



## FREQUENTLY ASKED QUESTIONS AND ANSWERS FOR GROUP ADMINISTRATORS

### THE KROGER COMMUNITY REWARDS ENROLLMENT PROCESS:

- Question:* How long will it take for Kroger to assign my organization's number and how will I be notified?

*Answer:* **You will be emailed your exclusive organization number within 7-10 business days of Kroger receiving all required documentation.**
- Question:* Will my organization need to re-enroll each year?

*Answer:* **No, organizations will not need to re-enroll each year, but each member of your organization will be required to re-enroll on an annual basis.**
- Question:* Why do my members have to re-register next year if they were already participating in the prior year?

*Answer:* **The Kroger Community Rewards Program will be evaluated every year and changes will be considered based on the success of the program. By making a one-year commitment to Kroger, Kroger is also making a one-year commitment to you, the organization and your members. It also gives each organization an opportunity to refresh their membership by spreading the word to new members and keeping the previous members informed about any changes to the program. The annual re-enrollment will also help you and Kroger maintain an updated list of your group members' current address information, etc.**

### SIGNING UP MY GROUP MEMBERS:

- Question:* Can I, as the organization administrator, just fax or mail my list of group participants to Kroger?

*Answer:* **No, enrollment for all group members must be processed through our secure website at [www.krogercommunityrewards.com](http://www.krogercommunityrewards.com).**
- Question:* Can the organization administrator just register Kroger Plus Cards for everyone in the group?

*Answer:* **No, it is not a good idea. Each individual person must register his or her own Kroger Plus Card. This information is also used to update their Kroger Plus Card information and needs to be extremely accurate. Incorrect information would impact offers in the mail, fuel rewards and other special promotions.**
- Question:* As an organization administrator, can I recruit people to sign up with our organization at one of our public events or in front of a Kroger store?

*Answer:* **Unfortunately, no. This program is designed for your group members, friends, supporters and family members. No solicitation to the general public is allowed.**



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7. *Question:* How can I reach a lot of my group members at once to tell them about this program? I don't want to mail a letter to every member.

*Answer:* **Kroger has made it easy to communicate with your members about the Kroger Community Rewards Program. Once you have received your exclusive organization number from us, just publish our website address ([www.krogercommunityrewards.com](http://www.krogercommunityrewards.com)) in a group email, newsletter or bulletin.**

8. *Question:* How do my group members register if they don't have Internet access?

*Answer:* **There are several options:**

- **The public library has computers with Internet access that they can use.**
- **They can seek assistance from one of your members who has a computer.**

### KEEPING TRACK OF QUARTERLY REWARDS:

9. *Question:* How much can my organization earn?

*Answer:* **Kroger will pay up to \$500,000 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 Rewards organizations.**

- **Kroger limits its quarterly contributions to a maximum contribution of \$500,000 to be distributed among all participating eligible organizations.**
- **Kroger limits a participating organization's earned rewards to a maximum of \$50,000 quarterly.**
- **Kroger limits a participating household's earned rewards to a maximum of \$300 quarterly.**
- **The minimum quarterly reward payout is \$25 per organization. In the event that an organization earns less than \$25 in a quarter, Kroger will hold the amount until the next quarter that the reward exceeds \$25 or until the end of the program term, whichever comes first.**
- **Your quarterly rewards check will be mailed or personally delivered to your organization by a Kroger representative within one month of the close of each quarterly cycle.**

10. *Question:* When will my organization receive the statements and rewards checks?

*Answer:* **The quarterly payment/donations schedule is:**

- **Quarter 1: May 1 – July 31: Statements and donations sent by August 31**
- **Quarter 2: August 1 – October 31: Statement and donations sent by November 30**
- **Quarter 3: November 1 – January 31: Statement and donations sent by February 28**
- **Quarter 4: February 1 – April 30: Statement and donations sent by May 31**



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11. *Question:* Does Kroger have any restrictions on how our group uses the rewards we earn?  
*Answer:* **All proceeds derived from Kroger Community Rewards must be used for charitable purposes within the communities Kroger serves and cannot be used for political, legal or administrative purposes. Kroger Community Rewards has the discretion and right to terminate any organization from the program at any time if it is determined that any of the proceeds are used for political, legal or administrative purposes.**
12. *Question:* I am the organization administrator; how do I get our quarterly reports?  
*Answer:* **Quarterly reports will be emailed to the email addresses provided on the Enrollment Application.**
13. *Question:* Can I view my quarterly reports online?  
*Answer:* **No. They will only be sent to the authorized administrator via the email address submitted on the Enrollment Application.**

### CHANGING YOUR ORGANIZATION'S INFORMATION:

14. *Question:* How do I update information that may change for my organization (primary contact, new address, etc.)?  
*Answer:* **Mail, fax or email updates on your organization's letterhead to:**  
**The Kroger Co.**  
**Gift Services Department**  
**40399 Grand River**  
**Novi, Michigan 48375**  
**1-877-745-7444**  
**kcr18@kroger.com**

### PROTECTING THE PRIVACY OF YOUR ORGANIZATION'S MEMBERS:

15. *Question:* Once I have enrolled, is my personal information secure?  
*Answer:* **We do not sell, trade or rent our customers' personal information to outside companies or marketing firms. Please read our complete Privacy Policy online at [www.Kroger.com](http://www.Kroger.com).**
16. *Question:* Privacy is important to me personally as well. What information will you share with my organization?  
*Answer:* **The quarterly reports will only show the total amount earned by the participants, no other information will be shared. Please read our complete Privacy Policy online at [www.Kroger.com](http://www.Kroger.com).**



## FREQUENTLY ASKED QUESTIONS AND ANSWERS FOR GROUP ADMINISTRATORS

### QUESTIONS ABOUT THE *KROGER COMMUNITY REWARDS* PROGRAM IN GENERAL:

17. *Question:* After I sign up my Kroger Plus Card with an organization, how long before my purchases start counting towards the rewards?  
*Answer:* **Your purchases will begin earning rewards for your designated organization within 7-10 business days of registering your Kroger Plus Card online (after the program's official start date of May 1).**
18. *Question:* How do I know my Kroger Plus Card is registered?  
*Answer:* **Within 7-10 business days of successfully registering your Kroger Plus Card, you will see at the bottom of your Kroger receipt "At your request, Kroger is donating to 'your organization name'."**
19. *Question:* Does everything in my shopping cart count towards my donation to my organization?  
*Answer:* **Supporters can earn rewards on almost everything, every time they shop! However, there are specific purchases that cannot be included: alcohol, tobacco, government-assisted pharmacy expenses, postage stamps, Kroger giftcards and Green Dot Prepaid Cards, gift certificates, bottle deposits, lottery and promotional tickets, fuel, fuel center purchases, office services and Sales Tax. Eligible pharmacy purchases include out-of-pocket co-pays for non-government-assisted pharmacy programs.**
20. *Question:* Can I give to more than one organization at a time?  
*Answer:* **No. Your Kroger Plus Card can be linked to only one organization at a time. However, you may choose to give to two organizations by changing your non-profit organization designation after six months. That way, you can give to one organization for six months and then the other for six months.**
21. *Question:* How do I change my Kroger Plus Card to contribute to a different organization?  
*Answer:* **Just go online at [www.krogercommunityrewards.com](http://www.krogercommunityrewards.com) and follow the member enrollment steps.**

### HAVE QUESTIONS NOT ANSWERED HERE?

Please contact us at 1-877-745-7444  
Or [KCR18@kroger.com](mailto:KCR18@kroger.com)  
Monday – Friday, 9am – 4pm