

# Longmeadow business partners with Springfield schools

LONGMEADOW – Jeff's Granola, a granola company using real ingredients and donating all profits to customer-selected charities, announced today a new partnership with the Springfield Public Schools System supplying healthy food to student cafeterias and giving back all profits to the not-for-profit Sodexo Springfield Weekend Backpacker Program, working to eliminate student hunger at home. Jeff's Granola is now served in the cafeterias of all the Springfield Public Schools.

On Thursday, Sept. 12, Jeff's Granola Founder and CEO Jeff Greim presented an initial donation of \$2,156 to the Sodexo Springfield Backpackers Program. Annual donations are projected to exceed \$10,000. Springfield Mayor Domenic Sarno, Springfield Public Schools Superintendent Daniel Warwick, and Manager of the Sodexo Springfield Backpackers Program Joyce LeSieur attended the ceremony. The annual donation will mark the largest donation to a single charity that has ever been made through Jeff's Granola's philanthropic business model.

Hunger is all too common in Springfield where 76% of students automatically qualify for school meals based on household income, but school meals only provide half of all meals that students need each week. The Backpacker Program fills the gap between lunch on Friday and breakfast on Monday. During the 2018-2019 school year, the program served an average of 250 students each week with backpacks filled with high quality meals, and over 25,000 meals were distributed throughout the school year.

"We could not be more thrilled to be partnering with the Springfield Public Schools System and giving back to local school children with much-needed weekend meals," said Greim. "Philanthropic business models offer a win-win with living wages for employees and vital funding for charitable programs."

"I want to thank Jeff for his outstanding service to our community," said Warwick. "There is nothing more wonderful than corporate citizens stepping up and donating funds to help our families that have food insecurity on weekends."

"I want to thank Jeff's Granola for this donation," said Lesieur. "Donations of this size really help to sustain the program and keep it going."

And representing Sodexo, the operator of the Backpacker Program, Vice President Mike Grey stated, "We believe our role here is not to just come in and fulfill our contract minimums but to support the citizens and certainly the students in the school system and to help the community move forward. So we do the Backpacker Program because we take our role as a good corporate citizen very seriously."

Jeff's Granola is made with real ingredients and donates all profits to your favorite charities. The company believes in the goodness of our customers. Whether it's donating to your favorite local charity or organization working around the world, you choose where 100% of the profits from your purchase are donated.

Jeff's Granola was founded in 2012 by Greim, who has over three decades of experi-



Pictured from left to right: Mike Grey, vice president of Sodexo; Aaron Lenart, Sodexo executive chef; Jeff Greim, founder and CEO of Jeff's Granola; Katherine Tapp, executive director of Jeff's Granola; Joyce LeSieur, coordinator of Sodexo Springfield Backpackers Program; Daniel Warwick, superintendent of Springfield Public Schools; Domenic Sarno, mayor of Springfield; and Norma Nunnally, Sodexo's community relations manager. (Photo courtesy the city of Springfield)

ence working and teaching in the nonprofit and public sectors. Jeff received a bachelor's degree from the College of William & Mary in government, an Master of Public Policy in public policy sciences from Duke University, a Master of Science in education from Bank Street College of Education.

Visit [jeffsgranola.com](http://jeffsgranola.com) to learn more.