Customer Letter

The Neighbor to Neighbor program presents 501(c) (3) non-profits, churches, and schools (K-12) the opportunity to receive a percentage of the $1 million that Kroger awards annually to charity groups in Texas and Louisiana.

STEP 1:
To link your Kroger Plus card to our organization, take this letter with you the next time you go shopping at your neighborhood Kroger store.

STEP 2:
Request for the cashier to scan your Kroger Plus card and then the barcode at the bottom of this letter to link to our organization. Once the process is complete, you will be enrolled as a supporter for the remainder of the current program year. Every time you shop at Kroger, a portion of your eligible purchases will be contributed to our Neighbor to Neighbor fund. Our organization will be awarded a percentage of the $1 million payout that reflects our number of qualifying purchases made within the program year.

FAQs:

How many Neighbor to Neighbor accounts can an organization have?
One.

Can a household link their Kroger Plus card to multiple participating Neighbor to Neighbor groups?
No, the system allows for one organization per household. To change the charity you support, you must present your Kroger Plus card and the new organization's barcode to the cashier.

Do I have to re-enroll each program year?
Yes, all organizations and supporters must re-enroll each program year.

- *Enrollment for 2011-2012 Program Year is June 1, 2011-December 31, 2011*
- *Accumulation for 2011-2012 Program year is July 1, 2011 – April 30, 2012*

How can I verify which group I'm supporting?
When the cashier initially scans the barcode, the bottom of your receipt will read "Loyalty Div 0.00." This is an indicator that the barcode was properly scanned. The following Friday, your receipt will display a message at the bottom of the receipt which says "Your card is contributing to Neighbor to Neighbor #12345."

THE HEALTH MUSEUM (MUSEUM OF HEALTH & MEDICAL SCIENCE)

***Kroger Cashier*:** Please scan customer's Kroger *Plus* card at the beginning of the order and then scan the above barcode.

CONTACT INFORMATION: If you have additional questions, please contact Kroger at 866-995-7643 or neighbortoneighbor@kroger.com. More information is also available at www.krogerneighbortoneighbor.com.