

# 2026 Event of the Year

## Cal-Giant Skirt Steak BBQ

The annual skirt steak BBQ is the largest fundraiser for the California Giant Foundation, California Giant's 501c3. The BBQ is an employee-led fundraiser, serving approximately 1,200 meals in the day. Event proceeds benefit the CG Foundation and are matched generously by the founder, Bill Moncovich.

The event, which brought together over 1,200 community members, raised \$49,800 to benefit local organizations. This year's fundraising milestone is a testament to the community's support and reflects their company mission to nourish our community—their commitment to doing good.

The annual BBQ has grown from a small lunch for the sales team into one of California Giant Berry Farms' largest fundraising events. For \$20, guests enjoyed a delicious lunch of skirt steak, garlic bread, salad, fruit, and a chocolate chip cookie.

Last year's event holds special significance as it follows California Giant Berry Farms being honored as the 2024 Food Donor of the Year by Second Harvest Food Bank Santa Cruz County. The Food Bank recognized California Giant for its steadfast support since 2016, which includes a donation of over 120,000 pounds of fresh strawberries, blueberries, raspberries, and blackberries last year alone. The proximity to the Food Bank allows for an ideal partnership, ensuring fresh, nutritious berries reach those in need. Beyond food donations, California Giant has shown exceptional community commitment by sponsoring key fundraising events and providing invaluable support during crises, including a significant donation to the 2023 Flood Relief campaign for neighbors in Pajaro.

The success of the BBQ is a team effort, with California Giant staff handling every detail—from pre-planning and soliciting sponsorships to cooking and serving. Every dollar raised is matched by California Giant Berry Farms' founder, Bill Moncovich, further amplifying the event's impact.

Proceeds from this event are distributed at the end of the year to a variety of nonprofit organizations. Past recipients have included: CASA of Santa Cruz County, CASA of Monterey County, CASA of San Benito County, Jacob's Heart Children's Cancer Support Services, Kinship Center, Teen Kitchen Project, Pajaro Valley Loaves and Fishes, Partnership for Children, Monarch Services, and Pajaro Valley Shelter Services.