Getting Started

___ Fill out the Enrollment Application

___ Attach the 501 (C)(3) Letter of Determination or a pre-printed 990 form

___ Attach the **signed** Terms and Conditions

___ Email, fax or mail **all the above** to:

The Kroger Co.
Kroger Marketing
5960 Castleway W. Drive
Indianapolis, IN 46250
Phone: 800-KROGERS, OPTION #3
317-579-8321 or 317-579-8324
Fax: 317-579-8093
Email: CECommunityRewards@kroger.com

Within 10 business days of Kroger receiving all required documentation, you will receive a confirmation email listing your organization's new, exclusive Kroger Community Rewards identification number.

Once your organization is enrolled, your group members and supporters can enroll their Kroger Plus Card online at our secure website www.kroger.com/communityrewards (Refer to the enclosed step-by-step instructions if needed.)

Every time an enrolled member of your organization shops at Kroger using their Kroger Plus Card, your organization earns rewards.



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?***

   Your organization will be emailed your exclusive organization number within 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, nor will the members of your organization.

SIGNING UP MY GROUP MEMBERS:

3. ***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.kroger.com/communityrewards

4. ***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. If their information is not current they will need to update it at www.kroger.com or call 1-800-KROGERS, OPTION #3

5. ***How can I reach all 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 member about the Kroger Community Rewards program. Once you have received your exclusive organization number from us, just publish our website address www.kroger.com/communityrewards in a group email, newsletter or bulletin. You also may copy the enclosed brochure.

6. ***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:
   - Asking a family member that has a computer to help them
   - Using public library computers
   - Seeking assistance from one of your members who has a computer

7. ***As an organization administrator, can I recruit people to sign up with our organization in front of a Kroger store?***
   Unfortunately, no. This program is designed for your group members, friends, supporters and family members.

KEEP TRACK OF QUARTERLY REWARDS:

8. ***How much can an organization earn?***
   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 Reward 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 household's earned contribution to a maximum of $300 quarterly. The minimum payout is $25.00 per organization. In the event that an organization earns less than $25.00 in a quarter, Kroger will hold the amount until the next quarter that the reward exceeds $25.00. Your quarterly rewards check will be mailed within 30 days after the close of each quarterly cycle.

9. ***When will my organization receive the statements and reward checks?***
   Within 30 days of the close of the term. Statements will be emailed to the addresses provided on the Enrollment Application. The quarterly payment/donation schedule is:

   Quarter 1: January 1– March 31
   Quarter 2: April 1 – June 30
   Quarter 3: July 1 – September 30
   Quarter 4: October 1 – December 31

10. ***Does Kroger have any restriction on how our group uses the rewards we earn?***
    All proceeds derived from Kroger Community rewards must be used for charitable purposes of the organization within the communities Kroger serves and cannot be used for political or legal 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.

11. ***I am the organization administrator; how do I get our quarterly statements? (And, can I view my reports online?)***
    Quarterly reports will be sent to the authorized Administrator via the email address submitted on the original Enrollment Application, and they are not available to view online. Statements will include the total number of members and the amount of the donation. Statements will not include information for any individual's Kroger Plus card usage.

CHANGING YOUR ORGANIZATION'S INFORMATION:

12. ***How do I update information that may change for my organization (primary contact, new address, etc.)?***
    Please keep the account up to date! It is extremely important that the Group Administrator contact us with any changes to the account. Email, fax or mail updates on your organization's letterhead to:
    The Kroger Co.
    Attention: Marketing Department
    5960 Castleway W. Drive
    Indianapolis, IN 46250
    Phone: 317-579-8321 or 317-579-8324
    Fax: 317-579-8093
    Email: CECommunityRewards@kroger.com

PROTECTING THE PRIVACY OF YOUR ORGANIZATION'S MEMBERS:

13. ***Once I have enrolled, is my personal information secure?***

Please be assured that your privacy is important to us! We value our customers' trust, and promise to safeguard your personal information through purchases made using your Kroger Plus Card. We do not sell, trade or rent our customers' personal information to outside companies or marketing firms. Please read our complete Privacy Policy available on the Kroger Website.

QUESTIONS ABOUT THE KROGER COMMUNITY REWARDS PROGRAM IN GENERAL:

14. ***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 10 business days of registering your Kroger Plus Card online within any term.

15. ***How do I know if my Kroger Plus Card is enrolled?***
    Within 10 business days of successfully enrolling your Kroger Plus Card, check www.kroger.com under the My Account heading to verify enrollment.

16. ***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, MoneyPacks, 1-2-3 Rewards Reloadable Visa Pre-Paid 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, and Sales Tax ***are excluded from eligible purchases.*** Eligible pharmacy purchases include out of pocket co-pays for non-government assisted pharmacy programs.

18. ***Can my supporters give to more than one organization through Kroger Community Rewards?***
    No. Your Kroger Plus Card can be linked to only one organization at a time. However, you may change your nonprofit organization designation online by going to www.kroger.com/communityrewards

    Do you still have questions not answered here?

    Please Call 1-800-KROGERS, OPTION #3

TERMS OF CONDITIONS

The signature page must be submitted with your enrollment application for your organization to qualify.

EFFECTIVE DATES OF THE KROGER COMMUNITY REWARDS PROGRAM
The Kroger Community Rewards Program herein referred to as "KCR" will commence and become effective when your organization application is processed.

PROGRAM TERMS AND CONDITIONS
Subject to the terms and conditions hereof, Kroger will contribute to eligible Organizations (as defined below) an amount that is equal to a portion of the total Eligible Purchases (as defined below) made by the Eligible Participants (as defined below.)

Eligible Organizations: Eligible Organizations are qualified 501(c)(3) Nonprofit Organizations residing in the Central Division and who have submitted an application form and have agreed to all Terms and Conditions and received confirmation from Kroger.

Eligible Participants: Eligible Participants shall be Kroger Plus Card holders who are 18 years of age or older and who are legal residents of the city or state in which the Eligible Organization is located or who have either identified themselves as a participant of the Eligible Organization or who have been identified as a participant of the Eligible Organization. These are only members, family and friends of Eligible Organization.

Eligible Purchases: Eligible Purchases shall consist of those retail purchases made at any Central Division Kroger Food Store by an Eligible Participants who presents a Kroger Plus Card at the time of purchase. If the card is not presented during a transaction, your organization's account will not be credited. Purchase of Alcohol, Tobacco, Government Assisted Pharmacy Expenses, Postage Stamps, Kroger Co. Family of Stores Gift Cards, Green Dot Prepaid Reloadable Products, MoneyPacks, 1-2-3 Rewards Reloadable Visa Pre-Paid 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, and Sales Tax ***are excluded from eligible purchases.*** Eligible pharmacy purchases include out of pocket co-pays for non-government assisted pharmacy programs.

OTHER PROGRAM CONDITIONS

1. Eligible Organizations are prohibited from soliciting in front of or inside any Kroger Grocery Store or Fuel Center.
2. This is a stand-alone rebate program and any attempt by an organization to combine this program with any other Kroger affiliated rebate or discount program could result in exclusion from KCR.
3. All proceeds derived from KCR must be used for purposes within the community Kroger serves and cannot be used for political or legal purposes. KCR 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 or legal purposes.
4. No person is required to make payment of any kind in order to be issued a Kroger Plus Card.
5. More than one Kroger Plus Card when linked together is considered a household. If a participant is issued a Kroger Plus Card, it is the responsibility of the participant to confirm that the card is linked properly and/or re-enrolled the new Kroger Plus Card in the KCR program
6. If the customer is using an alternate ID (phone number) at the register, it is the responsibility of the card holder to confirm that the enrolled card is linked with their alternate ID (phone number).
7. Kroger reserves the right to remove any group at any time for any reason.

PAYMENT CONDITIONS

1. Total Eligible purchase made by the Organization's Participants will be calculated at the end of each quarter during the Term. Purchase amounts by Participants during the quarter shall not count towards amounts purchased in any subsequent three month period.
2. Your quarterly rewards check will be paid and mailed only to the Organization identified on the Program Enrollment Application via check within 30 days after the close of each quarter. Reward checks are paid quarterly.
3. The quarterly payment/donation schedule is:
   - January 1 – March 31
   - April 1 – June 30
   - July 1 – September 30
   - October 1 – December 31

   Minimum rebate payout is $25.00 per organization. In the event that an organization earns less than $25 in a payment cycle, Kroger will hold the amount until the next payment cycle that the rebate exceeds $25 or the end of the program Term, whichever comes first.
4. 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. The amount of the rebate to be paid to an Eligible Organization at the end of each pay period shall be determined in accordance with the following scale:
   - Kroger limits it maximum annual contribution to $2 MILLION and its quarterly contribution to $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 contribution to a maximum of $300 quarterly.

Kroger reserves the right to evaluate the Program during the Term and to unilaterally modify the Program at any time and without any advanced notice to the Organization. When possible, the Organization will be given ten (10) days advance notice of any changes to the Program at any time. The Organization may elect to terminate its participation in the Program at any time. Kroger may elect to terminate the Program at any time. The Program is void where prohibited or restricted by law. **I HAVE READ AND UNDERSTAND THE TERMS AND CONDITIONS OF THE KCR AND AGREE TO COMPY WITH AND TO BE BOUND BY SAID TERMS AND CONDITIONS.**

NAME OF ORGANIZATION: _____

AUTHORIZED REPRESENTATIVE: _____

PRINT NAME: _____ DATE: _____

The Kroger Co. Central Division, 5960 Castleway W. Drive, Indianapolis, IN 46250
Phone: 1-800-KROGERS, OPTION #3 or Fax: (317) 579-8093

Email address: CECommunityRewards@kroger.com Visit us on the web: www.kroger.com

ENROLLMENT APPLICATION

Kroger is giving $2 Million
to the Communities we serve!

Name of Organization: _____

Organization Mailing Address: _____

_____ _____ _____
City State Zip Code

Telephone: ( )_____ Fax: ( )_____
Organization's Email Address: (Please Print) _____
Federal Tax Identification Number: _____

PRIMARY CONTACT PERSON:
Name: _____
Title: _____
Daytime Phone: _____ Email Address: _____
(Please Print)

SECONDARY CONTACT PERSON:
Name: _____
Title: _____
Daytime Phone: _____ Email Address: _____
(Please Print)

Please read, initial and follow the instructions below:

1) _____I have attached a copy of my Organization's Letter of Determination from the IRS, which states in writing that my organization is tax-exempt under Section 501(c)3 of the Internal Revenue Code. Please Note: This is required in order to consider your application.
2) _____I have attached the signed Terms and Conditions. Please note: This is also required in order to consider your application.
3) _____I understand that each card must be registered online by the participant in order to be active in the program.
4) Applicable organization description box must be checked (One box only)

- ☐ School – Grades Pre K-12 - Includes school sports groups
- ☐ Church/Synagogue – Includes groups within the church
- ☐ Youth Sports – Not affiliated with schools
- ☐ Animal Support Organizations
- ☐ Other _____

Please sign and date below indicating that you understand and accept these conditions.

Signature: _____ Date: _____

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