



Associates Direct Holiday Giving Through Charity Choice Campaign

January 13, 2026

Through our charitable giving and community impact program ADUSA Cares, associates across the company showed up this holiday season to support organizations working to address food insecurity and strengthen communities nationwide.

As part of the new ADUSA Cares Charity Choice initiative, Ahold Delhaize USA allocated a \$10 donation on behalf of every associate, empowering team members to direct support to one of four national nonprofit organizations: Feeding America, The Salvation Army, American Red Cross, and Disabled American Veterans (DAV). Together, these organizations provide critical resources and services that help individuals, families and communities facing hardship.

Launched on Giving Tuesday and continuing throughout December, the campaign gave associates the opportunity to learn more about each organization's mission and choose the cause that resonated most with them.

The initiative reflects Ahold Delhaize USA's ongoing commitment to reducing food insecurity and creating stronger communities. By putting the decision-making power in associates' hands, Charity Choice allows associates to collectively drive impact while supporting causes that are personally meaningful to them.



Why Associates Chose to Give

For many associates, participating in Charity Choice was an opportunity to support causes that align with their personal experiences and values.

- Angel Vosburgh St. Pierre, Vendor Governance Manager: *I chose Feeding America because their approach to addressing hunger goes far beyond simply providing meals. They focus on understanding the people and communities most affected, using research to identify where needs are greatest and what barriers families are facing.*
- Sabrina Potvin, Training Analyst: *As a former educator, I've seen firsthand how many children leave school each day unsure of where their next meal will come from. Now more than ever, it's essential that we care for our communities and ensure every child has the nourishment they deserve.*
- Carolyn Walsh, In-Stock Director: *I ultimately selected a veterans organization because it's personally significant to me. My father was a Vietnam Veteran, and my mother spent many years as a nurse at the VA in Boston. Supporting veteran organizations is a way for me to honor their service and the legacy they represent.*
- Kimberly Plourde, Compensation Analyst: *I feel that the disabled veteran population is often overlooked. These individuals volunteered to join the military and defend the freedom that so many Americans take for granted. Through no fault of their own, these disabled veterans find themselves in difficult circumstances and in need. Most are too proud to ask for*

assistance. *I select this charity to support the brave men and women and to thank them for their service and sacrifice made.*

- Randy Sugrim, IT Specialist: *I chose to donate to the American Red Cross because of their unwavering commitment to helping people in times of crisis. They provide life-saving assistance during disasters, support communities with essential resources and ensure that help reaches those who need it most.*
- Nicolette Lambert, MDM Support Manager: *My father passed away in 2014 from congestive heart disease and was a faithful blood donor to the Red Cross for many years. I selected this charity in honor and memory of Romeo R. Lambert.*
- Patricia Gomez, Buyer: *They helped my family years ago when we were in need. I've since volunteered at and donated to various charitable organizations, and I fully support what Salvation Army does for its surrounding communities.*
- Yasmin Wilson, HR Business Partner: *They provide direct, practical help to families in need, from meals and shelter to assistance during emergencies. They're trusted, widespread, and make sure donations reach the people and communities who need support the most.*

Making a Difference Together

Charity Choice is one of the many ways ADUSA Cares supports organizations that are working to address critical community needs. By enabling associates to direct charitable contributions toward trusted nonprofit partners, the program reinforces Ahold Delhaize USA's belief that meaningful change happens when people come together with a shared purpose.

As the holiday season reminds us of the importance of generosity, Charity Choice demonstrates how the collective actions of associates can help nourish communities, support vulnerable populations, and create brighter futures for those who need it most.