Dear Valued Community Partner,

For more than 25 years, the Dillons Family of Stores (Dillons, Bakers, Gerbes) has assisted hundreds of non-profit organizations in their fundraising efforts. From gift certificates to Neighborhood Rewards reloadable gift-cards, our program has taken on many different forms but one thing has remained constant; we are committed to supporting the local communities we serve!

We are pleased to announce some exciting changes to our fundraising program effective February 1, 2015. Neighborhood Rewards will become Community Rewards, and we are proudly allocating $2.0-MILLION annually to assist local schools and charitable organizations in our area.

Community Rewards is designed for non-profits of all sizes, and we think you’ll find it much simpler to manage and more rewarding! You get credit for every purchase* your supporters make using their Plus shopper’s card, which in turn helps to raise funds for your organization. The more they shop with us, the more opportunity you have to earn bigger rewards. It’s that easy! No more hassle of purchasing, reloading and reordering gift cards!

Enrollment in Community Rewards is quick and easy too. To sign up your organization, simply complete and return the enclosed 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 new and exclusive Community Rewards organization number.

This packet has everything you’ll need to get started with Community Rewards:
• Enrollment Application
• Terms & Conditions
• Frequently Asked Questions

If you have any questions regarding this program after reading through the enclosed materials, please don’t hesitate to contact us at (800) 576-4377, option #3. We look forward to partnering with your organization as a Community Rewards member!

Regards,

Mindy Powers
Community Rewards Coordinator
Dillons Division

*Please note that some exclusions and restrictions apply. See terms and conditions for eligible purchases.
Getting Started

☐ Complete Enrollment Application

☐ Read and Sign Terms & Conditions

☐ Attach 501(c)(3) Letter of Determination or pre-printed 990 form

☐ Email, Fax or mail all of the above to: Dillon Stores
  Customer Communication Department
  P.O. Box 1608
  Hutchinson, KS 67504-1608
  Phone: (800) 576-4377
  Fax: (801) 974-1243
  Email: DCR@dillonstores.com

**Register Your Organization** - Within 10-14 business days of receiving all required documentation, you will receive a confirmation email listing your organization’s acceptance into the program and new, exclusive Community Rewards identification number (NPO).

**Enroll Your Supporters** - Once your organization has been accepted, your group members and supporters can enroll their Plus Shopper’s card into the program at our secure website www.dillons.com/communityrewards
Publish your NPO in a bulletin, email or newsletter to help them find your Organization fast at our site.

**Start Earning** - Once all the necessary steps have been completed, each time an enrolled member or supporter shops using their Plus Shopper’s card, your organization earns rewards. Rewards checks are paid out at the end of every calendar quarter. Calendar quarters are Jan-March; checks issued in April, April- June; checks issued in July, July- September; checks issued in October, and October-December; checks issued in January.
ENROLLMENT APPLICATION

Name of Organization: ____________________________________________________________

Organization Street Address: ______________________________________________________

City: ______________________________ State: _______ Zip Code: _______________________

Telephone: (_____) ______-______________ (_____) ______-______________

Organization’s Email Address: _______________________________________________________

Federal Tax Id Number: ____________________________________________________________

PRIMARY CONTACT PERSON INFORMATION

Name: ___________________________________________________________________________

Title: __________________________________________________________________________

Primary Contact Mailing Address: _____________________________________________________

City: ___________________________ State: _______ Zip Code: ____________________________

Daytime Phone Number: (_____) _____-_______________

Email: ______________________________________________________________

Choose address for all program communication, including Reward checks:

_____ *Organization Street Address  _____ *Contact Mailing Address

PLEASE READ & INITIAL 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) from the IRS and the first page of our current Form 990. Please note that this is a requirement for consideration and participation in the program. (Schools and Churches are not required to have a 990 or 501(c)(3) but must provide a letter from pastor or principal on letterhead, stating that he/she would like to join our program under the church or school status).

2.) ______ I have attached the signed Terms and Conditions. Please note that your application will not be processed until this is received.

3.) ______ Applicable organization description. Please check only one.
   ______ School (grades K-12 including all school sports)
   ______ Church/Synagogue (includes groups within the church i.e., youth groups)
   ______ Youth Sports (not affiliated with schools)
   ______ Animal Support Organizations
   ______ Other (please explain) _____________________________________________________

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

SIGNATURE: ___________________________  DATE: _________________

PRINT NAME: ___________________________
Terms and Conditions
The signature page must be submitted with your enrollment application for your organization to qualify.

Effective Dates of the Community Rewards Program
The Community Rewards Program will commence and become effective January 1, 2016 or the date the application is processed, whichever is later.

Program Terms and Conditions
Subject to the terms and conditions hereof, we 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©(3) Non profit Organizations residing in the Dillons Division and who have submitted an application form and have agreed to all Terms & Conditions and received confirmation from Dillons.

Eligible Participants: Eligible Participants shall be 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 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 purchase made at any Dillons Division Food Store by an Eligible Participant who presents a 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, 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 Dillons Division 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 affiliated rebate or discount program could result in exclusion from Community Rewards.
3. All proceeds derived from Community Rewards must be used for purposes within the community we serve and cannot be used for political or legal purposes. Community Rewards has the discretion and right to terminate any Organization from the program at any time 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 Plus Card.
5. More than one Plus Card when linked together is considered a household. If a participant is issued a Plus Card, it is the responsibility of the participant to confirm that the card is linked properly and/or reenrolled the new Plus Card in the Community Rewards 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. We reserve 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 quarter in April, July, October, and January.
3. The quarterly payment/donation schedule is:
   • Quarter 1: January 1–March 31: Statements and Reward Checks sent by April 10
   • Quarter 2: April 1 – June 30: Statements and Reward Checks sent by July 12
   • Quarter 3: July 1 – September 30: Statements and Reward Checks sent by October 11
   • Quarter 4: October 1 – December 31: Statements and Reward Checks sent by January 10

Minimum rebate payout is $25.00 per organization. In the event that an organization earns less than $25 in a payment cycle, we 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 Community Rewards organizations. The amount of the rebate to be paid to an Eligible Organization at the end of each pay periods shall be determined in accordance with the following scale:
   • We limit the maximum annual contributions to $2 Million and its quarterly contribution to $500,000 to be distributed among all participating eligible organizations.
   • We limit a participating organization’s earned rewards to a maximum of $30,000 quarterly.
   • We limit a participating household’s earned contribution to a maximum of $300 quarterly.

We reserve 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. We 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 COMMUNITY REWARDS PROGRAM AND AGREE TO COMPLY WITH AND TO BE BOUND BY SAID TERMS AND CONDITIONS.

NAME OF ORGANIZATION: ______________________________________________________
AUTHORIZED REPRESENTATIVE: _________________________________________________
PRINT NAME: ___________________________________________________________________
DATE: _________________________

Phone: 1-800-576-4377, Fax: 801-974-1243  DCR@dillonstores.com
Or visit us on the web: www.Dillonrs.com/communityrewards or www.bakersplus.com/communityrewards or www.gerbes.com/communityrewards
FREQUENTLY ASKED QUESTIONS AND ANSWERS

DILLONS COMMUNITY REWARDS ENROLLMENT PROCESS:

1) How long will it take for Dillons to assign my organization’s number and how will I be notified?
You will be emailed your exclusive organization number within 10 to 14 business days of Dillons receiving all required documentation.

2) Will my organization need to be re-enrolled each year?
3) No, Neither yourself nor your organizations will not need to enroll each year. This has been automated.

4) Why do my participants have to re-enroll next year if they were already participating The Dillons Community Rewards program will be evaluated every year and changes will be considered based on the success of the program. It also gives each organization an opportunity to refresh their participation by spreading the word to new participants and keeping the previous participants informed of any changes to the program.

SIGNING UP MY ORGANIZATIONS MEMBERS:

5) Can I as the organization coordinator fax or mail my list of participants to Dillons?
No. Enrollment for all organization’s participants must be processed through our secure website at www.dillons.com/communityrewards.

6) Can the organization coordinator register the Dillons Plus Cards for everyone in his/her organization?
No. Each individual must enroll his or her own Dillons Plus Card. This information is used to update their Dillons Plus Card information and due to privacy concerns, we cannot share it. Incorrect information would impact offers in the mail, fuel rewards, and other special promotions the customer receives.

7) How can I reach my organizations participants at one time and tell them about the program? I don’t want to mail a letter to every participant.
Dillons has made it easy to communicate with your participants about the Dillons Community Rewards program. Once you have received your exclusive organization number from Dillons, just publish our website address www.dillons.com/communityrewards, in a group email, newsletter, or bulletin.

8) How do participants 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:
The public library has computers with internet access that they can use.
They can seek assistance from one of your participants who has a computer.

9) As an organization coordinator, can I recruit people to sign up with our organization at one of our public events or in front of a Dillons store?
This program is designed for your organization’s participants, friends, supporters and family members. No solicitation to the public is allowed.

KEEPING TRACK OF QUARTERLY REWARDS:

10) How much can an organization earn?
Dillons will pay up to $1.5 million on an annual basis to participating organizations based on their percentage of spending as it relates to the total spending of all participating Dillons Community Rewards organizations. Dillons limits a participating organization’s earned rewards to a maximum of $10,000 per cycle. Dillons limits a participating household’s earned rewards to a maximum of $300 per cycle. The minimum cycle payout is $25 per organization. In the event that an organization earns less than $25 in a cycle, Dillons will hold the amount until the next quarter that the reward exceeds $25 or
until the end of the program term, whichever comes first. Your cycle rewards check will be mailed within 30 days after the close of each cycle.

11) When will my organization receive reward checks?
The payment/donation schedule is:
• Quarter 1: January 1-March 31: Statements and Reward Checks sent by April 10
• Quarter 2: April 1 – June 30: Statements and Reward Checks sent by July 12
• Quarter 3: July 1 – September 30: Statements and Reward Checks sent by October 11
• Quarter 4: October 1 – December 31: Statements and Reward Checks sent by January 10

Does Dillons have any restrictions on how our organization uses the rewards we earn?
All proceeds derived from the Dillons Community Rewards must be used for charitable purposes within the communities Dillons serves and cannot be used for political, legal or administrative purposes. Dillons Community Rewards has the discretion and right to terminate any organization from the program at any time if it is determined that any of the proceeds are used for political, legal, or administrative purposes.

CHANGING YOUR NONPROFIT INFORMATION:

12) How do I update information that may change for my organization (primary contact, new address, etc.)?

Mail or Email updates on your organization’s letterhead to:
Dillons Food Stores
Attn: Corporate Affairs
1550 South Redwood Road
Salt Lake City, UT 84104
Email: DCR@dillonstores.com

PROTECTING THE PRIVACY OF YOUR ORGANIZATION’S PARTICIPANTS:

13) Once I have enrolled, is my personal information secure?
We do not sell trade or rent our customers’ personal information to outside companies or marketing firms. Please read our complete Privacy Policy online at Dillons.com.

QUESTIONS ABOUT THE DILLONS COMMUNITY REWARDS PROGRAM IN GENERAL:

14) After I enroll my Dillons 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 7 to 10 business days of registering your Dillons Plus Card.

15) How do I know if my Dillons Plus Card is enrolled?
Within 7 to 10 business days of successfully enrolling your Dillons Plus Card, you will see at the bottom of your Dillons receipt: At your request, Dillons is donating to “your organization name.”

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, All 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.

17) Can I give to more than one organization?
No. Your Dillons 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.dillons.com/communityrewards.

Have questions not answered here?
Please contact Kroger Gift Services office, Monday through Friday at 1.866.995.7643.