

Eligible Organizations

Kroger Community Rewards is open to organizations that are tax exempt under 501(c)(3) of the Internal Revenue Code. Participants include school groups, church and synagogue groups, youth sports, animal support groups and many others. Kroger does not make donations to individuals.

**The Kroger
Community Rewards
Program was
designed to be the
easiest fund-raising
program in town
– simply scan your
Kroger Plus Card!**



Learn more at
www.kroger.com/communityrewards
Or, call Kroger Customer Communications at
1-800-KROGERS, OPTION #3
KCR26@KROGER.COM



We're giving
\$2.5 MILLION
to local organizations



**community
rewards**



And you can help!

Shop, Scan Your Kroger Plus Card & Earn Rewards for Local Organizations

Community Commitment

For more than 130 years, Kroger has been committed to supporting the communities we serve. Our Nashville Division (which serves most of Tennessee, Southern Kentucky, and Northern Alabama) has helped more than 2,500 nonprofit organizations raise funds to help support their causes.

We've seen firsthand how the recent economic challenges have impacted local organizations. That's why Kroger is donating \$2.5 million to assist local charitable organizations of all sizes through the Kroger Community Rewards Program.

Use Your Kroger Plus Card to Help Organizations Grow

Helping local nonprofits is easy!

Simply enroll your Kroger Plus Card online at [kroger.com/communityrewards](https://www.kroger.com/communityrewards). Once you've successfully enrolled, the organization you've chosen will earn rewards on all eligible purchases you make using your Kroger Plus Card. Kroger will award up to \$625,000 per quarter, with participating organizations able to earn a maximum of \$50,000 each quarter.



Your Kroger Plus Card can be linked to only one organization at a time. However, you can change your nonprofit organization designation online at any time. You must re-register each year during the month of August.

Kroger will pay up to \$625,000 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.

Qualifying Purchases

You can earn rewards on almost anything, every time you shop. However, there are specific purchases that cannot be included. Alcohol, tobacco, government-assisted prescription purchases, postage stamps, Kroger gift cards, reloadable gift cards and debit cards, lottery and promotional tickets, 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.

Year after year, local schools, churches and other nonprofit organizations will earn millions of dollars through our Community Rewards Program.