

# Doing Good - 2014 and Beyond

Since the original Coborn's history book, "Beyond the Store Shelves" was published in 2014, several new areas of support were developed to further the support of organizations that are doing good and worthy work in the communities where the company operates a retail location. You can read that chapter, and the rest of the book, by clicking [HERE](#). ([hyperlink](#))

This section outlines many of the new projects that the company has supported since 2014 to update Chapter 8 of the original book. Enjoy!

## Community Giving: A core value

One of the company's core values is to support the communities we operate in and the charities that support food insecurities and children through philanthropic giving. It's our commitment to working towards strengthening our communities through strategic partnerships, financial investment and meaningful volunteerism. That core value is demonstrated in various ways throughout the entire company. Charitable contributions that the company invests in are dedicated to meet and support important needs within the communities Coborn's, Inc. operates in. Annually, and over the last several years, the company has invested more than \$3 million and thousands of volunteer hours by company employees to support local organizations every year. Focus areas include programs that work to fight hunger, investing in youth programs and promoting healthy living.

There are hundreds of organizations that have been supported over the years through various partnerships and financial support. Hundreds of employees across the company volunteer for non-profit organizations and other groups that are important to them, a trait the company values and encourages, all in the name of making our communities better places. While there are hundreds of organizations that receive support, a few are worth noting:

- **CentraCare and the Coborn Cancer Center:** The Coborn's Cancer Center, operated by CentraCare Health in St. Cloud, MN, is one of the company's many benefactors. The inception of Grocers on the Green in 2002, founded by Chris Coborn and Kemp's CEO Greg Kurr, has become an annual event and has raised more than \$2 million for children with cancer and supports programming for families and medical staff. Brad Konkler, Vice President of the CentraCare Foundation said, "Through the years, the Coborn family and Coborn's, Inc. have been valued and trusted partners of CentraCare and those we serve. Our patients, families and staff have benefitted from the critical impact of this firsthand through their support and enhancement of our programs and services, especially at the Coborn Cancer Center and the Coborn Healing Center. In addition, since 2002 Coborn's, Inc. has organized and hosted the annual Grocer's on the Green golf benefit which has raised millions of dollars to support pediatric cancer. We are blessed to live in an area where giving, generosity and assisting others are deeply held values – we are deeply grateful to Coborn's, Inc. for their partnership in caring for the health of our community."
- **Supporting Education:** The MORE School Rewards program donates more than \$150,000 annually to support educational programs and various needs for schools and youth programming in over 60 communities where Coborn's, Cash Wise or Marketplace Foods operates. Shoppers earn points through the MORE Rewards program through their purchase of private label brands. Schools enroll in the program and customers then select



the schools they wish to support with their points. This past year, the MORE School Rewards program supported more than 600 schools across Minnesota, Wisconsin, North Dakota and South Dakota.

- **College scholarships:** Supporting education for high school students include scholarships for higher learning has long been an important investment for Coborn's with annual legacy gifts awarded to Saint John's University, College of St. Benedict, St. Cloud State University and St. Cloud Technical College, among others. The Bill and Joyce Coborn Scholarship Endowment was established to support students of company employees who attend St. John's University and the College of St. Benedict.

- **Making our communities stronger:** Coborn's, Inc. has long history of supporting hundreds of local organizations and communities who are working to make their communities stronger, often times supported through annual round-up campaigns conducted at the store level to engage communities to even invest in their own communities to support local organizations. Clubs and small non-profit groups looking for opportunities to raise funds to support their activities look to Coborn's, Cash Wise and Marketplace Foods stores to conduct community cookouts in front of our stores to raise funds. In 2020, when the COVID-19 pandemic prohibited those community cookouts, the company responded quickly with the creation of a non-profits coupon book, filled with discount coupons that are purchased by local groups at a discount, and then resold, with the organizations keeping the profits. Dennis Host, Vice President of Marketing for the company said, "Community organizations that support our youth and other non-profit organizations are critical. The COVID-19 pandemic blunted many opportunities for these little groups to raise funds. The coupon book idea was a quick, easy way for us to create a new opportunity for local organizations to have an easy way to raise funds and offer a significant value to whoever purchased one. The feedback from groups who have taken advantage of the program has been very positive and the books have sold very well, providing important funding to support these community organizations and great coupon savings in our stores for those who have supported the program through a coupon book purchase. It's been a win-win program."



- **Coborn's, Inc. has a long history of supporting the Boys and Girls Club of Central Minnesota's annual summer benefit, the Boy Scouts summer lawn social, Girl Scouts, Big Brothers Big Sisters annual gala, the Salvation Army and Catholic Charities food shelves and the local YMCA.** Special priority to programs that support youth is given when considering sponsorship opportunities that are requested. As an organization, employees are encouraged to volunteer and serve at local non-profits, community boards and committees to help make a positive difference in all communities we represent.

- **Coborn Family Foundation:** The Coborn Family Foundation was established jointly by Coborn's, Inc., and members of the Coborn family in December 2015. It oversees contributions from both entities. The Coborn Family Foundation's first gift donated \$1 million to CentraCare Health, establishing a survivorship center adjacent to the Coborn Cancer Center. The survivorship center offers wellness and integrative therapies that include yoga, mindfulness, acupuncture, massage, healing touch and other therapeutic options for cancer patients, survivors and their families.

The foundation facilitates the major gifts that Coborn's, Inc. gives to communities and ensures that donations set aside for charitable giving carry out the company's core value of community giving, ensuring that dollars remain available for generations to come. Vice President of Operations for the East Region, Emily Coborn is the president of the Coborn Family Foundation.

- **Coborn Care Fund:** In 2018, the Coborn Care Fund was established to support Coborn's, Inc. employees who find themselves needing additional assistance due to unforeseen circumstances. Company employees contribute to the fund through payroll deduction and other various avenues, augmented with matching funds from Coborn's, Inc.

