



FREQUENTLY ASKED QUESTIONS AND ANSWERS FOR GROUP ADMINISTRATORS

KROGER COMMUNITY REWARDS ENROLLMENT PROCESS:

- 1) *How long will it take for Kroger to assign my organization's number and how will I be notified?***
You will be emailed your exclusive organization number within 7 to 10 business days of Kroger receiving all required documentation.
- 2) *Will my organization need to be re-enrolled each year?***
No, organizations will not need to enroll each year but each member of your organization will be required to re-enroll his or her Kroger Plus Card on an annual basis.
- 3) *Why do my members have to re-enroll next year if they were already participating?***
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 making a one-year commitment to you. It also gives each organization an opportunity to refresh their membership by spreading the word to new members and keeping the previous members informed of any changes to the program.

SIGNING UP MY GROUP MEMBERS:

- 4) *Can I as the organization administrator fax or mail my list of group participants to Kroger?***
No. Enrollment for all group members must be processed through our secure website at www.krogercommunityrewards.com and choose the "Tennessee" icon.
- 5) *Can the organization administrator register the Kroger Plus Cards for everyone in his/her group?***
No. Each individual must enroll his or her own Kroger Plus Card. This information is 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 the customer receives.
- 6) *How can I reach a lot of my group members at one time and tell them about the program? I don't want to mail a letter to every member?***
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 in a group email, newsletter or bulletin. Be sure to tell your members to choose the "Delta" icon.
- 7) *How do group members enroll if they do not have internet access?***
Nonprofit coordinators assume the responsibility for enrolling their participants who do not have internet access. Options include:
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.

8) *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?*

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

KEEPING TRACK OF QUARTERLY REWARDS:

9) *How much can an organization earn?*

Kroger will pay up to \$375,000 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 Reward organizations.

Kroger limits its quarterly contributions to a maximum contribution of \$375,000 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 payout is \$50.00 per organization. In the event that an organization earns less than \$50.00 in a quarter, Kroger will hold the amount until the next quarter that the reward exceeds \$50.00 or until the end of the program term, whichever comes first.

Your quarterly rewards check will be mailed within 30 days after the close of each quarterly cycle.

10) *When will my organization receive the statements and reward checks?*

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

11) *Does Kroger have any restrictions on how our group uses the rewards we earn?*

All proceeds derived from the 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's determined that any of the proceeds are used for political, legal or administrative purposes.

12) *I am the organization administrator; how do I get our quarterly reports?*

Quarterly reports will be emailed to the addresses provided on the Enrollment Application.

13) *Can I view my quarterly reports online?*

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) How do I update information that may change for my organization (primary contact, new address, etc.)?

Mail or fax updates on your organization's letterhead to:

The Kroger Co.
Gift Services Department
800 Ridge Lake Blvd.
Memphis, TN 38120
Phone: 1-800-488-4438
Local Phone: 901-765-4166
Fax: 901-765-4297

PROTECTING THE PRIVACY OF YOUR ORGANIZATION'S MEMBERS:

15) Once I have enrolled, is my personal information secure?

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.

QUESTIONS ABOUT THE KROGER COMMUNITY REWARDS PROGRAM IN GENERAL:

16) After I enroll my Kroger Plus Card with an organization, how long before my purchases start counting towards the rewards?

Your purchases will begin earning rewards for your designated organization within 7 to 10 business days of registering your Kroger Plus Card online.

17) Does everything in my shopping cart count towards my donation to my organization?

Supporters can earn rewards on almost anything, every time they shop. However there are specific purchases that cannot be included: Alcohol, Tobacco, Government Assisted Pharmacy Expenses, Postage Stamps, Kroger Co. Family of Stores Gift Cards, Green Dot Prepaid Reloadable Products, MoneyPaks, 1-2-3 Rewards Reloadable Visa PrePaid Debit Card, ReCharge Cards, American Express Variable Load Gift Cards, Visa Variable Load Gift Cards, MasterCard Variable Load Gift Cards, Bottle Deposits, Lottery and Promotional tickets, Money Orders, Western Union, Fuel, Pharmacy and Sales Tax are excluded from eligible purchases.

18) Can I give to more than one organization?

No. Your Kroger Plus Card can be linked to only one organization at a time. However, you may change your non-profit organization designation Kroger Plus Card on line by going to www.krogercommunityrewards.com

Have questions not answered here?

Please contact The Kroger Gift Services office, Monday thru Friday from 9:00am to 4:00pm at 1-800-488-4438 or 901-765-4166.