



Kroger Neighbor to Neighbor Donation Program Donating \$1 Million to Local Texas & Louisiana Organizations

Dear Customer:

Thank you for your interest in the Kroger “Neighbor to Neighbor” Donation Program. We are excited to inform you that the program is a great way for nonprofit organizations to raise money. The program will allow churches, schools (K-12), or any 501 (c) (3) charitable organizations the opportunity to earn a portion of \$1 million that will be donated annually. The program earning period is **July 1, 2012** through **April 30, 2013**.

The program enrollment process and the earnings payout plan are outlined in the application brochure. The program is available to qualifying organizations in Texas and Louisiana. The following information is required for enrollment:

- ❑ Copy of your IRS 501 (c)(3) certification
 - Churches: Letter of request from Senior Clergy
 - Schools (K-12): Letter of request from Principal
- ❑ Organization Application
- ❑ Terms and Conditions

Note: All applicable forms should be signed and dated.

Kroger will begin processing enrollment applications **June 1, 2012 thru Dec.31 2012**. Please allow approximately 10 business days for processing. **Organizations will only be contacted in the event that additional information is needed.**

Again, thank you for your interest in the Kroger Neighbor to Neighbor program, as we look forward to giving back to the community. At Kroger, we are committed to helping your organization. The Kroger **2012-2013** Neighbor to Neighbor Donation Program is designed to make your fund-raising the easiest way in town for your organization to earn money by simply using the Kroger *plus* Card.

Sincerely,
The Kroger Co

MAIL INFORMATION TO:

Kroger Neighbor to Neighbor•19245 David Memorial Drive•Shenandoah, TX 77385
866-995-7643•email:neighbortoneighbor@kroger.com• www.krogerneighbortoneighbor.com

Organization Checklist

The Kroger 2012-2013 Neighbor to Neighbor Donation Program

- ❑ Read Organization Letter
- ❑ Fill out Application form
- ❑ Read and sign Terms & Conditions form and mail to The Kroger Co. or email neighbortoneighbor@kroger.com
- ❑ Applications will be processed starting **June 1, 2012** thru **Dec.31,2012** Please allow 2 weeks from the processing start date for your organization to be updated to the website.
- ❑ Find YOUR organization specific barcode on www.krogerneighbortoneighbor.com (see enclosed sample letter).
- ❑ Make LOTS of copies of your organization's customer letter to distribute to friends, staff, parents, and customers. Encourage them to link their Kroger *Plus* card to your organization and start accumulating **July 1, 2012** to **April 30, 2013**

How many Kroger Neighbor to Neighbor accounts can an organization have?

One per organization (Example: ABC HIGH SCHOOL account could represent: PTA, cheerleaders, football, basketball, band, etc. Distribution of the funds will be at the discretion of the principal of the school).

How much can my organization earn?

The Kroger Neighbor to Neighbor Donation Program will donate \$1 million annually. Each organization will earn a percentage of the \$1 million equal to the percentage of total earned contributions attributable to that organization.

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Customer Letter

Step One:

Read through this letter to understand the advantage of being a part of the Kroger Neighbor to Neighbor Donation Program.

Step Two:

Take the letter with you to your neighborhood Kroger store the next time you go shopping.

Step Three:

Present the letter with **your organization's barcode** to your cashier upon checkout. After they have scanned your KrogerPlus Card you will be enrolled for the current year of the Kroger Neighbor to Neighbor Donation Program. Every time you shop at Kroger and use your enrolled KrogerPlus Card, Kroger will contribute a percentage of your eligible purchases to the Kroger Neighbor to Neighbor Donation fund. Once a card is scanned with the barcode, it will be active for the remainder of the program year. After 7 days, from initial scan, you will start to see your contributions to your organization on your receipt.

Q & A

How many Kroger Neighbor to Neighbor accounts can an organization have?

One per organization (Example: ABC HIGH SCHOOL account could represent: PTA, cheerleaders, football, basketball, band, etc.) Unless each entity has their own 501(c) (3)

Can a household "link" their Kroger plus Card to more than one organization at a time?

No, the system allows for one organization per household. To change organizations, you must present your KrogerPlus Card and the new organization's barcode to the cashier.

Do I have to enroll each program year?

Yes, all organization's and participants must re-enroll for each new enrollment period. The current Neighbor to Neighbor Program is accumulating period is effective **July 1, 2012 to April 30, 2013**. Organization Enrollment period is **June 1, 2012 to Dec. 31, 2012**

How much can my organization earn?

The Kroger Neighbor to Neighbor Donation Program will donate \$1 million annually. Each organization will earn a percentage of the \$1 million equal to the percentage of total earned contributions attributable to that organization.

How are the funds distributed?

Contributions will be paid via check and mailed to the organization's address and primary contact identified on the organization application form. For schools, it will be mailed to the principal and the funds distributed at their discretion.

Please feel free to contact a Kroger Neighbor to Neighbor Donation Program Representative with any additional questions at 866-995-7643 or email to neighbortoneighbor@kroger.com. Additional information is also available at www.krogerneighbortoneighbor.com.



Kroger cashier: Please scan customer's KrogerPlus Card at the beginning of the order, and then scan the above barcode. The customer's KrogerPlus Card is now enrolled in the Kroger Neighbor to Neighbor Donation Program.

BARCODE: 100000_____

ORGANIZATION APPLICATION

Kroger **2012-2013** Neighbor to Neighbor Donation Program Organization Application

Organization's Name: _____

Organization's Address: _____

Telephone: (____) _____ contact phone # (____) _____

**E-mail Required: _____

Primary Contact Person:

Name: _____

Please read, initial and follow the instructions below:

1) ___ I have attached a copy of my organization's Letter of Determination from the IRS, which States in writing that my organization is tax-exempt under Section 501(c) (3) of the Internal Revenue Code, **Schools & Churches need (either or a letter) of participation from the principal or senior clergy of participation.** *Please note: This is required in order to consider your application.*

2) ___ I have attached the signed Organization Terms and Conditions.

3) ___ my initials and signature below indicate that I understand all proceeds derived from the Kroger **2012-2013** Neighbor to Neighbor Donation Program must be used for a charitable purpose and cannot be used for political or illegal purposes.

Signature

Date

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****Mandatory Field-Email Required**

ORGANIZATION TERMS & CONDITIONS

The Terms & Conditions form must be signed and returned with the Organization Application form. The Kroger Neighbor to Neighbor Donation Program will commence **July 1, 2012** and end on **April 30, 2013**. Your accumulation will begin when participants start scanning their enrolled KrogerPlus Cards upon checkout at Kroger.

Program Terms & Conditions: Subject to the terms and conditions herein, The Kroger Co. will contribute to eligible organizations (as defined below) an amount that is equal to a portion of the total eligible purchases (as defined below) made by the eligible participants (as defined below).

Eligible Organizations: Eligible Organizations are qualified **501(c) (3)** nonprofit state-accredited organizations, churches, and schools K-12 who have submitted an application and reside within our Division, which encompasses Louisiana and Texas.

Eligible Participants: Eligible Participants shall be KrogerPlus Card holders who are legal residents of the states in which the eligible organization is located and who have enrolled their KrogerPlus Card in the Kroger Neighbor to Neighbor Donation Program. **Solicitation for any participants is prohibited on any Kroger property.**

Eligible Purchases: Eligible Purchases shall consist of those retail purchases made at any participating Kroger store (as defined above) by an eligible participant who presents an enrolled KrogerPlus Card at the time of purchase. If the KrogerPlus Card is not presented during a transaction, your organization's account will not be credited. Purchases of alcohol, tobacco, pharmacy, postage stamps, gift cards/certificates, lottery/promotional tickets, fuel, sales tax and all other items excluded by law are ineligible purchases.

Other Program Conditions: Proceeds must be used for a charitable purpose and cannot be used for political or illegal purposes. No person is required to make payment of any kind in order to be issued a KrogerPlus Card. Total eligible purchases made by the eligible organization's participants will be calculated at the end of the accumulation period. The amount of the contribution to be paid to an eligible organization at the end of each Kroger Neighbor to Neighbor year shall be determined in accordance with the following:

1. The fund is created by The Kroger Co. contributing an amount equal to a percentage of the Eligible Purchases not to exceed \$12,500 per household during the term.
2. The Kroger Co. will pay out a total of \$1 million. Each organization will receive a percentage of the fund equal to the percentage of the total earned contributions attributable to that organization.

Contributions will be paid annually via check and mailed to the organization's primary contact identified on the Organization Application. For schools, it will be mailed to the principal and the funds distributed at their discretion. **Any organization that does not qualify for a minimum of a \$25 payout will not be issued a check.**

The Kroger Co. reserves the right to evaluate the program during the term and to unilaterally modify the program at any time without any advance notice to the organization. When possible, the organization will be given thirty (30) days advance written notice of any changes to the program. The organization can elect to terminate its participation in the program at any time. The Kroger **2012-2013** Neighbor to Neighbor Donation Program is void where prohibited by law. Only one Kroger **2012-2013** Neighbor to Neighbor Donation Program account is allowed per organization and cannot be combined with any other Kroger fund-raising program.

I have read and understand the terms and conditions of the Kroger **2012-2013** Neighbor to Neighbor Donation Program and agree to comply with and to be bound by said terms and conditions.

Name of Organization

Authorized Representative

Date

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