

## **Kroger Gift Card Program** **(Changes Taking Effect in 2010)**

### **Explanation of the Program**

The Kroger Gift Card Program allows non-profit organizations to raise money for programs by receiving 5% of every dollar charged on gift cards designated to the organization. When you put money on your gift card and then use it to shop at Kroger, BCLR Student Ministries receives 5% of the total amount of purchases.

For families that would like to participate in this program, I will keep track of the rebates generated by your card, and *designate those funds directly to your student* to go toward the summer mission trips. For families that would like to participate in the program who do not have students going on the trip, I will designate those funds to help cover the expenses for the entire team.

### **How To Use the Card**

Each card comes with a balance of \$5.00 already on the card. The way in which you use the card to help with fund-raising is by *“reloading”* the card and then using it like a debit card at the cash register.

- The Gift Card must be *“reloaded”* at the Service Desk.
- You can put additional money on it by writing a check, paying cash, or using a credit or debit card.
- The Gift Card can then be used to purchase groceries at the check out counter. It can also be used to purchase prescriptions and gas.
- The goal is to use the card every time you make a purchase by continuing to recharge its balance.
- **This program is changing in that only reloads from September-May will be eligible for the 5% donation to BCLR. You can use all the money on your card at any time during the year.**
- **Each year in September, you will need to purchase a new card to participate in the Kroger Gift Card Program to BCLR.**

### **Is The Gift Card Really Worth the Effort?**

Here is an example of how the Gift Card program could help you between now and the trip in July:

<b>Grocery Expenses:</b>	<b>You Earn For Your Student:</b>
February: \$400	\$20
March: \$400	\$20
April: \$400	\$20
May: \$400	\$20
	<b>Total: \$80</b>

You could raise \$80 by June with a \$400 a month grocery budget just by doing your regular shopping! If you would like to participate in the program, you can purchase a gift card from Julie Riley for \$5.00 (the balance on the card).