

HONORED TO SERVE @ SPROUTS

2024 YEAR IN REVIEW

LAUNCH OF HONORED TO SERVE TMRG

Our TMRG officially launched in May 2024, uniting team members with a shared mission to support and honor our veteran community. We reached a membership milestone of 175+ team members, demonstrating strong engagement and enthusiasm.

VETERANS DAY INITIATIVE

We honored our veteran team members by sending personalized thank-you cards and a \$5 star card expressing gratitude for their service in the United States Armed Forces.

PARTNERSHIP WITH WREATHS ACROSS AMERICA

We collaborated with Wreaths Across America to support their mission of "Remember, Honor, and Teach." Over 180+ Sprouts Farmers Market volunteers joined more than 2 million volunteers at 4,600+ locations across the U.S. and beyond to lay wreaths and honor our nation's heroes on December 14, 2024.

LOOKING AHEAD TO 2025

NEW PARTNERSHIPS

We are proud to announce our sponsorship of the Pat Tillman Run in 2025! The Pat Tillman Foundation partnership aligns with our commitment to honoring service and supporting educational opportunities for veterans and their families.

We are also excited to partner with the **Ping Pong Fundraiser Tournament** in 2025 - more details coming soon!

THANK YOU!

A heartfelt thank you to all Honored to Serve members, allies, and volunteers who made 2024 a year to remember. We're excited to continue building on this year's achievements and deepening our impact.



SOUL @ SPROUTS



HAPPY KWANZAA!

As the holiday season unfolds, SOUL is excited to spotlight Kwanzaa, a vibrant and meaningful celebration within the African community, embraced by many African Americans. Observed from **December 26 to January 1**, Kwanzaa is a time to honor African heritage, family, community, and culture.

Each day of Kwanzaa centers around one of the seven guiding principles, celebrated by lighting candles, sharing a feast, and reflecting on the values of unity, self-determination, and collective responsibility. It's a beautiful way to connect with traditions and ancestors while creating cherished memories with loved ones. To make your Kwanzaa celebrations even more special, Soul is delighted to share some healthy and delicious recipes inspired by

this meaningful holiday. **Click the links below to explore a few of our top picks:**

- [Mbatata \(Sweet Potato Cookies\)](#)
- [Spicy Jerk Shrimp](#)
- [Vegan Jambalaya](#)
- [Curried Cabbage](#)
- [Vegan Mac & Cheese](#)

We hope these dishes bring warmth and joy to your table. From all of us at SOUL, Happy Kwanzaa!

And don't forget to cue up the [SOULful Holidays Playlist!](#) Whether you're prepping for family gatherings, traveling, or wrapping gifts, just press play and let the festive vibes elevate your spirits!

INSPIRING WOMEN @ SPROUTS

THANK YOU FOR AN INSPIRING 2024!

As 2024 comes to a close, we are so proud of the impact our community has made. With 469 members, we've fostered stronger connections through various events and initiatives.

This year, we hosted numerous events that brought us together while supporting others. Our Mentorship Circles program grew significantly in its second year, with 22 circles and 84 total mentees. We also hosted events during Women's History Month, a Communi-TEA event, a UMOM donation drive, and participated in cross-TMRG events like Mother's Day and Father's Day celebrations and Jingle Mingle.

WE ARE EXCITED TO CONNECT IN 2025!

In 2025, we are excited to host Mentorship Circles (for a third year!), guest speakers, Communi-TEA events, and Lunch and Learns.

Thank you to everyone who made 2024 such a success. We look forward to continuing our growth and building on these achievements in 2025. Here's to another year of connection, learning, and support!



RAINBOW ALLIANCE @ SPROUTS

LOOKING BACK AT A GREAT YEAR!

Looking back at 2024, we're proud of the strides we've made in fostering inclusivity and awareness. With 368 affinity members and 111 allies, we've built a stronger, more connected community.

This year's highlights included:

- Pride Month, featuring Pride Fruit Cups, a Pride & Juneteenth Luncheon, and Johnny Pops for stores and support offices.
- Hosting One n Ten for National Coming Out Day to share LGBTQ+ journeys.
- Collaborating with TMRGs for Mother's Day and Father's Day celebrations.
- Supporting TMRGs at SproutsCon with Friendship Bracelets and awareness materials.
- Providing pronoun pins to encourage inclusivity among team members and customers.

In 2025, we're excited to deepen community engagement with initiatives like Transgender Awareness Education, AIDS Walk participation, and expanded educational opportunities with One n Ten. We'll also host a Pride Month Celebration and a Write-in Competition to support local Pride events.

Thank you to everyone who made 2024 such a success. Here's to an even greater 2025!



SABOR @ SPROUTS

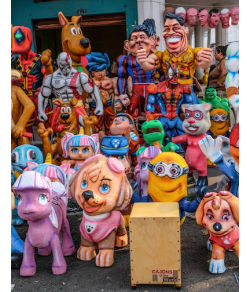
RINGING IN THE NEW YEAR: LATIN AND HISPANIC TRADITIONS



Latin and Hispanic New Year's Eve traditions are a lively mix of superstition, celebration, and family bonding, all steeped in joy and hope for the year ahead. One beloved custom is the eating of twelve grapes at midnight—one for each chime of the clock—while making a wish for every month of the new year. Choosing the right underwear is equally important, as the color symbolizes your aspirations: yellow for luck and prosperity, red for romance, and so on. For those dreaming of travel, a quick midnight stroll around the block with an empty suitcase is said to ensure adventures in the coming year.

In countries like Ecuador, families create effigies called **"años viejos,"** representing the old year or disliked figures, and burn them in bonfires to leave the bad behind. Feasts are central to the celebrations, with tables brimming with traditional foods like tamales, empanadas, or bacalao, and the night is capped off with heartfelt toasts, embraces, and fireworks. Some traditions focus on cleansing, such as sweeping the house or tossing water out the door in Puerto Rico to chase away negativity.

Of course, no celebration would be complete without music and dancing, with salsa, merengue, and cumbia keeping spirits high into the early hours. Each tradition reflects the region's rich cultural heritage, sprinkled with superstition and an enduring hope for health, happiness, and success in the new year.

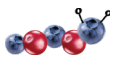


SABOR @ SPROUTS MISSION

To create a diverse and welcoming Hispanic & Latin community at Sprouts where team members experience a sense of belonging while fostering growth and professional development in a healthy, inclusive environment.

Join Sabor @ Sprouts as a member or ally. [Learn more.](#)

CLICK THE LOGOS BELOW TO VISIT EACH TMRG SHAREPOINT PAGE!



The first Sprouts TMRGs were established in 2021 and have evolved into five thriving groups. Participation in all TMRGs is voluntary and focused on creating a sense of community, belonging, and inclusivity at Sprouts. [Find out more and consider joining a TMRG here.](#)