

# Louisville Community Rewards



(Louisville Division serves most of Kentucky {except far eastern/western areas}, Southern Indiana, and Southern Illinois)

## Attention Organization Coordinator

Kroger is giving up to \$3,600,000 to non-profit organizations this year. Kroger is committed to helping our communities grow and prosper. We look forward to assisting your organization through Kroger Community Rewards.

If you're not sure if your organization is already enrolled, [click here](#) for a list of qualified organizations. [Click here](#) to view the Louisville Division store directory.

### 1. Getting Started

- Read the [Getting Started Letter](#)
  - Read the [Terms and Conditions](#)
  - Print and complete the [Enrollment Application](#) and Terms and Conditions.
  - Mail, fax or email your Enrollment Application, Terms and Conditions, your Letter of Determination 501(c)3 and Form 990 to:

The Kroger Co.

Customer Communications Department

1600 Ormsby Station Court

Louisville, KY 40223

Phone: 1-800-KROGERS, OPTION #3

Fax: 502-423-4876

Email: kcr24@kroger.com

Within 10 business days, you will receive a confirmation email listing your organization's new exclusive Kroger Community Rewards Identification Number (NPO#).

## 2. How Your Organization Earns

Once your organization is approved and enrolled:

- Simply encourage your members to register their Kroger Plus Card online at [Kroger.com/communityrewards](http://Kroger.com/communityrewards), by clicking on Enroll. Your members can then search for your organization by name and/or NPO number, and link their Kroger Plus Card to your organization.
- Individual purchases will begin counting towards your organization within 7-10 days of registering the individual Kroger Plus Cards online.
- Every time a member shops for groceries and scans their card, your organization automatically starts earning a rebate.
- Please note that participation in Louisville Community Rewards requires re-enrollment by supporters each August. (The organization does not have to reapply, but all enrolled supporters must re-enroll annually in August.)

## 3. What Your Organization Earns

Kroger will pay up to \$3,600,000 on an annual basis to participating organizations based on their percentage of spending as it relates to the total spending of all participating Kroger Community Rewards organizations.

Kroger limits a quarterly household contribution to \$300. Minimum cycle rebate payout is \$25 per organization. In the event that an organization earns less than \$25 in a cycle, Kroger will hold the amount until the next cycle that the rebate exceeds \$25 or the end of the program term, whichever comes first.

Maximum rebate payout per organization is \$50,000 per quarter.

Quarterly checks will be mailed or personally delivered by Kroger representative within one month of the close of quarterly cycle.

## An invitation to all Local Nonprofit Organizations!

We're giving  
**3.6 MILLION**  
to local organizations!



Where Shopping and  
Giving Come Together!

Dear Nonprofit Group Administrator:

Kroger Community Rewards has helped more than 3,000 local nonprofit organizations to raise needed funds since its inception in 2014. Our company is committed to giving back to the communities we serve.

Our Kroger Louisville Division (which serves most of Kentucky, Southern Indiana, and Southern Illinois) has dedicated \$3.6 MILLION this year to assist local school groups, churches, and other charitable organizations in our region! All of us at Kroger are committed to supporting our local communities, and we look forward to partnering with your group in your fundraising efforts. Kroger Community Rewards is designed for non-profits of all sizes, and we think you'll find it to be the easiest fundraising program in town.

Enrollment is quick and easy! To sign up your organization, simply return the enrollment application, a signed copy of the terms and conditions, and a copy of your organization's 501(c)(3) Letter of Determination from the Internal Revenue Service. Within 10 business days of our receipt of your completed forms, you will receive an email listing your organization's exclusive Kroger Community Rewards (KCR) organization number.

Once your organization has received your account number, simply direct your supporters to our secure website [www.kroger.com/communityrewards](http://www.kroger.com/communityrewards) to enroll their individual Kroger Plus card to the organization's account. From September (of current year) through August 31 (of upcoming year), known as the "Term", each time an enrolled member of your group shops at Kroger using his/her Kroger Plus card\*, your organization will earn rewards. In addition, once a household member enrolls his or her card, all linked Kroger Plus cards within a household will begin earning funds for your organization. It's that easy! (Please note some restrictions apply - fuel, alcohol and tobacco are excluded - see terms & conditions for listing of eligible purchases.) Enrollment in Community Rewards does not affect fuel points or any other discounts earned.

It pays when your supporters do all of their shopping at Kroger. It's so simple! Your members shop using their Kroger Plus Card, and your organization receives a reward check each quarter. Kroger will pay up to \$900,000 on a quarterly basis to all participating organizations based on their percentage of spending as it relates to total spending of all participating Kroger Community Rewards organizations. Your organization raises funds with every eligible purchase by your enrolled members. Visit [www.kroger.com/communityrewards](http://www.kroger.com/communityrewards) for complete details.

Visit our website for everything you need to get started with Kroger Community Rewards:

- Fundraising Application
- Terms & Conditions
- Frequently Asked Questions
- Instructions for Enrolling
- Brochures
- Posters

Our associates are proud to work at Kroger, a company that truly believes in supporting local communities! We hope to partner with your organization in the near future as a Kroger Community Rewards member.

Sincerely,

**Carolyn Ives**

Community Rewards Coordinator

Kroger Louisville Division

1-800-KROGERS, Option #3

KCR24@kroger.com



## TERMS AND 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 September 1st of the current year, or the date the application is processed, whichever is latter, and will terminate on August 31st of the following year (the "term") and may be extended at the discretion of The Kroger Company.

Note: Participation requires annual re-enrollment each August by all enrolled supporters. The Organization will not need to reapply, but enrolled supporters are required to re-enroll annually (anytime August 1-31) or they will drop from the program on September 1.

### 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 Louisville Division and who have submitted an application form and have agreed to all Terms & 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 Organizations.

**Eligible Purchases:** Eligible purchases shall consist of those retail purchases made at any Louisville Division Kroger Food 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, 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, 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, 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 the 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 three month period during the Term. Purchase amounts by Participants during any three month period 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 in December, March, June and September.
3. The quarterly payment/donation schedule is:
  - Quarter 1: September 1 – November 30: Statements and Reward Checks sent by December 31
  - Quarter 2: December 1 – February 28: Statements and Reward Checks sent by March 31
  - Quarter 3: March 1 – May 31: Statements and Reward Checks sent by June 30
  - Quarter 4: June 1 – August 31: Statements and Reward Checks sent by September 30

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 \$900,000 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 its maximum annual contribution to \$3.6 MILLION and its quarterly contribution to \$900,000 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 UNDERTAND THE TERMS AND CONDITIONS OF THE KCR AND AGREE TO COMPLY WITH AND TO BE BOUND BY SAID TERMS AND CONDITIONS.**

NAME OF ORGANIZATION: \_\_\_\_\_

AUTHORIZED REPRESENTATIVE: \_\_\_\_\_

PRINT NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

The Kroger Company, Customer Communications Department, 1600 Ormsby Station Court, Louisville, KY 40223  
 Phone: 1-800-KROGERS, OPTION #3  
 Fax: 502-423-4876  
 email: [kcr24@kroger.com](mailto:kcr24@kroger.com)  
 Visit us on the web: [www.kroger.com/communityrewards](http://www.kroger.com/communityrewards)



# ENROLLMENT APPLICATION

Kroger is giving **\$3.6 MILLION**  
to the communities we serve

Name of Organization: \_\_\_\_\_

Organization Street Address\*: \_\_\_\_\_

\_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip Code

Telephone: ( ) \_\_\_\_\_ - \_\_\_\_\_ Fax: ( ) \_\_\_\_\_ - \_\_\_\_\_

Organization E-mail Address (Please Print): \_\_\_\_\_

Federal Tax Identification Number: \_\_\_\_\_

### PRIMARY CONTACT PERSON:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Contact Mailing Address\*\*: \_\_\_\_\_

\_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip Code

Daytime Phone: ( ) \_\_\_\_\_ - \_\_\_\_\_ E-mail Address (Please Print): \_\_\_\_\_

Please list separate email from organization email. App. Requires 2 email addresses

Choose address for all program communication; including Rewards checks (choose one):

- \*Organization STREET address       \*\*Contact MAILING address

### 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 for program consideration and participation.
- 2) \_\_\_\_\_ I have attached the signed Terms and Conditions. Please note: This is also required in order to consider your application.
- 3) Applicable organization description box must be checked (One box only)
 

<input type="checkbox"/> School – Grades Pre K-12 - Includes school sports groups	<input type="checkbox"/> Animal Support Organizations
<input type="checkbox"/> Church/Synagogue – Includes groups within the church	<input type="checkbox"/> Other: _____
<input type="checkbox"/> Youth Sports – Not affiliated with schools	
- 4)  I understand Community Rewards requires annual re-enrollment each August by all enrolled supporters.  
*Note: The organization will not need to reapply, but enrolled supporters will be required to re-enroll annually (anytime August 1-31) or they will drop from the program on September 1.*

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

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

The Kroger Company, Customer Communications Department, 1600 Ormsby Station Court, Louisville, KY 40223

Phone: 1-800-KROGERS, OPTION #3 or Fax: 502-423-4876 Email: kcr24@kroger.com

Or visit us on the web: www.kroger.com/communityrewards

## FREQUENTLY ASKED QUESTIONS AND ANSWERS FOR GROUP ADMINISTRATORS

We're giving  
**3.6 MILLION**  
to local organizations!



### 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 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 annually in August.
- 3) ***Why do my members have to re-enroll annually in August if they were already participating?***  
Kroger Community Rewards will be evaluated each year as we continually work toward improving our program to insure that we offer the best option for our customers and nonprofit organizations. Re-enrollment 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.kroger.com/communityrewards](http://www.kroger.com/communityrewards)
- 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. If their information is not current, they will need to update it at [www.kroger.com](http://www.kroger.com) or call 1-800-KROGERS, OPTION #3
- 6) ***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 members 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](http://www.kroger.com/communityrewards) in a group email, newsletter or bulletin.
- 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:
  - Asking a family member that has a computer with Internet access to help them.
  - Using the public library computers
  - Seeking assistance from one of your members who has a computer
  - To Link a Kroger Plus Card to Community Rewards, customers must have or must create an online Kroger.com account. (Participation in Kroger Community Rewards requires an email address.)
- 8) ***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.



## FREQUENTLY ASKED QUESTIONS AND ANSWERS FOR GROUP ADMINISTRATORS (Continued)

### KEEPING TRACK OF QUARTERLY REWARDS:

**9) *How much can an organization earn?***

Kroger will pay up to \$900,000 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. Kroger limits its quarterly contributions to a maximum contribution of \$900,000 to be distributed among all participating 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 \$300 quarterly. The minimum payout is \$25.00 per organization. In the event an organization earns less than \$25.00 in a quarter, Kroger will hold the amount until the next quarter exceeds \$25.00 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?***

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: September 1 - November 30: Statements and Reward Checks sent by December 31

Quarter 2: December 1 - February 28: Statements and Reward Checks sent by March 31

Quarter 3: March 1 - May 31: Statements and Reward Checks sent by June 30

Quarter 4: June 1 - August 31: Statements and Reward Checks sent by September 30

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

All proceeds 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.

**12) *I am the organization administrator; how do I get my 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 supporters and the amount of the donation. Statements will not include information for any individual's Kroger Plus card usage.

### CHANGING YOUR ORGANIZATION'S INFORMATION:

**13) *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 Groups Administrator contact us with any changes to the account. Email or mail updates on your organizations letterhead to:

The Kroger Company

**Customer Communications Department**

**1600 Ormsby Station Court**

Louisville, KY 40223

Phone: 1-800-KROGERS, OPTION #3

Email: KCR24@kroger.com





## FREQUENTLY ASKED QUESTIONS AND ANSWERS FOR GROUP ADMINISTRATORS (Continued)

### PROTECTING THE PRIVACY OF YOUR ORGANIZATION'S MEMBERS:

**14) *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 at [www.kroger.com](http://www.kroger.com)

### QUESTIONS ABOUT THE KROGER COMMUNITY REWARDS PROGRAM IN GENERAL:

**15) *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.

**16) *How do I know if my Kroger Plus Card is enrolled?***

Within 10 days of successfully enrolling your Kroger Plus Card, check [www.kroger.com](http://www.kroger.com) under the My Account Heading to verify enrollment.

Enrolled Supporters will also see a Community Rewards message on the bottom of their Kroger Receipt:  
"At your request, Kroger is donating to \_\_\_\_\_"

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

Supporters can earn rewards on almost everything, each 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, and Sales Tax are excluded from eligible purchases. Eligible Pharmacy purchases include out of pocket co-pays for nongovernmental 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](http://www.kroger.com/communityrewards)

**19) *Does Kroger Community Rewards affect my fuel points?***

No, Community Rewards does not affect fuel points. Customers will earn Fuel Points and Rewards Points as they always have - participating in Community Rewards does not affect these points.

**Do you still have questions not answered here?  
Please Call 1-800-KROGERS, OPTION #3**

