

Otis McAllister

Social Responsibility Newsletter
June 30th, 2010

Military Division partners with S. Martinelli's & Co. to support DeCA communities

The Otis McAllister Military Division has once again teamed up with S. Martinelli's & Co. to help sponsor various annual and quarterly events and outreach programs at Fort Ord Community Commissary in Monterey, California.

- In May, the "Celebrating the Military Child" event was held in May with 1400 military children in attendance
- Retiree Appreciation Day – generally 1000 retirees in attendance
- New Spouse Orientations, hosted by both the Navy Postgraduate School (NPS) and Defense Language Institute (DLI)

Farther east in the Gulf of Mexico, Martinelli's was one of the largest supporters of DeCA at the Grand Opening of the Keesler Commissary at Keesler Air Force Base in Biloxi, Mississippi. Martinelli's was one of a few companies permitted to participate in the VIP night on Monday by serving flavored Martinelli's Sparkling Cider to approximately 300 attendees. On Tuesday, April 9th, Martinelli's handed out individual 8-ounce bottles of the Original Sparkling Cider. These two events were hugely successful and provided Martinelli's and Otis McAllister with tremendous publicity

opportunities to the DeCA's Senior Executive Management.



Martinelli's being served at Keesler Commissary

Children of Faith Missions hosts first fundraiser

In September 2009, Children of Faith Missions received its official 501 (c) 3 tax-status as a public benefit corporation. Since that time, the Board of Directors and various volunteers have been working tirelessly to secure corporate donations and sponsorships for the 105 children which are supported by the orphanage.

Many of the board members have made presentations all over the United States to introduce the fledgling organization and its mission to raise funds to support the children at the orphanage. Children of Faith recently held the first fundraiser to generate awareness for the organization and raise funds to help support the children.

Unicorn Pan-Asian Cuisine graciously agreed to collaborate with Children of Faith by hosting a dinner and donating the funds (which would



otherwise have been 20% profit) to Children of Faith.

Be sure to check out the website at www.childrenoffaithmissions.org for current projects, photos, or to make a donation.

FotoKids suffers robbery but bounces back

In January, the FotoKids resumed classes after the holiday break. Unfortunately, on March 5th the building was robbed and FotoKids lost all their computers. Since that time, the teachers have tried to stay on track with the limited technology. In spite of the loss and lack of materials, FotoKids has been able to overcome the some difficulties and has had some progress in the various programs. They have been able to continue the Studio and PhotoShop workshops, expand programs in the gang zones, have business professional trainings for the design studio Jakaramba, and increase the school security to effort to prevent further robberies.

Otis McAllister supports two Ambassador Corps interns

Felice Leon is presently in Santa Cruz, Bolivia working for AVINA and will be composing a comprehensive research paper outlining the challenges of water rights and quality within Bolivia. This research will be the premise for a potential water systems development project for the School of Engineering and Computer Science.

Vinny Johl is in Visakhapatnam, India to spend nine weeks at the Children of Faith orphanage, studying the feasibility of opening a privately-operated academic school. Her research will be addressing social and financial barriers and will

provide Children of Faith Missions with her recommendations for the private school.

La Sirena Marketing Campaign after Hurricane Agatha

La Sirena is joining forces with two supermarket chains in Guatemala, La Torre and ECONOSUPER, to run a campaign that will give back to the victims which have been devastated by the ravaging of Hurricane Agatha. With each sale of La Sirena, a percentage of the sales will be donated to those who have been affected by Hurricane Agatha.



Now accepting applications for 2011 organizations

If you know of an organization in Latin America or Southeast Asia which aligns with Otis McAllister's three pillars of social responsibility, please contact Jessica Brownlow for more information on being part of the Otis McAllister Social Responsibility Initiative.

For more information on anything in this newsletter, contact Jessica at jbrownlow@otismcallister.com

