

KROGER CARES- A NEW PROGRAM OF SUPPORTING THE COMMUNITY

Dear Kroger Cares Administrator:

For over 15 years, our Nashville Division has assisted hundreds of non-profit organizations in our area through Kroger Cares fundraising with reloadable gift-cards. All of us at Kroger are committed to supporting our local communities, and it is our pleasure to partner with your group in your fundraising efforts. We are pleased to announce some exciting changes to our fundraising program.

Effective September 1, 2014, we changed from Kroger Cares to Kroger Community Rewards. The Nashville Division (which serves most of Tennessee, Southern Kentucky, and Northern Alabama) has proudly dedicated \$2.5-MILLION to this program to assist local schools and charitable organizations in our region! Kroger Community Rewards is designed for non-profits of all sizes, and we think you'll find it much easier! Just by scanning their Kroger Plus card, your members will be able to raise needed funds for your organization. No more purchasing, reloading, or reordering gift cards.

Blakemore is enrolled as an organization eligible to earn rewards.

All the members/ supporters of Blakemore UMC may visit our secure website www.kroger.com/communityrewards to enroll their individual Kroger Plus card to Blakemore's Account, or use the phone number: 1-800-KROGERS, Option #3

Each time an enrolled member or supporter of Blakemore shops at Kroger using his/her Kroger Plus card*, Blakemore UMC will earn rewards. In addition, once a household member enrolls his or her card, all linked Kroger Plus cards within that household will begin earning funds for Blakemore UMC. It's that easy! (Please note that some restrictions apply -fuel, alcohol, tobacco are excluded.

When your members/ supporters shop using their Kroger Plus card, Blakemore receives a reward check each quarter. 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 Rewards organizations. Blakemore UMC raises funds with every eligible purchase by your enrolled members/supporters.

Visit www.kroger.com/communityrewards for complete details.

Sincerely,

Erin Grant
Community Affairs Coordinator
Kroger Nashville Division
1-800-KROGERS, Option #3

It is easy! It is painless! It is needed! So, DO IT NOW!