschool STEAM Academy Program

**# PEOPLE**  
Direct: 1,500  
Indirect: 1,936

The lack of learning due to the quarantine was mitigated. The youths carried out productive activities as well as exercise, nutrition, and health at home.

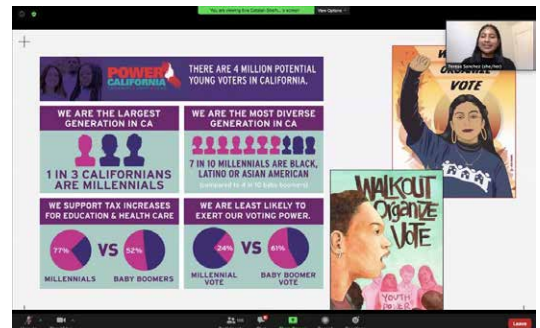


**INSTITUTION**  
Future Leaders of America

**NAME OF THE PROJECT**  
Youth Leadership Conference

**# PEOPLE**  
Direct: 115  
Indirect: 230

Youths have improved their public speaking skills and learned how to speak up for themselves and their communities. They have also learned about the danger of cigarette and alcohol consumption by minors and how it can be prevented.



**Oxnard, CA, EU**  
Projects implemented in 2020

**INSTITUTION**  
Ventura County Public Health Emergency Medical Services

**NAME OF THE PROJECT**  
Donation of KN95 Face Masks

Doctors and patients had access to protective gear to prevent contagion from COVID-19.



Latinx-led organizations are systemically underfunded by mainstream philanthropy, in fact, less than 1% of donations go to Latinx-led organizations. During the COVID19 pandemic, it is now more than ever, to fund programs that uplift Latinx youth. Thank you to RAC for the generous donation!"

*Future Leaders of America*



**INSTITUTION**  
Supporters of Farmworkers and the FHAP

**NAME OF THE PROJECT**  
Farmworker Household Assistance program

**# PEOPLE**  
Direct: 20 families  
Indirect: 3,500 families

Farmworker families whose income decreased due to the pandemic received economic aid to be able to cope with the emergency.

**INSTITUTION**  
Future Leaders of America

**NAME OF THE PROJECT**  
805 Undocufund

**# PEOPLE**  
Direct: 24  
Indirect: 8,708

Migrant families that lost their income due to the pandemic received financial aid for their expenses and guidance on how to access public funds.

**INSTITUTION**  
Padres Juntos

**NAME OF THE PROJECT**  
Padres juntos: Educational Project

**# PEOPLE**  
Direct: 150  
Indirect: 250

Latino parents learned how the education system in the United States works and how to help their children attend University.

# University Pathways

In the Ventura County, only 28.3% of Hispanic students in public schools are eligible to apply to Public University in California. Conversely, 50.6% of Caucasian students are.

Many Latino families in the United States are not familiar with the school system, which limits their access to a university degree, leading to low levels of education and a future with fewer opportunities.

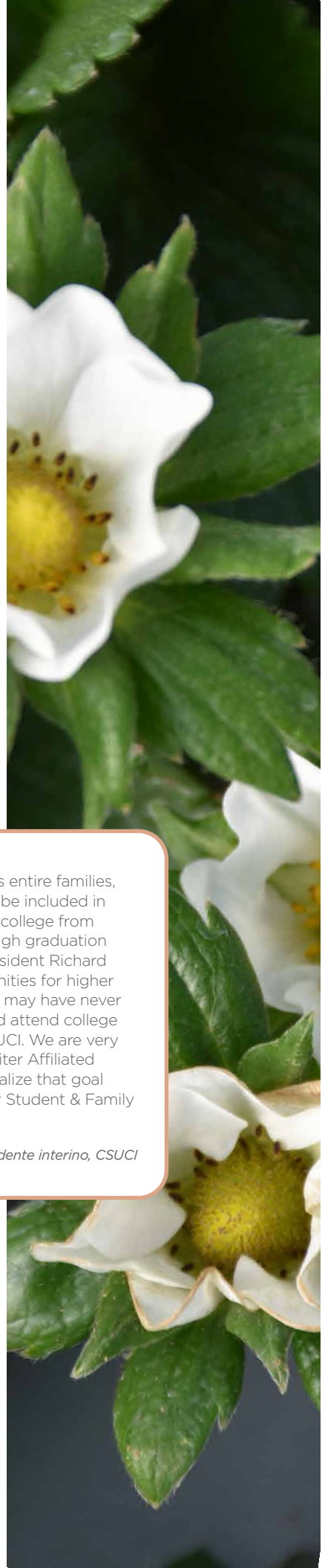
The Oxnard Philanthropy Committee decided to support the program that the “Institute of university preparation for students and families of the Ventura County” had designed for students and parents to obtain information on the benefits of holding a university degree, how to pay for higher education, how to look for and apply for scholarships or financing, university options, and other topics.

This is the case of Jocelyn, who, as the daughter of farmworkers, is the first in her family to go to University. In her experience, it was very difficult to navigate the school system alone, without any support from her family. Now she acts as a youth mentor for the children of fieldworkers, an activity that allows her to give back to her community and to help youths in their transition from high school to university, so that they can have access to higher education.



Higher education transforms entire families, so it's essential that families be included in a student's journey through college from the first day of classes through graduation day," said CSUCI Interim President Richard Yao, Ph.D. "Sharing opportunities for higher education with families who may have never dreamed their children could attend college is core to our mission at CSUCI. We are very grateful for this gift from Reiter Affiliated Companies for helping to realize that goal through the Ventura County Student & Family College Readiness Institute."

*Richard Yao, Ph.D., Presidente interino, CSUCI*



# Oxnard

## PHILANTHROPY COMMITTEE



*Coco Ramirez*



*Kyle Bunstein*



*Marilyn Peake*



*Rosa Serrato*



*Yezmin Carrasco*

“ The philanthropy committee allows us to live the RAC mission in a special way. My hope is that our work as a committee has a long-lasting impact in farm-working families of our community.”

Marilyn Peake  
*Chair of the Oxnard Philanthropy Committee*



*Santa Maria,*  
CA, EU

**Santa Maria, CA, EU**  
Projects implemented in 2020



Atascadero | Guadalupe | Paso Robles  
Santa Maria | Shandon

**INSTITUTION**

Boys and Girls Club of the Mid Central Coast

**NAME OF THE PROJECT**

COVID-19 emergency response

**# PEOPLE**

Direct: 102  
Indirect: 3,200



Children and youths received educational support according to their needs and were provided with an adequate space to be able to study during the quarantine.



**INSTITUTION**

Food Bank of Santa Barbara County

**NAME OF THE PROJECT**

Food distribution for the COVID-19 emergency

**# PEOPLE**

Direct: 155  
Indirect: 128,760



Families with food insecurity had access to food during the COVID-19 pandemic.



In March 2020, Foodbank was confronted with a visible and staggering need for food in our county. The coronavirus pandemic pushed unemployment into the double digits, where it has remained for low-income families. Foodbank immediately jumped into action. We vastly expanded our food distributions, supplying struggling families with 16.6 million pounds of nutritious food since March. But we know we could never have accomplished this hard work without many helping hands in the community. We are deeply grateful to all the volunteers, partner agencies and donors big and small, like Reiter Affiliates. Please accept our profound thanks.”

*Food Bank of Santa Barbara County*



## Continuation of studies during quarantine

Quarantine has impacted almost all aspects of our lives, and education has been no exception. Suddenly, children were home, away from their classrooms, their teachers, and their classmates. Studying from home became a challenge: students with no access to equipment or the Internet and whole families couped up in small spaces made it nearly impossible to study next to the TV or the kitchen.

In this context, the Santa Maria Philanthropy Committee decided to support the Boys and Girls Club of the Mid Central Coast (California, USA) so that it could move forward with its summer programs and support children's online schooling. The Club provided spaces in which children could take their virtual classes and be accompanied by professionals that could help them with their homework assignments. Likewise, the arts, sports, and STEM games afternoon programs, among others, continued to be held. A very special activity was the visit to the Santa Maria mobile library, which took place every Wednesday.

Thanks to this joint effort between the Club, the teachers, and school officials, the program managed to identify the barriers that each child or youth was facing and, thus, ensure their success during the quarantine.





# *Santa Maria*

## PHILANTHROPY COMMITTEE



*Agripina  
Buenaventura*



*Alfredo Lepe*



*Andrew Rice*



*Antonio P Cruz*



*Delsy Sanchez*



*Teresa Ortiz*



*Tereso de Jesus*

“ Thought the time I have been involved on philanthropy I have learned that philanthropy is not about the money... it is about being empathetic to others and caring enough about their needs to help.”

*Delsy Sanchez*

*Chair of the Santa Maria Philanthropy Committee*



*Watsonville,*  
CA, EU

**Watsonville, CA, EU**  
Projects implemented in 2020



**INSTITUTION**  
Youth Now

**NAME OF THE PROJECT**  
Access to Support

**# PEOPLE**  
Direct: 175, Indirect: 525

Children and youths received support to do their schoolwork as well as a safe space in which to practice sports, art, and receive emotional support.



Starting 2020 with the financial support of RAC as a sponsor and partner of Youth N.O.W.'s Access to Support project, the organization was able to better reach farmworker families and assess the development of the project to serve our local students. After just a few months, this financing became crucial for the organization's ability to change and be ready to tackle the needs of our students as the impact of COVID-19 on our local families and students became evident. Receiving financial support from RAC during the pandemic has been essential for Youth N.O.W. to be able to keep a sound program going.

*Youth N.O.W.*

**INSTITUTION**  
YMCA

**NAME OF THE PROJECT**  
Affordable childcare for families in Pájaro Valley

**# PEOPLE**  
Direct: 50  
Indirect: 210

School-age children from Pajaro Valley have been invited to participate in the activities offered by the YMCA, which has benefitted their physical health and strengthened their ties to the community.

**INSTITUTION**  
Consejo de Padres Migrantes

**NAME OF THE PROJECT**  
Moving toward a more successful migrant community

**# PEOPLE**  
6

High-school students from the Pájaro Valley school district obtained resources to continue pursuing their studies during the pandemic.



**INSTITUTION**  
Monarch Services

**NAME OF THE PROJECT**  
Economic aid for domestic violence survivors

**# PEOPLE**  
Direct: 5, Indirect: 27

Monarch Services beneficiaries (victims of domestic violence and sexual assault) whose income decreased due to COVID received financial aid to buy food and pay for their rent. They also received advice on how to develop a plan that will allow them to face the difficulties brought about by COVID-19.

**Watsonville, CA, EU**  
Projects implemented in 2020

**INSTITUTION**  
Santa Cruz Community Ventures

**NAME OF THE PROJECT**  
Financial aid for families affected by COVID-19 - UndocuFund

**# PEOPLE**  
Direct: 22  
Indirect: 10,788

Families that lost their income and have no access to public resources obtained financial aid to cover their household expenses.



We are very grateful to Reiter and the Monterey Bay UndocuFund team. As an early donor, it showed its commitment to and confidence in the work we do and our vision for these efforts. Thank you!!!"

"Your gift was truly something more than just dollars. It gave us momentum to secure additional funds and support for all these families. Thank you!"

*Santa Cruz Community Ventures*

**INSTITUTION**  
Community Action Board of Santa Cruz County

**NAME OF THE PROJECT**  
Thriving immigrants collaborative

**# PEOPLE**  
Direct: 40  
Indirect: 138

Financial aid for fieldworker families that live in poor and overcrowded areas and were affected by COVID-19.

**INSTITUTION**  
Watsonville Family YMCA

**NAME OF THE PROJECT**  
Essential childcare

**# PEOPLE**  
Direct: 7

The small children of essential workers had a safe place to stay during the pandemic while their parents were working.

**INSTITUTION**  
Salinas Valley Medical Clinic, Health for People, Natividad Hospital, Watsonville Community Hospital

**NAME OF THE PROJECT**  
Donation of KN95 face masks

In one of the most critical moments of the pandemic, 5,000 KN95 face masks were donated to various clinics and hospitals in the area.





## A safe place to be and study

According to official numbers, by the time they reach twelfth grade, students in the US who are part of a minority are 4 years behind in reading and math, compared to their Caucasian peers with a higher income. The children of parents working many hours face greater obstacles to be able to access the resources and opportunities they need to have a healthy and successful life.

With this in mind, the Watsonville Philanthropy Committee authorized a donation to Youth N.O.W., which offers academic and socioemotional support to youths in the Santa Cruz County. As all organizations, their day-to-day operations were affected by the pandemic, so they had to adapt their programs in order to continue providing support to the youngsters.

All their activities were adjusted to comply with CDC rules, and they established a virtual tutoring program, supported an on-site summer program, and began the fall semester with the ability to tackle the growing needs of the community, adding more volunteers and a higher number of staff and tutoring hours. Throughout the fall semester, students were able to attend the morning Pod for supervision and support. One-hundred and thirty students were also

offered 90-minute 1:1 academic support twice a week after school, either online or face to face at a safe outdoor space at Youth N.O.W.. They also continued to look out for the health and general well-being of students, providing sound tutoring during the sessions and offering opportunities to carry out physical activities, including bike rides, basketball, and family art days.

An amazing initiative was to create a space for the younger siblings of the youths participating in Youth N.O.W.. This came about upon realizing that many of the youths were not enrolling in the classes because, as schools were closed, they had to look after their younger siblings while their parents were at work. By providing a safe space for the little ones, the youths were able to continue studying.

For Brian, Youth N.O.W. is like his second home. He knows he has the support he needs to pursue his studies, but he also has someone to talk to whenever he needs to. In his own words: “Without Youth N.O.W., this year would have been really tough. Students need a person or an organization like Youth N.O.W. to get help of any kind.”

# Watsonville

## PHILANTHROPY COMMITTEE



*Carlos Torres*



*Gilbert Yerena*



*Karina Melgoza*



*Leonela González*



*Mariana Luna*



*Mauren Alonzo*



*Priscilla Lopez*



*Yahaira Ayala*

“

It was definitely a very different year; we were not able to do the activities we had planned. However, in spite of all that we went through this year, we had the opportunity to help in a different way by supporting some health organizations and our frontline workers. In the end, it was very rewarding to see the faces of the organizations and the employees themselves. It was a year full of valuable lessons, and I am especially grateful to the Reiter family for all the support they give to our communities.”

*Mariana Luna*

*Co-chair of the Watsonville Philanthropy Committee*



*Florida,*  
EU

**Florida, EU**  
Projects implemented in 2020



We cannot overstate the importance of the Reiter Affiliated Companies' contributions to RCMA in 2020! Their generosity allowed us to prepare 51 newly-arrived children for their first chance at a formal education, and we were able to offer vital support to nearly 200 families that were struggling due to the COVID pandemic. We thank you on behalf of RCMA and the migrant community. Your contributions have changed lives."

*Lourdes Villanueva, RCMA*

**INSTITUTION**  
Redland Christian Migrant Association

**NAME OF THE PROJECT**  
Emergency aid for farmworker families

**# PEOPLE**  
Direct: 187  
Indirect: 750

Families that lost their income have been able to withstand the pandemic. Thanks to the sanitization supplies that were provided, many families were able to protect themselves against the virus.



**INSTITUTION**  
Redland Christian Migrant Association

**NAME OF THE PROJECT**  
Mulberry farmworker family aid program

**# PEOPLE**  
Direct: 51  
Indirect: 160

Children of migrant farmworkers got access to medical tests and a safe and educational space to stay while their parents were at work. The parents also received support and education.

**INSTITUTION**  
Feeding Tampa Bay

**NAME OF THE PROJECT**  
Mobile pantries program

**# PEOPLE**  
Direct: 127  
Indirect: 381

Food security increased when the transportation barrier was lowered, providing low-income families with access to healthy food.



## Let me help you help your child

Thanks to the donation authorized by the Florida Committee, it was possible for 51 children to receive the services of the RCMA, who could identify 15 children with hearing problems and one with vision impairment. They also found children suffering from anemia, asthma, and various allergies. One of the children turned out to have a heart condition. Fortunately, all the children are getting treatment and their parents are receiving guidance.

One of the beneficiaries is Mrs. Pérez-Ramírez's son. At first, she was unsure about whether the RCMA's activities would benefit her boy. There was also a language barrier, as her mother tongue is Mam (a variant of Mayan). Nevertheless, she learned to trust the RCMA and, since she agreed to let her child participate in the program, the 3-year-old has been able to receive medical and dental care. He has also received therapy to improve his motor skills, and the family has received aid to pay for transport, food, clothes, and rent.

Despite the challenges, the RCMA has been able to provide videos and material for the family in Spanish, and their communication skills have tremendously improved. The child is making progress and he is now able to interact with his peers. In addition, the family in general is more confident and extroverted.



# Florida

## PHILANTHROPY COMMITTEE



*Andy Brownlee*



*Dan Balbas*



*Jeff Haber*



*Justin Petit*



*Luz Rodríguez*

“

We have an obligation to help create a safe, healthy, and thriving environment for our migratory workforce.”

Dan Balbas

*Chair of the Florida and Oregon Philanthropy Committees*



*Oregon,*  
EU

## Oregon, EU

Projects implemented in 2020

PROUDLY SUPPORTING

**INSTITUTION**

Oregon Health and Science University  
Foundation

**NAME OF THE PROJECT**

Farmworker community support fund

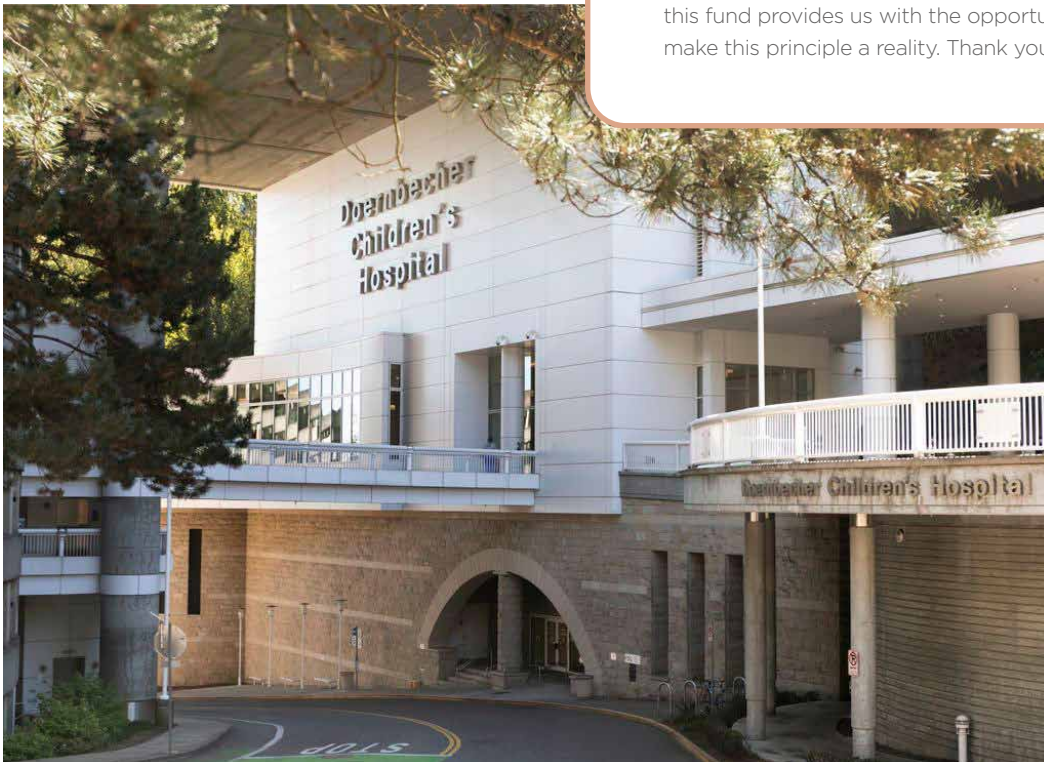
**# PEOPLE**

Direct: 2, Indirec: 4

Two farmworker families who have one of their members receiving treatment in the hospital have received financial aid to pay for their rent and buy food.

“

The social workers from OHSU and Doernbecher would like to express how deeply grateful they are for the generous support provided through the farmworker community support fund. The importance of our work can be perceived more intensely among the families that we found who are struggling to make ends meet as a result of the COVID pandemic or other circumstances that are out of their control, with little support from the community to be able to help them. This fund has given us the opportunity to meet the most urgent needs of the most vulnerable families in our farmworker community, who are facing greater difficulties as a result of the hospitalization or unexpected illness of a family member. The relief we feel by being able to offer this significant support is reflected on the responses of the families we are helping. We believe that families should not have to worry about food, housing or basic needs when they are also facing medical problems, and this fund provides us with the opportunity to make this principle a reality. Thank you!”



# COVID-19: secondary impacts on families

During the coronavirus pandemic, the social work team at the Doernbecher Hospital in Oregon, USA, has been working closely with low-income families. While the health of children and youths has not been so severely impacted, many of the patients' families have been affected by layoffs or are having a hard time looking after their children (with daycare facilities closed). All of this has led to an increase in their needs.

Thanks to the donation authorized by the Oregon Committee for the Emergency Fund for the patient's family, we were able to support the family of a patient who suffers from cancer and who, due to COVID-19, has had to stop his activities as a fieldworker. Also due to the coronavirus, his family's income has decreased, and his ability to pay the rent has been compromised. With the donation, this family will be able to have the necessary stability to pay the rent, and the patient will be able to focus on his treatment.



# Oregon PHILANTHROPY COMMITTEE



*Dan Balbas*



*Jeff Flake*

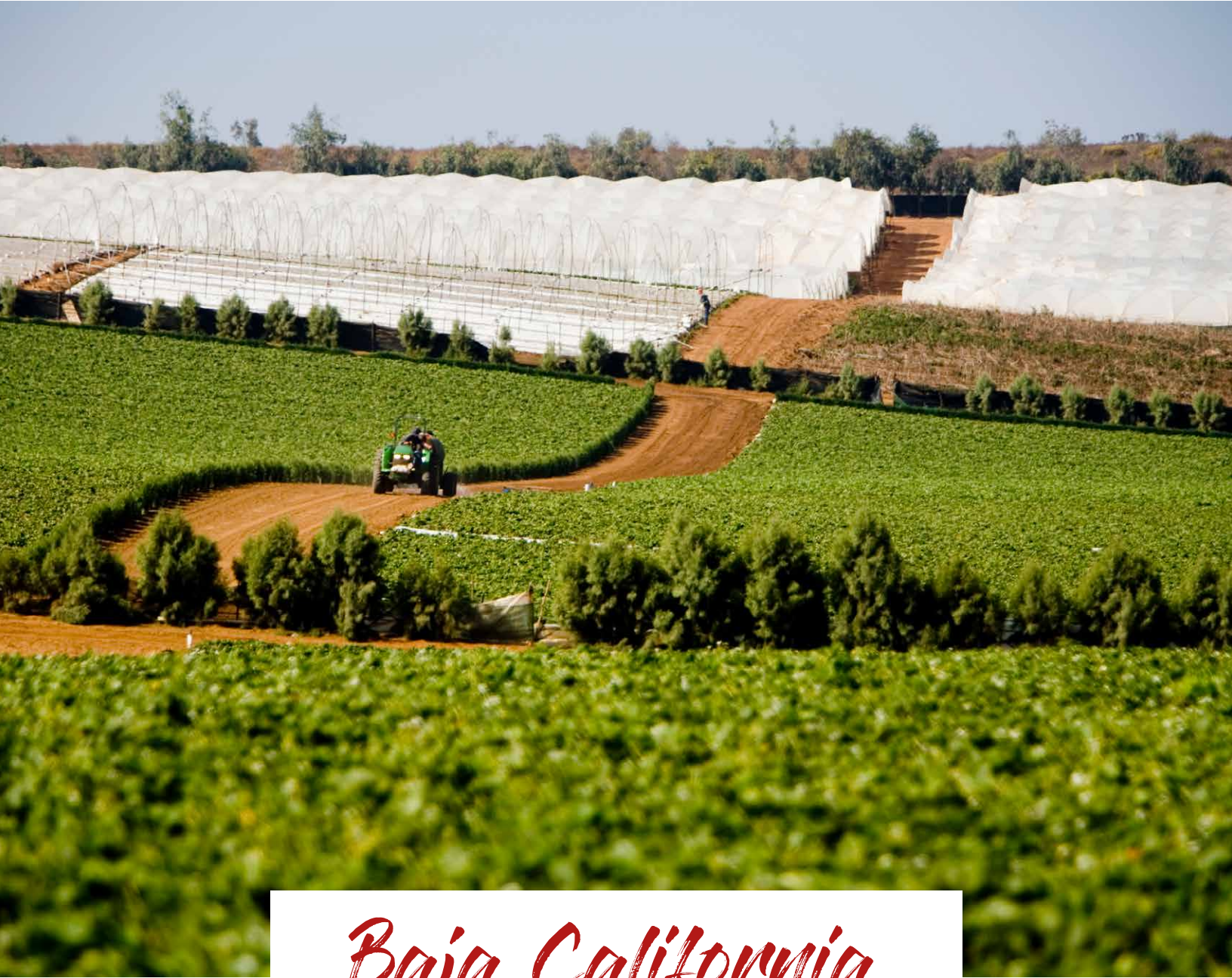


*Zach Krahmer*

“ We have an obligation to help create a safe, healthy, and thriving environment for our migratory workforce.”

Dan Balbas

*Chair of the Florida and Oregon Philanthropy Committees*



*Baja California,*  
Mexico

**Baja California, Mexico**  
Projects implemented in 2020



**INSTITUTION**  
Ancla Eterna AC

The workshop will provide wheelchairs for children and adults to have a better quality of life.

**NAME OF THE PROJECT**  
Facilitating rural accessibility

**# PEOPLE**  
Direct: 100, Indirec: 500

**INSTITUTION**  
Guañtes de Esperanza A.C.

The organization will receive advice to strengthen and implement long-term sustainability strategies.

**NAME OF THE PROJECT**  
Institutional strengthening of the "Guañtes de Esperanza" gym

**# PEOPLE**  
Direct: 5, Indirect: 70



**INSTITUTION**  
IMSS Foundation

Support to treat serious COVID-19 complications and provide effective protection to the doctors that are fighting the pandemic.

**NAME OF THE PROJECT**  
Donation of 2 mechanical ventilators, 615 coveralls, and 610 sealed goggles

**# PEOPLE**  
62 people made use of the mechanical ventilators





# Mobility for Iván

Two years ago, 30-year-old Iván Castañeda Gaxiola suffered an accident that left him quadriplegic. Iván cannot move his body, he cannot eat, so he gets his sustenance through a feeding tube, and he can only communicate with his eyes.

Thanks to the **Facilitating Rural Accessibility** project, Iván's family can now use a crane to lift him from the bed. They have also been donated a chair so he can attend his medical appointments and a chair so he can shower. Thanks to all the mobility equipment, Iván can now spend time with his family and he is not confined to the bed in his room. His wife, children, and parents are very happy to be able to include Iván in their family time.



# Baja California

## PHILANTHROPY COMMITTEE



*Arturo Campaña*



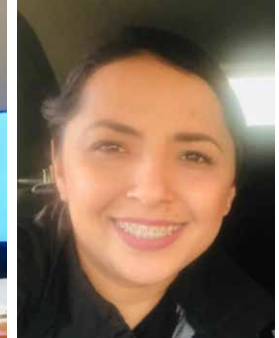
*Jesús Casas*



*Julio Rodríguez*



*Miriam García*



*Nayeli Castaneda*



*Raúl Lucio*



*Sandra Tapia*



*Sergio García*



*Willie Hedrick*

“

The current pandemic has allowed us to learn a lot, and it has helped us to look at our surroundings in more detail. Nowadays, our philanthropy has evolved, focusing its efforts on promoting integral and sustainable community projects with a great potential. I am proud to be part of this process and look forward to our becoming agents of change whose objective is to collaborate to build a better future for our valley.”

*Nayeli Castañeda*  
*President of the Baja Philanthropy Committee*



*Cd. Guzman,*  
Jalisco, Mexico

**Cd. Guzman, Jalisco, Mexico**  
Projects implemented in 2020



**INSTITUTION**  
Educampo

**NAME OF THE PROJECT**  
Family well-being in the hands of rural women

**# PEOPLE**  
Direct: 135  
Indirect: 394

- Groups of rural women have identified a productive project that will generate a source of income for them and their families.

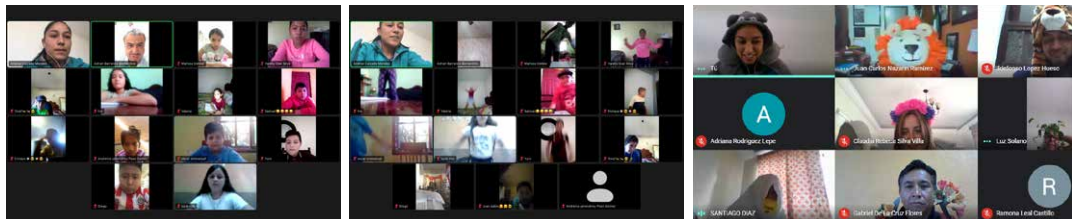
- Women have received gender education sessions with the aim of promoting balance in family responsibilities and thus encouraging more recognition and a better positioning of women in their families and their community.



This project, where we promote the empowerment of women by providing opportunities for their personal development, leadership, and organizational skills, and tools that can help them build a profitable production project, is novel in our region. And, in the words of the participants themselves, they feel like they are being taken into account for the first time.

As the team leading this project, we firmly believe in accompanying women as they discover their own skills and their peers' skills, so that, in the sum of these skills, they find the necessary drive to make their production project successful and profitable, and so that they can understand their context in more depth and promote the necessary decision making to secure their well-being and that of their families and communities. We thank Berrymex for the trust they have vested in us with their donation because, thanks to it, we can work to make dreams come true."

*Daniel Guzmán,  
Coordinator of the EDUCAMPO project*



**INSTITUTION**  
Educación para Compartir, A.C.

**NAME OF THE PROJECT**  
*Juntos aprendemos con Ciencia para Compartir*

**# PEOPLE**  
Direct: 724  
Indirect: 900

The project will promote children's emotional and experimental involvement in science, technology, engineering and math. To achieve this aim, innovative materials and tools were provided for teachers to teach scientific subjects.



**INSTITUTION**

EIRA, Movimiento Rosa A.C.

**NAME OF THE PROJECT**

Opportune breast, cervical, and uterine cancer detection campaign

**# PEOPLE**

Direct: 1,500  
 Indirect: 6,000

- Comprehensive breast exams and Pap tests were given to women in the south of Jalisco.
- Additionally, blood samples were taken to monitor sugar levels and blood pressure. If some problems are detected, these patients will be given additional nutritional follow-up.



**INSTITUTION**

Red de Bancos de Alimentos de México (BAMX)

**NAME OF THE PROJECT**

Delivery of food packages in Jalisco

**# PEOPLE**

Direct: 267 familias  
 Indirect: 1,068 personas

Food security for 267 families.



BerryMex's trust in and support to Red BAMX had a great impact and was of great help because, thanks to their collaboration, we were able to support hundreds of vulnerable farmworker families in Jalisco and Michoacán who needed it the most during this COVID-19 pandemic. It is a pleasure to be able to have these kinds of strategic partnerships at a national level."

*Manuel García, Innovation Manager at Red de Bancos de Alimentos de México (BAMX)*



## Cd. Guzman, Jalisco, Mexico

### Projects implemented in 2020

INSTITUTION	NAME OF THE PROJECT	# PEOPLE	SOME ACCOMPLISHMENTS
EIRA	Printing of female patients' health cards and informational material on breast cancer.	Direct: 1,500	Rural women in the region are informed of the importance of breast-cancer prevention, and they have a tool to follow up on their check-up plan.
IMSS	Medical consumables: goggles, face masks, coveralls, gloves, hand sanitizer, and N95 face masks.	200	Doctors and support staff treating COVID-19 patients had effective protection to prevent contagion.
Mexican Ministry of Health		359	
DIF		200	
Salud Comunitaria Sayula		500	
Gómez Farías Municipality		50	
ISSTE		200	
IMSS Foundation: General Hospital in Ciudad Guzmán and FMU in Tapalpa, Jalisco.	645 coveralls and 645 goggles	No data	
Gómez Farías Municipality	Donation of tuna cans	1,008	Food aid during the health crisis.
DIF		1,656	
Atacco Tapalpa	Groceries	50	The vulnerable population in the region had access to food, allowing them to withstand the conditions of the quarantine.

# José Rubén and Carlos, two committed and inspiring educators

At BerryMex, we regard education as the basis for the reduction of inequality and the promotion of development. With children who have access to quality education, we will be able to aspire to improving their quality of life, in addition to providing them with tools that allow them to propose effective and innovative solutions to the problems that ail them now and in the future. We are experiencing times of uncertainty and great challenges, such as attaining environmental sustainability, eradicating poverty, reducing mortality from chronic illnesses, and promoting equality, among others. These situations could only be analyzed, understood, and solved by people with the capacity to investigate, develop, and implement solutions. Concerned with generating this capacity, the Ciudad Guzmán Philanthropy Committee authorized a donation for **Educación para Compartir (Education to Share)** in order to focus children's talent, skills, and energy on science. The Ciencia para Compartir (Science to Share) program is aimed at more than 700 children from Ciudad Guzmán in Jalisco, Mexico, in

“

We can keep children interacting with the screen and have them participate, learn, and review what we have learned in class.”

*Carlos Cano Alvarado  
Teacher, Ricardo Flores Magón School*

order to promote and increase children's emotional and experimental involvement in science, technology, engineering and math. One of the strategies is to provide innovative materials and tools for teachers to teach scientific subjects. Their participation is essential to secure the interest and positive involvement of students in science.



“

This is excellent work. Thank you for sharing these strategies that we can implement with our students. The most important thing is that they are playful and fun.”

*José Rubén Bracamontes Martínez  
Teacher, José Vasconcelos School*

# Cd. Guzman

## PHILANTHROPY COMMITTEE



*Alfonso Aréchiga*



*Antonio García*



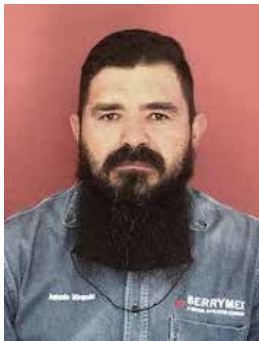
*Estrella Magaña*



*Felipe Negrete*



*Hugo Rodríguez*



*José Antonio  
Martínez*



*Luis Castillo  
Flores*



*Mariana Ramírez*



*Miryam Vargas*



Our way of doing Philanthropy has evolved, and this approach has allowed us to better address the workers' needs, offering more comprehensive programs with satisfactory regional results. I am proud to be part of BerryMex and my Comunidad Próspera committee."

*Estrella Magaña*

*President of the Philanthropy Committee in Ciudad Guzman, Jalisco.*





*Tocotepec,*  
Jalisco, Mexico

**Jocotepec, Jalisco, México**  
Projects implemented in 2020

INSTITUTION	NAME OF THE PROJECT	SOME ACCOMPLISHMENTS
IMSS Foundation (Clinic no. 58, FMU no. 61, FMU no. 95, General Hospital no.26)	<b>Medical consumables:</b> coveralls, surgical shoe covers, hand sanitizer, surgical face masks, sterile gloves, and disposable surgical gowns.	Doctors and support staff treating COVID-19 patients had effective protection to prevent contagion.

# Doctors, nurses, and support staff had the necessary protection to face COVID-19

In the state of Jalisco, as in all the Mexican territory, the COVID-19 pandemic took families, institutions, and especially medical units off guard because the need to use protective gear increased when they had to treat the patients ailed by this disease.

Through the IMSS Foundation, we had the opportunity to aid four medical units that treat COVID-19 patients and care for our fieldworkers and their families by providing them with these consumables.



With this donation, we helped the medical and support staff to have the necessary protection consumables to face the contagion, through the donation of coveralls, surgical shoe covers, surgical face masks, sterile gloves, disposable surgical gowns, and hand sanitizer.

**The medical units that benefitted from this aid were:**

- Clinic No. 58 in Jocotepec
- Family Medicine Unit No. 61 in Mazamitla
- Family Medicine Unit No. 95 in Poncitlán
- General Hospital No. 26 in Tala



We received your kind donation which benefitted the continuous treatment of at least 30 patients in this unit's respiratory ward on a daily basis as well as the due protection of the medical and nursing staff that treats suspected or confirmed SARS COV 2 patients. The benefit was obtained with the direct intervention of Berrymex and through the IMSS Foundation. The impact has been positive, as having the necessary consumables for the protection of the medical and nursing staff is essential, and it derives in better and uninterrupted care for our patients. We are extremely grateful to Berrymex. Thank you for taking our staff into account and privileging their protection during this pandemic. Thank you very much!

*Dra Ivonne Velasco  
Family Medicine Unit Medicina Familiar No. 95  
Poncitlán, Jalisco.*



# Jocotepec

## PHILANTHROPY COMMITTEE



*Adriana Aviña*



*Carlos Ochoa*



*Diego Silva*



*Humaris Quintero*



*Ibet Sánchez*



*Jessica Guzmán*



*Karmina Jiménez*



*Lilia Zúñiga*



*Paola Pérez*



*Sara Escamilla*



*Valeria Salgado*

“

Participating in the Philanthropy Committee is an opportunity to experience a very important part of our mission and being able to have a positive impact on the improvement on the quality of life of the communities in which we operate.”

*Carlos Ochoa*  
*President of the Jocotepec Philanthropy Committee*



*Michoacan,*  
Mexico

**Michoacan, Mexico**  
Projects implemented in 2020



**INSTITUTION**  
Forjadores de Esperanza A.C.

**NAME OF THE PROJECT**  
Opportune intervention and stimulation in children aged 0 to 6.

**# PEOPLE**  
Direct: 400  
Indirect: 2,000  
To date, 35 children have been benefitted from this program.

- Children with some disability receive physical rehabilitation with qualified staff.
- The families are accompanied and guided to perform the early stimulation and intervention therapies at home.



**INSTITUTION**  
Cuerpo de Bomberos

**NAME OF THE PROJECT**  
Protective gear

**# PEOPLE**  
150

Firefighters responding to emergencies in the municipality of Zamora have the necessary gear for their personal protection.



**INSTITUTION**  
Red de Bancos de Alimentos de México (BAMX)

**NAME OF THE PROJECT**  
Delivery of food packages

**# PEOPLE**  
700 families

The benefitted families had food security during the COVID-19 pandemic. Identification of nutritional and health problems.



**INSTITUTION**  
IMSS Foundation: Hospitals of Zamora and Zacapu

**NAME OF THE PROJECT**  
Medical consumables: goggles, face masks, coveralls, gloves, hand sanitizer, and N95 face masks.

Doctors and support staff treating COVID-19 patients had effective protection to prevent contagion.

# José Ángel and the Multisensory Room



José Ángel Berber Martínez

José Ángel is 2 years old and has been diagnosed with myelomeningocele (**a defect in the neural tube in which the bones of the spinal cord are not fully formed**) and hydrocephalus. His treatment consists of working in the **Multisensory Room** focusing on activities that will allow him to improve his coordination, balance, and laterality.

When he joined the program of the “Forjadores de Esperanza” organization that provides care for children with disabilities, José Ángel was not able to crawl or speak. His mother, Lizbeth Alejandra, tells us that he is now capable of crawling, he can speak more fluently, and he can sit down. The care he has received here has boosted his progress, and the suggestions made by the therapists are being implemented at home. That is, it has been a team effort between the family and CRI PROMOTÓN.

Just like José Ángel, at least 35 children with different disabilities had access to specialized therapy and rehabilitation in 2020, all thanks to the donation authorized by the Philanthropy Committee in Zamora, Michoacán, México.

# Michoacan PHILANTHROPY COMMITTEE



*Adriana Delgado*



*Alfredo Corona*



*Allison Noriega*



*Bertha Torres*



*Diego Cerda*



*Víctor Guzmán*



*Karina Romero*



*Luis Andrade*



*Ricardo Valdez*

“

The current situation has made us reflect and realize that we all rely on each other, so we should help our peers and being empathetic. We can see that our communities are facing a difficult outlook, but we also have a great opportunity to support our people in a strategic, sustainable way, in which what we can give leaves a mark and transcends in each community. It will be challenging but very inspiring and exciting to see what we can accomplish in the upcoming years.”

*Adriana Delgado  
President of the Michoacán Philanthropy Committee*



*Puebla,*  
Mexico



# 2020 Philanthropy in Puebla

Aware of the problems faced by the communities in Puebla, the “Los Volcanes” philanthropy committee analyzed the different Project options in 2020, deciding to support two:

- A project to provide eye care to primary school children
- A project to promote a culture of peace within the school community

Once it was announced that schools would be closing due to the COVID-19 pandemic, the plans to implement these projects were put on hold, with the intention of implementing them once children were able to return to the classroom.

As the year went by, it became evident that it would not be possible for them to go back to school, so the committee looked for alternative options to implement the projects. However, due to the nature of the initiatives, the direct physical contact among children, teachers, and parents was necessary in order to truly reach the desired objectives.

Thus, it was decided that the funds allocated to the eye care project would be reallocated to benefit a remote schooling project in public schools within the COVID-19 context, which will be implemented in 2021. On the other hand, the peace education project was rescheduled and it will be implemented as soon as schools reopen.

So, for the Puebla Committee, 2021 will be a very active year, as it will not only implement one but three philanthropy projects at the same time, which will greatly benefit the entire community, particularly the fieldworker community.



# Puebla

## PHILANTHROPY COMMITTEE



*Cristina Marcos*



*Genoveva Macías*



*Jaime Medina*



*David Mercado*



*Juan Beltrán*



*Luis Ambriz*



*Mayra López*



*Miguel Moreno*

“

An exceptional year like this invites us to reflect and be even more aware of the great responsibility we have towards our front-line collaborators and their communities. To the Philanthropy team, our committee and our collaborators, I can only say infinite thanks for allowing me to be part of this great program.”

Juan Emerio Beltrán  
*President of the Puebla Philanthropy Committee*



*Morocco*

**Morocco**

Projects implemented in 2020



**INSTITUTION**  
Fondation Sanady

**NAME OF THE PROJECT**  
Extracurricular Classes

**# PEOPLE**  
Direct: 141  
Indirect: 282

Children in rural areas had complementary French and science classes as well as extracurricular activities, thus improving their chances of staying in school and having a better future.



## I want to be an engineer

According to UNESCO, Morocco is one of the 25 least developed countries in terms of education. Average schooling is 5.64 years, that is, lower than primary school.

Its school abandonment rate is 6 times higher in rural areas than in urban ones. Aware of this problem, the Morocco Philanthropy Committee decided to support the children of farmworkers who live in rural areas and are attending primary school.

In partnership with the Sanady Foundation, we implemented a project offering complementary French, math, physics, and chemistry lessons, which has taken place for two consecutive school years, with excellent results. The students' grades have improved, their self-confidence has increased, and they are more motivated to stay in school. This is the case of Marouane, a 10-year-old boy who has always dreamed of becoming an engineer, but as his math

grades were not good, he thought he would not be able to make it. With the courses offered by Sanady, his math grades have significantly improved, and now he is sure that he can become an engineer.

In 2020, the project needed to be adapted to comply with social distancing and the quarantine. Sanady worked hand in hand with the parents to find a way to remain in contact with and providing support to the children. Some of the classes needed to be taught through smartphones, which meant having to adapt all the contents. However, the low levels of connectivity posed a great challenge and a barrier.

In spite of the difficulties, the commitment to continue supporting the children who have been a part of the program for the past two years remains, and we are sure that they will continue their studies, many of them in secondary school.

# Morocco

## PHILANTHROPY COMMITTEE



*Ali Lachguer*



*Ana Baltazar*



*Bougraine  
Lahsen*



*Ikbal Srairi*



*Ilham Qninba*



*Jihane  
Oumrhar*



*Mohamed  
Rechdaoui*



*Nabil Meji*



*Soukaina  
Mazouz*

“

During 2020, Atlas Berry farms continued demonstrating its commitment to farmworkers communities by expanding its education support program to more children and finding ways to help them during the pandemic with virtual classes when possible. In 2021, we will reinforce the project in southern Morocco & include the north region with a new project (sanitary kits & schools facilities renovation).”

*Ilham Qninba  
Chair of Morocco Philanthropy Committee*



*Portugal*



**INSTITUTION**  
Sociedade Recreativa Teotinense  
Fundación Calouste Gulbenkian

**NAME OF THE PROJECT**  
Portuguese for all

**# PEOPLE**  
Direct: 950, Indirect: 7,575

People who emigrated to Portugal looking for jobs received Portuguese lessons, thus improving their integration to society and their professional growth prospects.

# “Portuguese for all” a collaboration success story

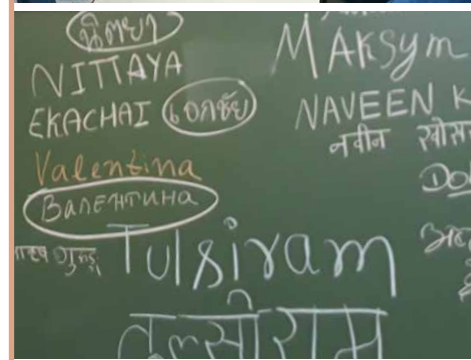
The municipality of Odemira is located to the southeast of Portugal. Its warm weather, high-quality soil, and water supply make it an ideal place for agriculture, which is why many farming companies have settled in the area over the past 20 years. Farmworker demand exceeded the local supply, so people from Nepal, India, Thailand, the Ukraine, Bulgaria, and other places have migrated to Portugal in order to work and live in the region.

In a 2018 internal survey conducted by Maravilha Farms about the biggest challenges faced by their workers (98% of which are migrants from other countries), more than 50% of the respondents mentioned social integration in the community. They also highlighted the language barrier and how it is linked to their integration issues. Speaking the language spoken in the place where you live is essential for your day-to-day, but also to understand the local customs, communicate with your neighbors, understand the laws, have better job opportunities, and integrate and feel like you are part of the community.



Our collaboration with RAC on this project has been excellent. RAC started by asking its workers what they needed and then figuring out what to do. Learning that the language barrier was a problem for both immigrants and residents, RAC brought together several partners to launch the Portuguese for All project. While RAC may start with a small project, they know how to think big. The long-term vision of this project is exciting for everyone involved."

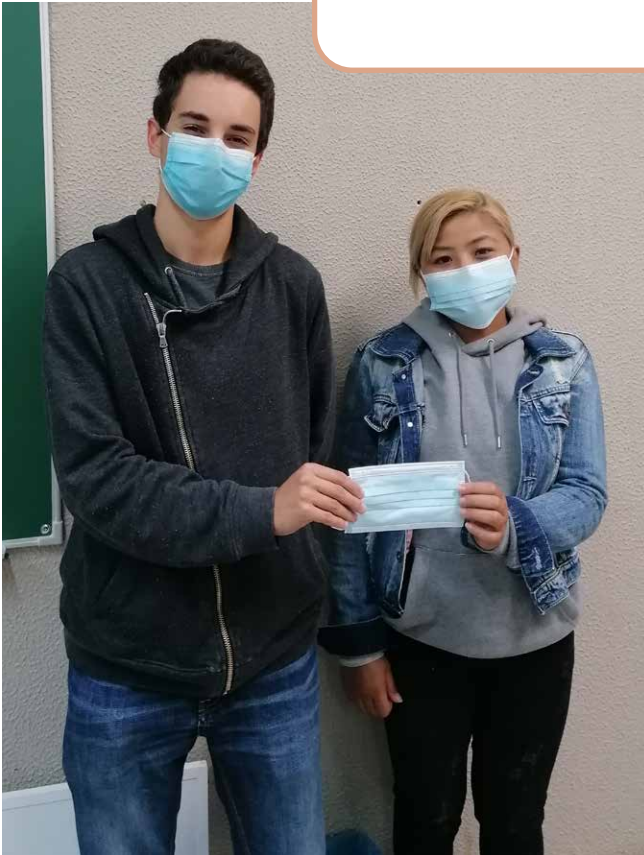
*Mercedes Jaffé, Social Initiatives Manager and environmental, Driscoll's*





This is an inspiring project that effectively contributes to real integration by enabling people to get close to others and get to know different cultures with a common language as a foundation. Because in order to integrate and be integrated, we need to know, and knowing is much easier when you can communicate!"

*Chief of projects, PFOL*



With these results, Maravilha Farms took on the task of looking for partners to carry out a project whose main objective is to contribute to improving the integration of the migrant population that works or resides in Odemira through the acquisition of reading, writing, and speaking communication skills in Portuguese.

Thus, the “Portuguese for all” project involved public and private institutions from the beginning: companies Maravilha Farms and Driscoll’s (co-financing), the Associação de Produtores Lusomorango, and the renowned Calouste Gulbenkian Foundation, in addition to the Portuguese Ministry of Education and the S. Teotónio and Odemira School Groups. The private non-profit institution Sociedade Recreativa S. Teotoniense took the lead as the managing entity of the program, which is already in its second year.

PARTNERS	RESPONSIBILITIES
Maravilha Farms, Driscoll's, and Lusomorango	Securing the financing, publicizing, and monitoring the project.
Sociedade Recreativa São Teotoniense	Managing, coordinating, and evaluating the project.
S. Teotónio School Group	Organizing the logistics for the classes to take place, providing professors and staff.
Odemira School Group	Organizing the logistics for the classes to take place, providing professors and staff.
Alentejo Bus Station	Ensuring the transportation of students at night.
Calouste Gulbenkian Foundation	External partner to follow up on and evaluate the project.



The program consists of teaching the courses of the Portuguese for speakers of foreign languages course included in the Portuguese Qualifications Catalogue. The classes are organized into 25-hour modules, with a total of 150 hours, reaching the A1 level in the first 75 hours and the A2 level (elementary user) in the remaining 75 hours.

The past school year (2019-2020), the students went to the schools belonging to the São Teotónio and Odemira School Groups three times a week after finishing their shifts in order to take their 90-minute classes. However, at the beginning of 2020, the COVID-19 pandemic forced the schools to shut down and began to follow up with students online, which resulted in a decreased number of participants.

The results of the evaluation carried out by the Calouste Gulbenkian Foundation show that the main long-term effects of the project are:

- Improved listening skills
- More interpersonal relations
- Greater integration in the job market



On the other hand, at least 40% of the respondents reported positive changes in questions related to listening, speaking, interpreting information, and increasing their relations.

An important factor that should be taken into account for the upcoming years of the project is the possibility to offer classes both face to face and online, as some of the face-to-face classes end very late (23 hrs.), and this could discourage participants.

Without a doubt, securing partnerships with institutions specialized in their area was and is one of the main strengths of this project. This made it easier for each party to contribute to make the program work in a better way, but also to find solutions to problems, rectify the course when necessary, and increase the project's likelihood of success.

For the residents of the municipality of Odemira, migrants are part of the human and social capital of area, and they substantially contribute to the development and sustainability of the territory. It goes without saying that the "Portuguese for all" project, which started with an accurate diagnosis of the local problem and had the right partnerships, was of great benefit to its inhabitants.



One of the biggest obstacles to integration is not knowing Portuguese, so this project is a fundamental part of the integration process, making it easier to communicate with locals about topics like health, work or social aid. Understanding the Portuguese language becomes common ground for the newcomers, a bridge between cultures and, consequently, a factor that brings them closer."

*Ana Paula Correia, Coordinator of the Municipal Immigrant Integration Plan.*

# Portugal

## PHILANTHROPY COMMITTEE



*Cátia Lourenço*



*Sher Moktan*



*Ana Baltazar*



*Luís Pinheiro*



*Marina Silva*



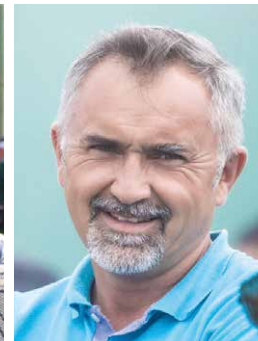
*Neuza Franco*



*Ricardo Nunes*



*Suray Asanov*



*Andriy Tutko*

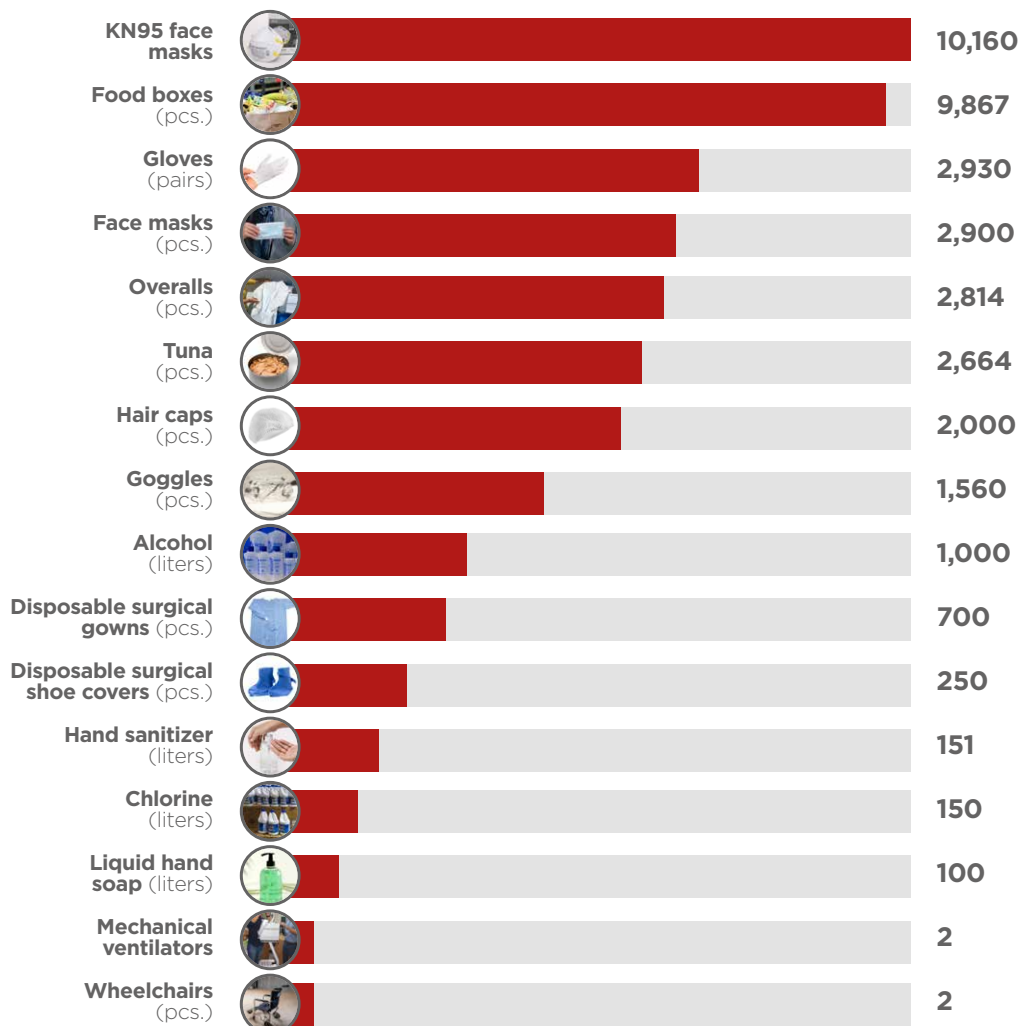
“

In times of uncertainty and difficulties, it is encouraging to see the resilience of a project like “Portuguese for All”, just recognized for having a 50% positive impact on the lives of the migrants who are part of it. And not just in their oral or written expression skills, but mainly in the increase of their personal relationships and integration. What a joy!”

*Ana Baltazar*  
*Chair of the Portugal Philanthropy Committee*

# Items donated to support the fieldworker community in the face of COVID-19

In 2020, many families lost or saw a decrease in their income due to the pandemic. Health systems became overwhelmed, and the need for protective gear for doctors and patients became a constant. With this in mind, the local philanthropy committees decided to authorize the donation of different items, such as face masks, gloves, and even mechanical ventilators. On a different note, food boxes were donated in order to contribute to the food security of the most vulnerable communities.



# Joe Colmenares Award



The “Joe Colmenares” Philanthropy Award was named after a beloved member of the RAC family, who, through his generous example and his concern for those less fortunate, inspired us to recognize other people inside the company who display an outstanding commitment to the farmworker community.

Thus, in 2020, we launched the first edition of the award, with excellent results. In total, we received 40 nominations, out of which 35% were American, 54% were Mexican, 5% were Portuguese, and 8% were Moroccan.

The winner, elected by the Philanthropy Steering Committee, was Miryam Vargas Velazco, who has been working in the company for more than 8 years in Ciudad Guzmán, in Jalisco, Mexico.

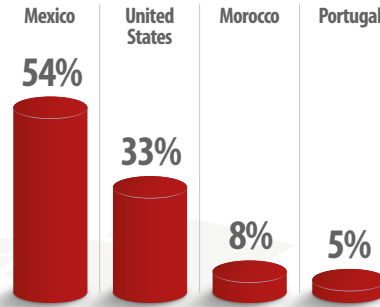
Miryam stood out due to her selfless volunteer work to support the fieldworker community, always in direct communication with them in order to get to know their needs firsthand.

She has been very active in her role as the Secretary of the Philanthropy Committee in Ciudad Guzmán, but her actions have gone above and beyond her responsibilities. She efficiently managed the organization of activities and events as well as the identification and follow up of new projects with a high impact on fieldworkers.

We would like to commend Miryam once again for her great work, effort, and dedication!

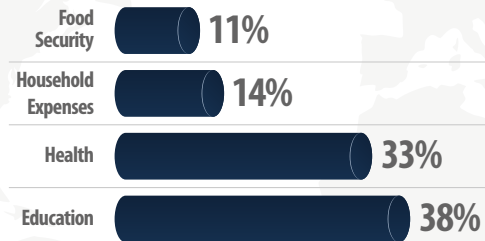
Each year, RAC allocates funds to its philanthropy program, which are proportionally distributed among the different production areas according to the number of workers they have.

## DISTRIBUTION OF THE ANNUAL PHILANTHROPY FUND BY COUNTRY:



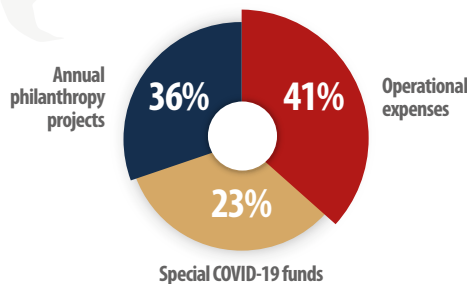
The local philanthropy committees decided to use the bulk of their 2020 funds on projects related to health and education. Together, these two concepts amount to 70% of the project budget.

## DISTRIBUTION OF THE ANNUAL PHILANTHROPY FUND BY TYPE OF PROJECT:



In addition to the annual funds, allocated to operational expenses and philanthropy projects, during late 2020, the Philanthropy Steering Committee authorized an additional fund for projects that could help the fieldworker community to face the challenges generated by COVID-19. These projects will be launched in 2021.

## DISTRIBUTION OF 2020 FUNDS BY TYPE OF EXPENSE:

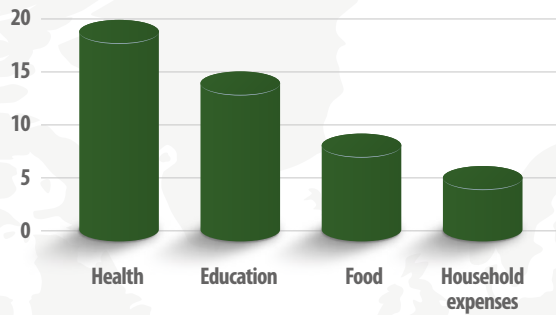


**INDICATORS**

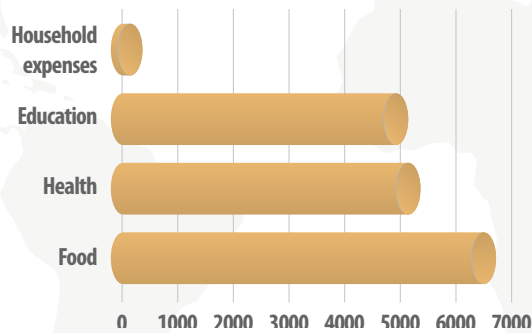
The projects implemented in 2020 directly benefitted more than 16,000 people and indirectly benefitted 170,000 people in four main areas: education, health, food security, and aid for household expenses.

**Direct beneficiaries: 16,747**  
**Indirect beneficiaries: 170,171**

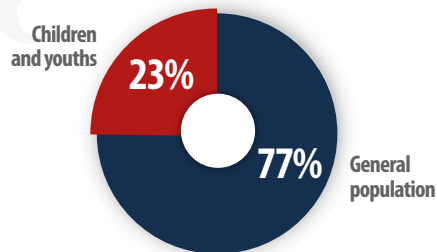
**NUMBER OF PROJECTS BY AREA:**



**NUMBER OF DIRECT BENEFICIARIES BY AREA:**



**% OF BENEFICIARIES:**



# Philanthropy Steering Committee

**RAC's philanthropy program** includes a **Steering Committee** consisting of members of the Reiter family, company director and external members. Their role includes generating strategic definitions, setting the general guidelines and framework that the Local Committees will follow to operate the philanthropy program in each area where RAC and their affiliated partners operate.



**Garland Reiter**

Executive Chairman & Shareholder, Reiter Affiliated Companies

As the Executive Chairman for RAC, Garland oversees the strategic direction of the company, aligning management with company objectives and supporting guidance and contributions from the RAC Board of Directors. He was instrumental in establishing RAC's Philanthropy Program as well as the Sembrando Salud Program.



**Allison Reiter-Kambic**

Chairperson, RAC Philanthropy Steering Committee. Shareholder, RAC. Owner, ARK Interiors

Allison is a professional interior designer and owner of ARK Interiors in Santa Cruz, California. She is also a member of the RAC Board and the Chair of RAC's Philanthropy Steering Committee, providing vision, leadership and direction to the program's objectives. Her previous work in both the sustainability and nursery departments at Driscoll's laid a strong foundation for her current leadership role.



**Sydney Reiter**

Retail Professional & Shareholder, RAC

Sydney is a retail professional in Newport Beach, California. She grew up around the family business and has developed a strong passion for giving back to the farmworker community.



**Matthew D. Quinlan**

Senior Manager of Community at Driscoll's

Matt oversees the company's charitable giving, his role also includes providing guidance to other business units to build community engagement capabilities within the company. In his long career, Matt has dabbled in strategic philanthropy, community development, and conservation in Latin America and Africa. His work has been characterized by emphasizing collaboration between communities, governments, civil society and the private sector to create business-based for the social and environmental challenges facing global agricultural supply chains.



**Lourdes Villanueva**

Director, Farmworker Advocacy, RCMA

Lourdes Villanueva is the Director of Farmworker Advocacy for Redlands Christian Migrant Association (RCMA) in Dover, Florida. She has worked for RCMA in various positions for almost 30 years, while also earning a college degree in the process. She is proud to come from a migrant farmworker family and wants to ensure that today's children and families receive the same opportunities she did. She continues to promote awareness and support of these families in local rural communities.



**Yissel Barajas**

Chief Human Resources Officer, RAC

As the daughter of migrant farmworkers, Yissel began her formal studies and career in urban planning and development, working to provide housing for low-income families. Her career evolved to agriculture when she started at RAC, focusing her efforts on health, philanthropy and the overall wellbeing of the farmworker community. In her current role as Chief Human Resources Officer for RAC, she seeks to create a respectful and fulfilling work environment for all of RAC's employees.

For more information about the Philanthropy program:

**Citlali Fuentes Morales**  
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Farmworker families are proudly living healthy and fulfilling lives as valued members of our communities.

