

## Kroger Card Fundraising Program Changes

Effective September 1, 2014, our current Kroger Cares Fundraising Program (reloadable gift cards) is changing to Kroger Community Rewards. **The Kroger Cares Fundraising Program (reloadable gift cards) will end Saturday, August 30, 2014.** The plan is for the new program to be easier to use by simply scanning your Kroger Plus Card (the store savings card) at checkout and then you will earn fundraising money.

Here are the enrollment steps for the new Kroger Community Rewards program:

- Register online at [krogercommunityrewards.com](http://krogercommunityrewards.com). Be sure to have your Kroger Plus card handy and remember to **register your card with Piedmont Family YMCA** after you set up your account.
- If you do NOT yet have a Kroger Plus card, they are available at the customer service desk at any Kroger.
- Click on Sign In/Register
- Most participants are new online customers, so click on SIGN UP TODAY in the 'New Customer?' box.
- Sign up for a Kroger Rewards Account by entering zip code, clicking on favorite store, entering your email address and creating a password, agreeing to the terms and conditions
- You will then get a message to check your email inbox and click on the link within the body of the email.
- Click on My Account and use your email address and password to proceed to the next step.
- Click on Edit Kroger Community Rewards information and input your Kroger Plus card number.
- Update or confirm your information.
- **Enter NPO number 83136 or Piedmont Family**, select organization from list and click on confirm.
- To verify you are enrolled correctly, you will see Piedmont Family YMCA on the right side of your information page.
- REMEMBER, purchases will not count for your fundraising until after you've registered your card(s).
- Do you use your phone number at the register? Call 800-576-4377, select option 4 to get your Kroger Plus card number.
- Members must swipe their registered Kroger Plus card or use the phone number that is related to their registered Kroger Plus card when shopping for each purchase to count.

Then here's how it works...

Kroger will pay up to \$875,000 on a quarterly basis, split among participating organizations based on their percentage of spending as it relates to the total spending of all participating Kroger Community Reward organizations. Unfortunately, Kroger does not provide a breakdown of how much each card has earned each quarter for each organization, just shows a one lump sum. So in order to continue to receive fundraising credit for CYAC, each participating family needs to print out their Points Summary page (found in your account information at [Kroger.com](http://Kroger.com)) every quarter. CYAC will send out email reminders and further printing instructions and details.

More details about the NEW Kroger Community Rewards Program...

Eligible purchases shall consist of those retail purchases made at any Mid-Atlantic Division Kroger store by an eligible participant who presents a Kroger Plus Card at the time of purchase. If the card is not

presented during a transaction, you will not receive credit.

Purchase of 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 Cards, ReCharge Cards, Bottle Deposits, Lottery and Promotional; tickets, Money Orders, Western Union, Fuel purchases, and Sales Tax **are EXCLUDED from eligible purchases**. Eligible pharmacy purchases include out of pocket co-pays for non-government assisted pharmacy programs.

\*A clarification on gift cards, a Kroger representative has confirmed that all purchases of retailer cards (e.g., Home Depot, Target, Olive Garden, etc.) will be eligible for points. Only Kroger Grocery (and affiliated companies) gift cards are excluded.

Kroger limits a participating household's earned contribution to a MAXIMUM of \$300 quarterly.

### **What happens with the existing Kroger Gift Cards?**

The Kroger Cares Fundraising Program (reloadable gift card program) will continue through August 30, 2014. Families will receive their fundraising credit up through that day. No earnings will be lost.

Saturday August 30, 2014 is the LAST day to reload Kroger gift cards and receive credit. Families receive credit for the amount loaded onto their gift card at the time it is reloaded, not when the gift card is actually spent.

Any remaining balances on a Kroger Cares gift card as of August 30, 2014 may still be used for Kroger purchases.

Kroger gift cards do not expire. Although these cards can no longer be reloaded as part of the Kroger Cares Fundraising Program after August 30, 2014, they may still be used for Kroger purchases.

So register your Kroger Plus Card TODAY!

We will pass along additional details or clarifications as they become available. If you have any questions, please contact Jessica Simons at [jrsimons@comcast.net](mailto:jrsimons@comcast.net) or Jonna Garono at [jgarono@comcast.net](mailto:jgarono@comcast.net).