



Go Red Cross Shopping!



American Red Cross

Bluegrass Chapter

In 1969, with significant community support, a new Red Cross office was built at its current location on Newtown Pike. As a result of the success of the Red Cross programs and in an effort to better serve the community, the chapter building was expanded in 1986 to its current configuration. Over the last 25 years, the building and its systems have been maintained but due to heavy public use, we are in need of renovating the interior space to better serve our clients. In particular the classrooms (including technology), where life-saving skills are taught, need to be improved. The public areas including restroom facilities as well as the office space also need to be updated. As good stewards of the Red Cross, it is imperative that we embark on a program of building improvements so that we can maintain a structurally sound and well maintained facility to serve our clients now and in the future. The total cost to upgrade the building is estimated to be at least \$300,000. The improvements can be completed over time but we need to begin a renovation program sooner than later.

Fortunately, we have identified a revenue source that does not require new donations. Kroger offers a fundraising gift card program that rebates 4% of the total purchases you make on the gift card back to the sponsoring non-profit. A detailed description of the Kroger Program is attached. The card can be used for purchases of groceries, gasoline, prescriptions and alcohol. Therefore, just by continuing your current shopping patterns you can support our building renovations.

This program's potential revenue generation is significant and remember it doesn't cost anything. Assuming conservatively that you currently purchase about \$400 a month at Kroger or about \$5,000 annually, you could generate \$200 annually in financial support for the building renovation campaign. Since we have 120 employees, 30 board members, 300 volunteers and thousands of health and safety students, working together as a team, it is realistic to project at least 100 participants which could generate \$20,000 a year. In fact, even though we have just started working on this campaign, one of our staff has already recruited ten friends and family to participate with us. So, if we all participate and recruit at least one more, we could realistically raise \$40,000 or more annually.

Your active participation in the campaign will enable us to modernize our building over the next few years thereby enabling us to provide improved services to our clients. Thanks for your support. Please contact Rick Sheehy at (859) 253-1331 ext 308 or rsheehy@redcrosslexky.org for more information. We will be contacting all Red Cross staff, board members and volunteers to participate in this exciting opportunity to renovate the chapter building.

Kroger Gift Cards

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

- ☑ Sell the cards to supporters.
- ☑ Encourage supporters to recharge their card.

Simple Recharging...

1. You can recharge your card for ANY amount up to \$500.
2. Pay for the recharge card with cash, check or major credit card.
3. 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!!!

Fundraising FAQ's

Kroger Fundraising Program Frequently Asked Question

1. 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. Gift Services will have a check cut for 4% of ALL recharges over \$5000, which will be at least \$200. Gift Services 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 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.

2. 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.**

3. 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.

4. What can be purchased with gift cards?

You can purchase anything, including fuel and prescriptions, in a Kroger store 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.

5. 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 card: magnetic latch on purse or wallet, eel skin wallet or purse, money clip, cell phone, and 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.

Advantages of the Gift Cards for Kroger Fundraisers

The supporter only has to purchase one card at ONE time. They don't need to have constant contact with the organization to help support them. Now they are supporting them on their own time!!

Supporters can always find the balance of their gift card by looking on their latest receipt (cut this section off and put with your gift card) or by calling the 1-866-822-6252 or go on the internet using the pin number on the card.

The gift card is accepted in all Kroger Stores throughout the U.S. and can be sent to family and friends out of state and still benefit the local organization as long as the card is recharged.

Supporters can recharge their card anytime, at any Kroger store, for any amount up to \$500.

Once a card is depleted, be sure your supporters continue to recharge it. Depleted cards (\$0 balance) are deleted from the system after 90 days. At that point, the card cannot be re-charged for the organization. A new card will need to be purchased from the organization.

Have your supporters read the back of the gift card when purchased.

Gift Cards

Your gift card can be used for anything, including fuel and prescriptions, in a Kroger stores with the exception of services. Services include: Money Orders, Western Union, Lottery Tickets, Hunting/Fishing License and Ticket Master.

If you want to recharge your card and use it for your purchase, you have to pay for the recharge first, then make your purchase. This has to be done in two transactions. Always keep at least a dollar on your card. A card with a zero balance for a period of 90 days will be taken out of the system. A new card will have to be purchased from the organization.

If a gift card cannot be recharged, a new card has to be purchased from the organization. Occasionally a card is demagnetized and cannot be recharged. *Things that demagnetize gift cards: magnetic latch on purse or wallet, eel skin wallet or purse, money clip, cell phone, and anything with a speaker.* This is rare but it does happen if a card has been used a lot. Usually recharge problems are due to human error. Have the cashier manually enter the card number and get it to a zero balance until all money is used. Throw that card away and get a new card from the organization. A card purchased in a store **CANNOT** be linked to your organization. The contact person for the organization should call gift services with any problems with gift cards.

Read the back of the gift card for additional information