

# Mission Possible

A Quarterly Community Relations Report

SUMMER 2013



Our April 2013 **Mission Federal ArtWalk** was a picture perfect weekend of art, music, dance, food and fun in Little Italy, with 120,000 attendees, including thousands of kids who displayed their artistic talents at our KidsWalk booth.



Mission Fed branch managers took to the lanes to raise money for our fantastic partners at **Junior Achievement** to support JA's financial and business education programs for students throughout the region.



**The Melting Pot**, created by the talented students at our partner school, Cadman Elementary, will be on display at Mission Fed's Clairemont Branch. Congrats to Cadman Principal Elizabeth Ballard for her award as **Elementary Principal of the Year** by the CA Assoc. for Music Education.



## San Marcus Students Read Their Way To Victory

Baseball season is in full swing, and so is the emphasis on reading for students throughout the county who participated in Mission Fed's Third Annual **Read with a Pro Reading Contest** in partnership with the San Diego County Office of Education and XX 1090 Sports Radio. Ultimately, it was the students in Mrs. Burke's Fourth and Fifth Grade combined classroom at Paloma Elementary in San Marcos who read their way to victory with 5,572 chapters and books to take home the top prize. Padres star Will Venable visited the winning classroom, and the students were also treated to a Padres game at PETCO Park, all compliments of Mission Fed. In this game of life, all participating students were winners, earning free children's movie tickets from Reading Cinemas for every ten chapters or books read. At 15,000 total, that's an official grand slam reading home run!

## Mission Fed Helps Make Mother's Day Brighter For Local Military Families

This Mother's Day, Camp Pendleton families received a healthy dose of kindness, thanks to the generosity of our partners at **MOM4USA**, a San Diego nonprofit serving local military families whose spouses are deployed overseas. Mission Fed was eager to join the cause by supplying 200 bright and eco-friendly reusable shopping bags along with healthy fruit snacks. Other community partners helped fill the shopping bags with nutritious pantry items to ensure a happy and healthy Mother's Day for the military families who make daily sacrifices for our freedom. To help, visit: [www.MOM4USA.org](http://www.MOM4USA.org).



## MISSION IN THE COMMUNITY EVENT CALENDAR

- July 26:** Mission Fed will be making a visit to meet the Kids Korps USA San Diego summer campers and their furry friends during their service learning volunteer project at Paws'itive Teams guide dog center. Visit [www.kids.korps.org](http://www.kids.korps.org) for more information.
- August 3:** Join Mission Fed for a culinary celebration under the stunning San Diego Bay sunset to support our partners at The Living Coast Discovery Center's From Farm to Bay Food and Wine Classic. All proceeds benefit the Center's coastal wildlife conservation and education programs. For tickets, visit [www.thelivingcoast.org](http://www.thelivingcoast.org).
- September:** It's back to school season, and you can help raise vital funds for your children's school by participating in Mission Fed's free Mission 4 R Schools school donation program. To learn more, visit [www.MissionFed.com/mission-4-r-schools](http://www.MissionFed.com/mission-4-r-schools).



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## UCSD Honors Mission Fed Executive As Inaugural True Triton

Mission Fed's Neville Billimoria, Senior Vice President of Marketing and Membership and Chief Advocacy Officer, was recognized with the first-ever **True Triton Award** at UC San Diego's True Triton Awards Brunch on Sunday, June 9. The Award recognizes a UCSD graduate who embodies the spirit of the university through their dedication, volunteerism, leadership and advocacy. Mission Fed joined the celebration as a long-time supporter of students, teachers and education in the San Diego area community.

## Cox & Mission Fed Show They Care Through Scholarship Donations

The results are in. After reviewing more than 1,500 applications and interviewing 50 finalists, the Cox Cares Foundation honored 30 scholarship recipients at the **Cox Cares Scholars Awards Luncheon** on June 6. Many of the Cox Cares Scholars have overcome significant personal and life challenges in their quest to achieve both academically and as community and volunteer standouts among their peers. A special thanks to SeaWorld for providing a one-of-a-kind venue at which to honor the students and their families. For our part, Mission Fed was pleased to provide a Mission to Succeed Scholarship donation to help jump start these outstanding students in their mission to succeed in college and in life.



## Bilingual Education & Leadership Training Offers Keys to Success for San Diego's Future Leaders

San Diego County is proud to boast some of the nation's best and brightest bilingual education programs, teachers and students, in addition to award-winning Latina leadership and advocacy initiatives. In a future that hinges on a global economy, the students participating in these programs are on the fast track to be well-positioned for successful careers and community leadership roles. Mission Fed is happy to play a role in this



process by supporting local organizations that are facilitating and rewarding excellence in bilingual education and Latina leadership, advocacy and service, such as the **California Association of Bilingual Educators (CABE)**, **SDCOE**, and **MANA de San Diego**. We were particularly proud to support the **2013 Bea Gonzales Bilingual Scholarship Fund** at their June 9 awards to honor and continue Bea Gonzales' dream and legacy of providing access to high-quality bilingual education for all students.

## Mission Federal Community Foundation News

The Mission Federal Community Foundation Board of Directors convened in April 2013 and voted to award grants to the following local nonprofit organizations:

### Kids Korps USA San Diego:

To fund their Reaching New Heights service learning volunteer and leadership program for students in City Heights.

### Mind Treasures:

To fund their ABCs of Wealth financial education curriculum for at-risk low income students in afterschool enrichment programs through the county.

### Boys & Girls Clubs of Greater San Diego:

To fund their Money Matters financial education program at area teen centers to teach the basics of savings, credit and budgeting as a smart start to a strong financial future.



Your success is our bottom line.

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