

*Driscoll's*

# Rooted in Community.

20 Years of  
Driscoll's Giving





# Reflecting on 20 years of impact.

2025 marks twenty years of philanthropic giving at Driscoll's. This is a huge milestone for us in our long-standing commitment to helping grow the communities where we live and work.

Over the past two decades, Driscoll's Giving has grown significantly – from \$251,500 in 2005 to \$9.5 million for calendar year 2025.

This growth has been fueled first and foremost by the dedication and generosity of our employees, whose passion for giving back and strengthening our roots in communities all over the world has been at the heart of this program since its inception.

This work also wouldn't have been possible without the commitment of our network of independent growers, who have played a vital role in expanding our impact – whether through donating countless flats of fresh fruit to local food banks and nonprofits, or by forging new partnerships with the organizations addressing the most pressing needs in our communities.

We are also incredibly grateful to the over 1,240 nonprofit partners whose work we've been proud to support over the years. From after-school care to food banks, emergency translation services to soccer leagues, the diversity of these organizations, the hopefulness of their visions, and their tireless willingness to collaborate for the good of our communities inspires us.

In 2005, Driscoll's charitable giving work was formalized in five locations across California and Florida. Today, we are proud to support projects in upwards of 49 communities around the world.

As we look to the future, our commitment to giving remains unwavering. We are proud to share that our company sets aside approximately 4% of our operating income for philanthropic giving each year, helping ensure that our community contributions reflect our footprint and continue to grow alongside our business.

With partnerships across 13 countries, Driscoll's Giving will only continue to expand. Thank you for being a part of this journey. Your generosity, dedication, and shared belief in the power of giving have made these 20 years possible. I look forward to the next chapter and all that we will accomplish together.

**Soren Bjorn** 

CEO, Driscoll's

**Growth has been fueled first and foremost by the dedication and generosity of our employees.**



# The evolution of our giving.

Driscoll's Giving began with a simple idea: thriving businesses depend on thriving communities. What started as employees volunteering time and talent for local causes has grown into a global effort – one rooted in the belief that caring for our communities, our workforce, and our growers strengthens us all.

In the early years, our teams led small, hyperlocal projects – donating berries, lending hands at food pantries and after-school programs, and supporting the causes that keep the places we call home healthy and vibrant. Over the last two decades, that grassroots energy has evolved into a global program spanning 13 countries and dozens of regions. Today, Driscoll's Giving builds long-term partnerships, funds projects that expand access to critical local services and spaces, and mobilizes support when communities face crises.

Our philosophy of giving is simple: we invest in people and places so they can thrive for the long term. The program links our business, workforce, growers, and environment through shared purpose and care. It's built on collaboration – employees and growers working hand in hand with local partners to seed new ideas, respond to urgent needs, and strengthen the communities where we live and grow.

**Our philosophy of giving is simple:  
we invest in people and places so  
they can thrive for the long term.**

Today, we give in 3 ways:

**Giving.  
Grants**

**Employee  
Giving.**

**Giving.  
Sponsorships**



# From local roots to global reach.

## 2001

Driscoll's Charitable Fund established; Gave first disaster relief grant to 9/11 Fund; First sponsorship given to California Strawberry Growers Scholarship Fund

## 2002

Awarded first grant to **Jacob's Heart**

## 2004

Philanthropy committee formed, led by Tom Driscoll

## 2005

Official launch of Driscoll's Philanthropy program; Company commits **2% of yearly operating income to Driscoll's Giving** going forward

## 2011

First employee nonprofit board match to Ag Against Hunger; Local grant given to build **Pajaro Park** in Pajaro, California

## 2012

Official launch of nonprofit berry donation program; Driscoll's **growers donate 4.76M pounds of berries** to food banks

## 2013

First employee event in Europe, led by the Breda, Netherlands volunteer team

## 2014

Modernized Employee Giving program launches in the U.S.; **First \$1M donated** in a single year

## 2020

**\$5M donated in a single year**; \$4M to support COVID relief efforts across 6 countries

## 2021

First grant given in China; Company commits **4% of operating income annually** for charitable giving going forward

## 2024

Employees **volunteer 11,800+ hours** in a single year, a record high

## 2015

Program expands to Mexico. Launch of Festival de la Fresa in Tapalpa, Mexico

## 2017

First grant given in Mexico to Oasis Afterschool Program







# Speaking the language of care.

📍 Salinas, California, USA

## Giving Grants

For thousands of Indigenous families living and working in California, accessing healthcare used to mean stepping into a world where they wouldn't be understood. Natividad Hospital, one of California's 21 public safety net hospitals, had long provided essential care to underserved communities along California's central coast. But for patients who spoke neither English nor Spanish, seeking medical treatment often felt impossible, even at Natividad. Without trained interpreters, miscommunication was rampant and often led to delayed treatments, misdiagnoses, and patients avoiding care altogether.

Doctors and administrators at Natividad knew something wasn't right: "We were seeing people come in who didn't speak English or Spanish, and we wanted to figure out exactly which languages were being spoken in our community and in our hospital," recalls Jennifer Williams, President and CEO of Natividad Foundation. "So, in 2014, we launched a language survey."

The findings? At least 40 distinct languages were spoken by hospital patients, and there were absolutely no formal interpreting services available. Among them were rare Indigenous languages from Mexico, such as Triqui and Mixteco. "We realized that our patients weren't just avoiding our hospital, they flat out weren't seeking care anywhere," said Jennifer. "The simple truth was that we couldn't talk to them."

**"Having an interpreter who can ensure that you are understood can change your life."**

*Jennifer Williams*

President and CEO of Natividad Foundation





Natividad surveyed other hospitals across the state, assuming surely this massive interpreting gap had been filled elsewhere – and found no solution. “People just weren’t getting served,” said Emmett Linder, a Driscoll’s employee of 40 years and a Salinas local long-familiar with Natividad. “When you’re talking about prescriptions or medication or treatment, there’s lots of room for error there. We know that when it gets down to healthcare, it’s got to be right. You need to be precise.”

So, Natividad moved to launch a bold experiment: creating the first-ever medical Indigenous interpreting program in the state. But there was no blueprint to follow. Several key Indigenous languages had no written forms, and no existing interpreting services offered them.

This was where Driscoll’s Giving stepped in. Thanks to an initial seed grant, Natividad set out to train its first cohort of Indigenous interpreters. The hospital worked alongside

language experts and local community members to build a comprehensive medical interpreting curriculum, one that they hoped could be replicated elsewhere. Over the next few years, the program expanded to include full-time interpreting staff, a growing roster of trained Indigenous language interpreters, and a 400-page training manual that the hospital freely shared as a blueprint to help other institutions replicate their success.

Since its inception, Natividad’s Indigenous Interpreting Plus program has transformed healthcare access for Indigenous communities across California. More than half of the program’s services have been used by mothers in the mother-infant unit or the neonatal intensive care unit, ensuring that women and families can give informed consent in their own language. Today, Natividad has eight full-time Indigenous language interpreters, many of whom are now trilingual – fluent in an Indigenous language like Mixteco, as well as Spanish and English.



**“They are making a huge impact and have provided services to thousands of individuals.”**

*Jennifer Williams*

President and CEO of Natividad Foundation





**What started as a local solution has become a blueprint for hospitals across the country.**

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**"The reality was these patients weren't just dealing with an inconvenience, they were being entirely shut out of the system. We knew we needed to support this project."**

**Emmett Linder**

Retired Director of Mission Engagement, Driscoll's

"Having an interpreter who can ensure that you are understood can change your life," says Jennifer. "If you're a woman in labor and need an emergency cesarean section, an interpreter can make sure you know exactly what's happening and that you have the power to make your own decisions."

Driscoll's has long recognized that language barriers prevent local families from receiving the care they need. When Natividad first approached the company for funding support, Emmett, then Director of Mission Engagement at Driscoll's, saw an opportunity to make a lasting impact.

"We knew this project hit right at the heart of what our community needs," says Emmett. "I'm born and raised here in Salinas, and I saw these situations all the time. There are so many dialects spoken on the Central Coast; you'd be amazed. The reality was these patients weren't just dealing with an inconvenience, they were being entirely shut out of the system. We knew we needed to support this project."

After Driscoll's initial seed grants, Emmett joined the Natividad Foundation Board, serving as Vice President of the board for ten years and advocating for the program's long-term success. "Our role was to kickstart something meaningful," he explains. "Driscoll's helped prove the concept. The hospital and community took it from there."

Today, the Indigenous Interpreting Plus program is fully embedded in Natividad's operations. The project has expanded beyond the hospital, and interpreters now assist with county emergency response, at court, and with social services programs. The model has been shared with hospitals and organizations nationwide, reinforcing the idea that language access is essential to quality healthcare.

"The Indigenous Interpreting Plus program has moved the needle on giving people a voice and helping them be involved and included in society," says Jennifer. "It's all about having a voice and knowing you have power. You can see the difference in our interpreters from the day they start training to the day they graduate as medical interpreters. Now, they're out in our communities – some of Natividad's interpreters were out at recent county gatherings communicating about immigrant rights, we had interpreters sharing information with families a couple years ago during devastating floods that hit this region. They are making a huge impact and have provided services to thousands of individuals."

What started as a local solution has become a blueprint for hospitals across the country. Natividad's Indigenous Interpreting Plus program proves that when businesses, nonprofits, and communities come together, they can move the needle on big issues.

For Emmett, who retired in 2024 after 40 years at Driscoll's, supporting projects like this is what makes you a good neighbor. "This program wasn't just about providing care – it was about changing lives," he reflects. "And when you plant the right seed, you never know just how far it'll grow."





# Global giving snapshots.

## 📍 China

In China's Yunnan Province, a small village clinic in Manmengyang struggled to meet the needs of its 4,000 residents – until a Driscoll's Giving grant helped transform it. Through the project, the clinic team was able to completely renovate the facility, bringing in updated medical equipment and expanding patient care. Today, the clinic serves thousands, ensuring families receive the care they need.

## 📍 Mexico

In central Mexico, families caring for sick loved ones at home often lack access to essential medical equipment. Sana en Casa is a nonprofit helping to bridge this gap by providing hospital beds, wheelchairs, oxygen tanks, and more – free of charge – to the families who need them most. With growing volunteer support from employees, and the Driscoll's volunteer matching funds they earn, the program continues to expand, ensuring that more communities have access to the medical care and resources they deserve.

Through our longtime partnership with the Ver Bien Foundation, upwards of 18,000 pairs of glasses have been donated to community members across Mexico thanks to support from Driscoll's.

● Driscoll's partners with independent growers all over the world on Giving projects, to grow the places where we live and work



# A community movement.

📍 Laâouamra, Larache Province, Morocco

## Employee Giving.

In northern Morocco, communities have long adapted to infrastructure gaps that shape everyday life. Navigating unpaved rural roads, limited access to public transit, and

unreliable water systems fed by aging wells and irrigation networks is part of daily routine. "It all takes time, patience, and resourcefulness to navigate for local people," said Otman El Qacemi, Social and Environmental Impact Lead for Driscoll's in Morocco. "Services that many take for granted aren't a given out here."

One of the most visible gaps? A lack of formal waste collection. Without regular garbage or recycling pick-ups, neighborhoods were facing mounting environmental pressures as families managed household and agricultural waste on their own. Growing antipathy about the issue meant more people were littering, tossing trash into open spaces or along rural roadsides.

As piles of uncollected trash grew, conversations about the problem began to spread. What started as individual frustration quickly turned into a shared agenda as residents, berry growers and local organizations began coordinating. "People were coming to us and saying the same thing: we need to work together to fix this waste management issue. There are so many infrastructure problems we can't solve – but this one, we can work on," recalls Otman.

From those discussions, a movement emerged. Driscoll's team in Morocco joined local growers, civil-society organizations, and families to organize the first "Community Cleaning Day" on June 3, 2025, to mark World Environment Day. What began as a cleanup became a coordinated effort to strengthen local systems for waste management and civic engagement.

"When we looked around Laâouamra, we saw more than waste – we saw a shared challenge," says Otman. "Instead of waiting for solutions to come from outside, we decided to act together as one community and just take care of it ourselves."

**"We decided to act together as one community and just take care of it ourselves."**

*Otman El Qacemi*

Social and Environmental Impact Lead, Driscoll's Morocco





More than 1,100 volunteers took part, collecting over 6,800 bags of waste across eighty square kilometers. Using a matching-fund model led by Driscoll's, every volunteer hour and bag collected generated direct investment back into the community. By the end of the event, participants had raised more than 342,000 Moroccan dirhams.

"The funds are going back to six local organizations leading initiatives the community has identified as top priorities," said Otman. Projects include equipping emergency response teams, building a soccer field for children in Oulad Hamou village, installing public lighting in underserved areas, and renovating community centers. Each project addressing a gap and improving quality of life, little by little.

The initiative has already become a model, replicating across the country. The next Community Cleaning Day is planned for 2026, expanding to the Agadir region and bringing partnerships with local schools into the fold.

"What began as one cleanup is becoming a culture of shared responsibility and direct action," says Otman. "People can see that the effort they put in today shapes the future of our community."

**1,100**  
volunteers took part

**6,800**  
bags of waste collected

**342k**  
Moroccan dirhams raised

- A local soccer team practices on a field surrounded by berry tunnels, an initiative supported by Driscoll's and independent growers in Pajaro, California



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# Global giving snapshots.

## 📍 Portugal

In Odemira, Portugal, a summer camp is giving kids the chance to explore, create, and grow. With support from Driscoll's, TIC TAC Associação offers immersive programs aimed at encouraging young people to put down their devices and try their hand at new skills. From paddleboarding to robotics, painting to surfing, the camp is providing a safe, structured space during the summer months, ensuring kids stay active and engaged during what would otherwise be a difficult gap in childcare for local working parents.

## 📍 USA

Across California, employee volunteers from Driscoll's and independent grower Reiter Affiliated Companies have come together regularly for years with a common goal: to transform local Boys & Girls Club spaces. At these "Reiter Family Club Afternoon" events, volunteers paint, garden, clean, and refresh clubhouses top to bottom, ensuring kids have safe, welcoming places to learn and play. Hundreds of hours of hands-on volunteer work in recent years have strengthened community bonds and created brighter spaces for local young people.

## 📍 UK

Across the U.K., Driscoll's employees are finding creative ways to give back locally. In 2025, the volunteer team joined the Wild West Summer Festival at Loose Primary School – a vibrant local school near the Driscoll's office with over 670 students and a strong commitment to values-led education. Together with the school community, the Driscoll's team helped raise more than £2,800 to enrich student experiences and classroom resources.



20 years of  
Volunteering.  
Sponsoring.  
Granting.  
Empowering.  
Supporting.  
Funding.  
Caring.  
Donating.  
Investing.  
Giving.



● Family at YMCA summer camp, sponsored by Driscoll's in Santa Maria, CA



# The schools that berries built.

📍 San Quintín,  
Baja California, Mexico

## Giving Grants

In the rural communities around San Quintín, Mexico, schools are more than just classrooms – they are the heart of the community. Schoolgrounds host after-

school care and weekend events, holiday parties and community gatherings. But for many students, their learning spaces had long been in need of repairs and resources. Broken desks, outdated libraries, and faltering kitchen and bathroom facilities in some schools were posing serious challenges for local kids and teachers.

That's where Escuelas Sustentables comes in (Escuelas for short), a nonprofit dedicated to revitalizing school facilities in underserved and rural areas of Mexico. Their specialty? Building new classrooms, installing new libraries, upgrading restrooms, and creating outdoor spaces for kids.

Since 2017, Driscoll's has partnered with Escuelas to provide grant funding to help revitalize schools across the country: "The schools we support don't just need a fresh coat of paint. They need structural improvements, libraries, sports fields, restrooms, and spaces where kids feel proud to learn," explains Lizette Lupercio Briones, who leads Community Engagement work for Driscoll's in Central Mexico. "Improving these schools is about dignity, about showing students that their education matters."







At the core of the Escuelas approach is a commitment to community collaboration. Each project begins with candid conversations between school officials, parents, and students to identify what's most urgently needed in each specific place. Driscoll's employee Yuri Vizcarra Ortega, who specializes in social and environmental initiatives in Baja, has spent years working closely with schools to ensure the renovations address real problems.

"Every school is different, every community is different," says Yuri. "Some schools need a new kitchen so kids can eat hot meals. Others need working restrooms because they don't have running water. Some need new books or a safe place to play. We don't assume – we ask. We make sure the solutions match their needs, always."

The program has had a massive impact on thousands of students to date. In one school, children who had been sitting outside on the ground to eat lunch now have a fully functional cafeteria. In another, where students once had no shaded areas for outdoor play, they now have a brand-new playground and a large, dedicated space for playing sports.

"Over the past few years, we have made so much progress," says Yuri. "At one school, a new library and reading space was built. At another, we were able to provide grant funding to completely rebuild outdated and broken bathrooms. My favorite project – at Escuela Secundaria Emiliano Zapata, we were able to install a new computer lab, providing some of these students with access to digital learning tools for the very first time in their lives."

The success of these projects isn't just about grant funding moving from point A to point B – local engagement and partnerships make it all possible. Many of the schools see parents, teachers, and even students themselves participating in the transformation.

"It's powerful to see how communities come together," says Yuri. "Parents volunteer to help with the renovations, teachers work with us to create new programs, and students take pride in caring for their new spaces."

For Driscoll's, supporting Escuelas is part of a larger vision. "We see education as foundational," says Lizette. "When children have the right environment to learn, they gain confidence, they pursue bigger goals, and they inspire their peers and their families. That's how real change happens over long periods of time."

New school improvement efforts are already underway in San Quintín and throughout central Mexico, ensuring that hundreds more students will have access to quality education in safe, well-equipped spaces in the coming years: "This work isn't just about infrastructure," says Yuri. "It's about ensuring that every child has a place where they can learn, grow, and succeed."

**"It's powerful to see how communities come together."**

*Yuri Vizcarra Ortega*

Driscoll's employee, Baja





# Global giving snapshots.

## 📍 Morocco

In rural Morocco outside Agadir, Driscoll's partnership with the Sanady Foundation is transforming schools: renovating restrooms, upgrading classrooms, and expanding after-school learning programs. These improvements provide students with clean, safe facilities to learn in, while offering extra tutoring and support in math, science, and language studies. Grant support to improve both school infrastructure and education quality is reducing dropout rates and creating brighter futures in some of the country's most rural regions.

## 📍 USA

For years, employees from Driscoll's have been a familiar presence at Bradley Elementary. The small local school neighbors the Driscoll's Corralitos Nursery field office, the facility where countless berry plants first take seed and start to grow before being shipped out to independent growers around the country. Employee volunteers from the nursery regularly team up to work with Bradley Elementary's parents and teachers on projects for the kids – building new school gardens, bolstering the school's STEAM education program, and organizing seasonal holiday events.

● Students, many of them from farmworker families, study in newly-upgraded classrooms in Morocco



# How it started, where it's going.

## A Conversation with Miles Reiter

As part of our look back at the last 20 Years of Giving, we spoke with Miles Reiter, Chairman, about the origins of Driscoll's philanthropy, the milestones that shaped it, and his vision for the future:



**Q: Charitable giving has been a part of Driscoll's DNA for a long time. Can you take us back to the early days?**

Long before we had a formal program, Driscoll's was engaged in community giving for decades – sometimes through direct donations, sometimes through employees stepping up in their own ways. We often supported local schools, and I remember a super early project where our employees organized to give free instruments to a local school in Pajaro, our hometown, for their music classes. That sense of direct engagement has always been a part of who we are.

Our charitable giving really started to evolve in the early 2000's. I had been involved as a board member with the Community Foundation of Santa Cruz County, and that whole experience gave me new insight into how businesses could approach philanthropy in a more strategic way. We opened our first charitable giving fund at the foundation in 2001, and that provided a way for us to give back in a more structured, regular way over time. Those early experiences helped shape how we formalized Driscoll's philanthropic efforts.

**Q: What was the guiding philosophy behind Driscoll's philanthropic giving, then and now?**

From the start, it was never just about cutting checks. It was about fostering a culture of giving within our entire company. It was about being a real partner to these nonprofits. We wanted to provide a structure that allowed people to support causes they cared about, whether through volunteer work, serving on nonprofit boards, or directly donating funds to local organizations.

Over time, we've seen the importance of getting people together and getting out in front of our communities. Giving is a way to make it real and visible – who you are and what you care about.

A primary purpose for us was always using our giving to help energize our own people, to get our own people involved in our mission and have them find what they want to engage in within their communities.

**Q: Are there any moments that stand out to you as defining milestones for Driscoll's Giving?**

There are a few that make me particularly proud. During the COVID-19 pandemic, we played a big role in ensuring farmworkers had access to vaccinations. We watched the whole world recognize that farmworkers are absolutely essential workers, and I was so proud Driscoll's was able to provide that support in those days. It was one of those moments that made clear how deeply connected we are to our communities.

Another example I'm really proud of is Manuel's soccer field. He's one of our independent growers, and what started out as a simple idea – turning unused farmland into a community soccer field – became something so much bigger. That field became a place where young people find inspiration and community. Again, I was proud that we were able to support that project.

**Q: Looking ahead, what is your vision for the next 20 years?**

I'd like to see our Giving program continue to grow, both in financial capacity and global reach, ensuring it reflects the needs of each individual country while remaining an institutionalized part of Driscoll's identity. We should aim to continue to build our fund, while making sure those resources are used effectively. And I'm interested to see how these projects continue to open doors for long-term partnerships, beyond just the initial philanthropic gift. I'd personally like to see us integrate more environmental projects into what we do.

And here in California, where I'm from and where our company was built, we see Driscoll's as playing a meaningful role in strengthening a sense of connection and community – feeding into the wholesome richness of this incredible, multicultural state.

Business is about more than just financial success; it's about building something that has a lasting impact, and philanthropy is a big part of that.

Our giving reflects who we are, and the kinds of people that work here, and the kind of spirit that we're trying to create at Driscoll's.

**"It was about fostering a culture of giving within our entire company."**



"We see Driscoll's as playing a meaningful role in strengthening a sense of connection and community – feeding into the wholesome richness of this incredible, multicultural state."

Miles Reiter  
Chairman



● Volunteer team pass out berries to kids at YMCA summer camp, sponsored by Driscoll's in Santa Maria, CA



# Giving in action.

Over the past 20 years, Driscoll's Giving has expanded from a handful of local projects to a global movement. We have funded thousands of initiatives, and for years have supported our employees and independent growers in their work to step up and give back to strengthen the communities where we live and work. These numbers tell the story of our collective impact:



Driscoll's Giving has funded projects in

## 13 countries

USA, Mexico, Morocco, Portugal, Spain, UK, Netherlands, South Africa, Canada, Chile, Peru, China & Australia

## 792 grants

given across the globe

## \$18.3m

in grants awarded

## 106,000

hours volunteered by employees



## 141

employees served on a nonprofit board

## 544

nonprofits served by employee volunteers

## \$6.38m

donated by Driscoll's to match employee and community donations

## 585

unique organizations have received a grant



## Nourishing communities:

Driscoll's is an agricultural company – food is what we do. Getting fresh berries into the hands of food banks and local nonprofits has always been absolutely core to our Giving program. We're proud of the work our company, our employees, and our network of independent growers have done over the last two decades to give back fresh food and vitally needed funding to our communities the world over:

**>19 million**

pounds of berries donated by growers to food banks

**\$1.28m**

worth of berries donated by Driscoll's to local nonprofits

**\$6.46m**

in direct funding to food banks

## Powered by our people:

Driscoll's Giving is, and has always been, powered by the generosity and dedication of our employees. From putting in hands-on volunteering hours to designing and launching new local initiatives, their commitment has shaped our impact since 2005:

**14,970**

times Driscoll's employees have volunteered with non-profits

**655**

hours volunteered to support disaster relief efforts

**1,533**

employee-led volunteer projects in 31 communities across 12 countries

**2,007**

organizations have received donations thanks to our Employee Giving program

Stepping up in hard times: In times of crisis, Driscoll's steps up to provide critical relief funding in support of communities impacted by natural disasters and emergencies. Since 2004, we've deployed \$6.59 million to help communities recover, rebuild, and reconnect.



● Park staff tend a tree seedling nursery in Central Mexico, part of a reforestation project supported by Driscoll's




# The future of our giving.

For 20 years, our Giving program has been at the heart of our business. As we continue to grow, so does our commitment to our communities and neighbors.

*Our next 20 years start now.*

● YMCA staff play during extended hours summer camp, sponsored by Driscoll's



We invite our partners, growers, and communities to join us in this next chapter. Stay up to date about Driscoll's Giving at [driscolls.com/about/charitable-giving](https://driscolls.com/about/charitable-giving)



**Thank you.**

***Driscoll's***  
Only the Finest Berries™