



Investing in Our Shared Future

For over 58 years, Mission Fed has remained dedicated to supporting the San Diego community. Today, our commitment to giving back continues through our rich partnerships with schools and nonprofit organizations directly committed to creating a healthier, stronger, vibrant and financially resilient San Diego County. Our ongoing drive to make San Diego not just “America’s Finest City,” but “America’s Kindest and Most Purposeful Region” focuses on a variety of targeted efforts, a few of which we are proud to share with you in our quarterly newsletter, Connections by Mission Fed.

Carrying the Torch of Integrity and Ethics

Mission Fed continues to carry the torch for integrity, customer service and community involvement, merits and principles that earned us the 2015 and 2017 Better Business Bureau (BBB) Torch Award for Ethics recognition.

Last October, Mission Fed served as the title sponsor for the 2019 BBB *Torch Award for Ethics*. Mission Fed had an opportunity and sent a message to the San Diego community that ethics are critically important and matter in all aspects of business and life. Mission Fed believes core and noble values are at the center of every organizational culture, and there was no more appropriate way to model and mentor a values-based business orientation than to partner with the BBB.

The event included the 2019 BBB *Ethical Torch Essay Scholarship* with \$5,000 in total scholarship funds awarded to five students with the highest scoring essays on the topic of “The Importance of Ethics & Integrity in our Community.” Over **264** students from **75** high schools in San Diego, Orange, and Imperial Counties submitted entries.

Mission Fed congratulates all this year’s winners for serving as role models, both as an individual student and local business whose moral compass not only guides their actions, but also influences those around them.



L-R: Shelley Bradley, Director of Signature Events, Better Business Bureau Serving the Pacific Southwest; Neville Billimoria, SVP Membership and Marketing, Mission Fed; Student Scholarship Recipients x5; Chris De Marco, BBB Foundation Chairman



L-R: Debra Schwartz, President & CEO, Mission Fed; Sidd Vivek, President & CEO, Junior Achievement of San Diego County; Hanna Jensen, Development Manager, Junior Achievement of San Diego County; Doug Wright, CFO, Mission Fed; Rob Miller, COO, Mission Fed; Paula Morgan, SVP Human Resources, Mission Fed



What a Time to be a Kid: Kids Free Zoo and Safari Park

Since its founding in 1916, the San Diego Zoo has been devoted to the children of San Diego. San Diego Zoo Global and Mission Fed are dedicated to continuing this long-standing commitment and provided free admission for the month of October to every child age 3 to 11.

Through this partnership Mission Fed was able to help support families who may have been unable to afford admission to the Zoo or Safari Park.

Local educators embraced the opportunity to visit the Zoo or Safari Park and this past October, they received over **50,287 Education Tours**. This multi-education program comes at no cost to schools in San Diego County, helping to ensure that school funds can be used for other items and student needs.

In addition, Mission Fed provided a \$5,000 contribution to San Diego Zoo Global Wildlife Conservancy to help combat wildlife trafficking and support crucial conservation projects both locally and worldwide. We are proud to support efforts that champion getting children back to nature and help make a powerful and positive difference in the world.

Mission Fed Elves Spread Holiday Cheer!



This past holiday season, Mission Fed donated more than 28 trees to the San Diego Center for Children. The Center's eight program sites received much needed holiday cheer for the children and families they serve. The trees were placed in the residential cottages at the main campus in Linda Vista and at the additional program sites in Serra Mesa, La Mesa, Escondido, Spring Valley and El Cajon.

Within its safe and nurturing 12-acre campus, the Center provides therapeutic care, special education, foster care and transition age services to children and

families struggling with mental, emotional and behavioral disorders, empowering the lives of more than 1,000 people every day.

Moisés Barón, Ph.D., President and CEO of the San Diego Center for Children, said, "We are deeply honored that Mission Fed is continuing to support the Center's holiday celebration. The donation of trees and employee volunteerism make a tremendous difference, not only for the children and teens who come to our campus every day, but most especially, for those who remain with us throughout the holiday."

Founded in 1887, the San Diego Center for Children is the oldest children's nonprofit in San Diego that provides a range of services across program sites and in hundreds of homes, schools and communities throughout the region.

To view all the exciting events and partnerships that Mission Fed is involved with throughout the San Diego community, visit our Events Calendar at MissionFed.com/Events