



Kroger Community Rewards Program

Dear Value Kroger Neighborhood Reward Program Administrator:

For 129 years, The Kroger Co. has been committed to supporting the communities where its associates live and work. As neighbors in the community, we see firsthand how the recent economic challenges have impacted local organizations. The need has never been greater. That's why we're dedicating \$1.5 million to assist local charitable organizations of all sizes, through the new **Kroger Community Rewards** program.

Enrollment in the new program is quick and easy. Just return your organization's Enrollment Application, a signed copy of the **Terms and Conditions**, and a **copy of your organizations 501 (C) (3) Letter of Determination from the Internal Revenue Service**. The forms may be returned to us via fax or US mail. Within 7 to 10 business days of our receipt of your completed forms, you will receive a confirmation **email** listing your organization's new and exclusive **Kroger Community Rewards** organization number.

Your group members and supporters can enroll their Kroger Plus Cards online at our secure website, www.krogercommunityrewards.com and choose "Enroll". Within 7-10 days of enrolling, every time an enrolled member of your group shops at Kroger using his or her Kroger Plus Card, your organization will earn rewards. In addition, once a household member enrolls his or her card, all linked Kroger Plus Cards within that household will begin earning funds for your organization.

Participating groups know it pays when their supporters do all of their shopping at Kroger. The process is simple: they shop, using their Kroger Plus Card, and your nonprofit organization receives a reward check each quarter. Kroger will pay up to \$375,000.00 on a quarterly basis to participating organizations based on their percentage of spending as it relates to the total spending of all participating **Kroger Community Reward** organizations. Your organization raises funds with every eligible purchase your enrolled members make. Organizations and members can visit www.krogercommunityrewards.com and under TENNESSEE, choose "Learn more" for more details.

The quarterly payment/donation schedule is:

- Quarter 1: Feb 1 – April 30: Statements and Donations sent by May 31
- Quarter 2: May 1 – July 31: Statements and Donations sent by August 31
- Quarter 3: Aug 1 – October 31: Statements and Donations sent by November 30
- Quarter 4: November 1 – January 31: Statements and Donations sent by February 28

The Kroger Co is committed to helping our communities grow and prosper. Thank you for participating in our **Kroger Neighborhood Reward program** in the past. We look forward to continuing to partner with your organization in the future as a **Kroger Community Rewards** member!

Sincerely,
Kroger Delta Gift Services