



VANDERBILT

University Staff Advisory Council

The Vanderbilt University Staff Advisory Council (USAC) has signed up with KROGER Charitable Fundraising to help raise money for the Vanderbilt Employee Hardship Fund!

The Easy Way to Earn Money

All Kroger Gift Cards are pre-purchased by the USAC Council at \$5.00 each.

- **PERSONAL USE:** You may purchase a card for \$5.00 and reload for personal purchases such as groceries, gas (*You can purchase anything, including fuel and prescriptions, in a Kroger store with a gift card with the exception of services. Services include: money orders, Western Union, lottery tickets, hunting/fishing license, Ticket Master. You cannot buy any kind of gift cards with a gift card.*)
- **UNIVERSITY USE:** Your University Office may also purchase a card for \$5.00 with an 1180 for University Programming purchases; please use your P-Card to reload.
- *Please contact Donna Smith (215B Divinity Library – 343-8517) or Andrea Wall (Sarratt 310 – 322-8936) to obtain a card for yourself or your office.*



The EASY Way To Earn Money For Your Non-Profit Organization

Encourage supporters to recharge their card. Simple Recharging . . .

- You can recharge your card for ANY amount up to \$500.
- Pay for the recharged card with cash, check or major credit card.
- Each time your organization reaches \$5,000 in recharges, we will send a check to your organization for 4% of all recharges.

It's That Easy!

Please see reverse side for frequently asked questions.

Kroger Fundraising Program Frequently Asked Question

1. How does the new gift card program work?

Kroger fundraising program is for all (501 C 3) non-profit organizations. Organizations purchase gift cards from the Customer Communications Department and sell them for full value. We will send the cards to the store of their choice to be paid for and picked up at the customer service desk. The minimum per card is \$5 (this is what we suggest you order). The 1st order has to be a minimum of \$200 total. Subsequent orders have to be a minimum of \$25 total. When organizations' supporters recharge their cards, the organizations earn money.

2. How much of a profit can you make with the Kroger Gift Cards?

When cards are recharged at the store, organizations earn a 4% rebate from Kroger. **This needs to be emphasized with the participants since most people throw away cards after the value is depleted.** Non-profit organizations need to encourage their supporters to continually recharge (or add value to) their cards each time they go to Kroger. Gift Cards may be recharged in any amount up to \$500. Customer Communications will have a check cut for 4% of ALL recharges over \$5000, which will be at least \$200. Customer Communications will send statements to the organizations once a cycle (every four weeks) to let them know where their account stands for the time period. If you are due a check, it will be enclosed with the statement. If the organization is not due a check, the amount in their account will "roll over" to the next cycle to be added to that cycle's recharges. **IMPORTANT NOTE: It is important to keep activity on gift cards for organizations to earn their rebate. A gift card with a zero balance for 90 days will be voided out of the system.**

3. How convenient is it to recharge the card? Do the supporters need to go to Customer Service to recharge before they start their grocery shopping?

We have made it very convenient for the organizations to recharge their card. Gift cards may be recharged up to \$100 at ANY REGISTER. To recharge for more than \$100, gift cards will have to be recharged at the Customer Service desk prior to doing their grocery shopping.

IMPORTANT NOTE: If the supporter wishes to use the gift card to pay for his or her groceries, the gift card must be recharged AND PAID FOR prior to being used as payment for the groceries. In other words, the supporter must tell the cashier that he wishes to recharge his/her gift card before the groceries are rung. IF the gift card is recharged within the grocery order, it cannot be used to pay for them. The gift card recharge must be done as a SEPARATE TRANSACTION first.

4. What if a supporter loses or throws away their card?

Just like with the gift cards for sale at your store, we cannot be responsible for the card value if someone loses or throws away their card. If someone throws away their card they will need to purchase another card from their organization in order to have it linked to that organization. Gift cards for fund-raising CANNOT be purchased at stores.

5. How can an organization order more cards if they increase their business?

If an organization needs additional cards, they simply call Customer Communications. We will send the cards to the store of their choice to be paid for and picked up at the customer service desk.

6. What can be purchased with gift cards?

You can purchase anything, including fuel and prescriptions, in a Kroger store with a gift card with the exception of services. Services include: money orders, Western Union, lottery tickets, hunting/fishing license, Ticket Master. You cannot buy any kind of gift cards with a gift card.

7. How do I get my organization signed up?

Fill out the application and send with a copy of your letter of determination from the Federal IRS. We will call telling you it is OK to order after we receive it. At that time, we will enter your organization's name, the address that you want us to mail statements to, a contact person's name and daytime phone number into our computer program. If you are interested in having statements sent via email, we will also take your email address. We will take your order and send it to a store convenient for you where you will pick up and pay for the order. Please do not send checks with your application.

8. What if my gift card won't scan?

Ask the cashier to manually enter the gift card number until it gets to a zero balance. Do not recharge a card you are having problems with. When the card is at a zero balance, throw the card away and get a new card from the organization. Things that demagnetize gift cards: magnetic latch on purse or wallet, eel skin wallet or purse, money clip, cell phone, anything with a speaker. At times, the system may go down in the stores, it is usually back up in a few minutes.

Gift card fraud aversion

There is a five minute delay from the time you recharge a gift card at the customer service desk or a check lane and use it in another check lane, pharmacy or fuel station. However, this does not apply to recharging and redeeming in the same check lane.

Example: If you recharge your gift card at the customer service desk and go straight to a check lane, pharmacy or fuel station, they will get a reading of "invalid expiration". You will have to wait at least five minutes to redeem the gift card. If you are in the check lane and recharge your gift card, you can use it after your groceries are rung up. The five minute rule does not apply to the same check lane.