



Kroger's 2009-2010 Neighbor to Neighbor Donation Program Gives Back to Your Organization... Be Sure to Earn Your Share!

At Kroger, we are committed to helping your organization. The Kroger 2010-2011 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.

Q & A

Who can participate in the Kroger 2009-2010 Neighbor to Neighbor Donation Program?

Nonprofit 501(c)(3) status state-accredited organizations, churches, synagogues, and schools (K-12) throughout our Southwest Kroger Division, which encompasses Louisiana and Texas.

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

An organization may only have one account. (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.

How will your Organization earn?

Participants will present the Letter to their cashier upon checkout at Kroger. The cashier will scan the barcode with the Kroger *Plus* Card. Once a card is scanned with the Organization barcode, it will be active for the remainder of the program year of July 1, 2010-April 30, 2011.

Each time participants shop at Kroger using their enrolled Kroger *Plus* Card, Kroger will contribute a portion of their eligible purchases to the Kroger Neighbor to Neighbor fund.

What will your Organization earn?

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Your **annual check** will be mailed around mid May 2011 to your organization's primary contact person identified on the Organization Application.

You are now ready to get started!

Be sure to review all materials provided to begin earning for your organization. And remember to remind participants to go Krogering, because we enjoy contributing to the success of your organization!