



Harpoon helps

THE HARPOON BREWERY
306 NORTHERN AVE. BOSTON, MA 02210

2009 ACTIVITY UPDATE



Sorting food at the CT Food Bank

Harpoon Helps' Mission

Since the beginning, Harpoon has strived to be a good neighbor. In 2003, Harpoon Helps was created to do just that. Harpoon Helps is the philanthropic arm of the Harpoon Brewery. It's mission is to support local charities throughout New England with donations of fresh Harpoon beer and volunteer hours. Each year Harpoon donates thousands of dollars in merchandise and many barrels of beer to New England charities, and every month we invite Friends of Harpoon and Harpoon staff members to participate in Harpoon Helps missions.

Harpoon Helps Events: Funds Raised

- 5-Miler benefiting the Angle Fund: \$66,000
- Point to Point benefiting the Vermont Foodbank: \$98,000
- Brewery to Brewery Ride benefiting Team Psycho Elite Development Program and Dana Farber: \$47,000
- Octoberfest Road Race benefiting the Norris Cotton Cancer Center: \$10,000
- Harpoon Helps Pre-Thanksgiving Beer-B-Q benefiting the Greater Boston Food Bank: \$7,000
- Harpoon Helps Spread Holiday Cheer: 550 volunteers, 40 locations, 10 states affected

2009 Grand Total Funds Raised: \$228,000

In-kind Donations

- Non-profits affected: 120
- Number states affected: 12
- Cases donated: 1,000
- Kegs donated: 300
- Gift packs donated: 167



Harpoon 5-Miler: 200 Harpoon Helps Volunteers

2009 Estimated value donated: \$60,000

2009 Harpoon Helps Mission Calendar

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|-----------------------------------|---|
| 1/21 Boston Blood Drive | 6/14 Salisbury Beach Clean-Up |
| 2/25 Hartford Food Bank sorting | 6/19 Harpoon Brewery to Brewery Ride |
| 4/4 Washington DC River Clean-Up | 8/15 Harpoon Point to Point |
| 4/15 Manchester Food Bank sorting | 8/26 National Braille Press |
| 4/22 Boston Earth Day event | 9/16 Hartford Food Bank sorting |
| 4/29 Wayside Soup Kitchen | 10/11 Octoberfest Road Race |
| 5/20 New Haven Food Bank sorting | 10/21 New Haven Food Bank sorting |
| 5/27 Common Ground Community Farm | 11/15 Beer-B-Q |
| 6/6 Harpoon 5-Miler | 12/5 Harpoon Helps Spread Holiday Cheer |

2009 Estimated Volunteers Hours: 2,800

