



Customer Letter



Step One:

Read through this letter to understand the advantage of being a part of the Kroger Neighbor to Neighbor Donation Program.

Step Two:

Take the letter with you to your neighborhood Kroger store the next time you go shopping.

Step Three:

Present the letter with your organization's barcode to your cashier upon checkout. After they have scanned your KrogerPlus Card you will be enrolled for the current year of the Kroger Neighbor to Neighbor Donation Program. Every time you shop at Kroger and use your enrolled KrogerPlus Card, Kroger will contribute a percentage of your eligible purchases to the Kroger Neighbor to Neighbor Donation fund. Once a card is scanned with the barcode, it will be active for the remainder of the program year.

Q & A

How many Kroger Neighbor to Neighbor accounts can an organization have?

One per organization.

Can a household "link" their KrogerPlus Card to more than one organization at a time?

No, the system allows for one organization per household. To change organizations, you must present your KrogerPlus Card and the new organization's barcode to the cashier.

Do I have to enroll each program year?

Yes, all organization's and participants must re-enroll for each program year. Enrollment is June 1, 2011 through Dec 31, 2011 The Neighbor to Neighbor Program accumulation is **July 1, 2011 through April 30, 2012.**

How much can my organization earn?

The Kroger Neighbor to Neighbor Donation Program will donate \$1 million annually. Each organization will earn a percentage of the \$1 million equal to the percentage of total earned contributions attributable to that organization.

Kroger Cashier: 1. Scan customer's KrogerPlus Card 2. Scan the attached Organization's barcode.

The customer's KrogerPlus Card is now enrolled in the Kroger Neighbor to Neighbor Donation Program & contributing funds to their organization. When you scan the barcode, the description on the receipt will say "**Loyalty Div 0.00**". This means the barcode was properly scanned. The following Friday, the customer's receipt will display a message at the bottom of the receipt saying "**Your card is contributing to Neighbor to Neighbor #12345**"

ROCKY TOP INC.



Please feel free to contact a Kroger Neighbor to Neighbor Donation Program Representative with any additional questions at 866-995-7643 or email to neighbortoneighbor@kroger.com. Additional information is also available at www.krogerneighbortoneighbor.com.