



**NPO#91114**

Golden West Pops  
Attention: Pollyanna D. Gorman  
177F Riverside Ave  
Newport Beach, CA 92663

Golden West Pops:

Thank you for your interest in the Ralphs *rewards* Community Contribution Program. We are happy to be a part of your fundraising.

Here is your Organization's Scanbar code as requested. This supplemental process allows your members without access to a computer to be a part of your fund raising through our Community Contribution Program.

**IMPORTANT NOTICE FOR RALPHS PARTICIPANTS:**

The current term ends on 8/31/2012 and the new term begins 9/1/2012 and continues through 8/31/2013. The instructions below apply to the new term only, **please scan this scanbar on or after SEPTEMBER 1, 2012** to be eligible for the term from 9/2/11 – 8/31/13

**How it works**

- Make copies of this form and distribute to your members who wish to enroll with your organization but do not have access to register online.
- Members – take this form the next time you shop at Ralphs and hand it to the cashier to scan within their order IN ADDITION to either their Ralphs *rewards* Card, or phone number entry that is linked to their *rewards* card.
- With 72 hours, your members will then begin giving a percentage of each shopping trip for the duration of the Community Contributions Term to your organization.
- You only have to scan this letter one to create the link between your card and your organization. You must continue scanning your Ralphs rewards Card/phone number during all purchases to get credit for your organization.

**Please note: If your member(s) register for the Community Contribution Program using this Scanbar method AND do NOT have their correct information updated in the Ralphs *rewards* Card Database, you will not see their names on your quarterly statements. Also, **using the Scanbar method of registration, the name of your organization will not appear on their receipt. Please have each member call (800) 660-9003 to update all their information.****



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# Frequently Asked Questions about Ralphs Community Contributions Program

***Question: After I enroll my Ralphs rewards Card and link it to my organization, how long before my purchases start counting towards the rebate?***

Answer: Your purchases will begin counting for your designated organization within 72 hours of signing up your card online (after the beginning date of the Term).

***Question: How do I know my card is registered?***

Answer: After you successfully register your card online, you will see your organization information on your profile page. It's always a good idea to print this page and keep it for your records. Also, just look on your receipt and you will see 'At your Request, Ralphs is donating to your organization name' within 7 business days of online registration.

***Question: Can the Organization Coordinator register Ralphs rewards Cards for everyone in the group?***

Answer: No. Due to our secured website format, each individual person must register his or her own card.

***Question: How do members register if they don't have Internet access?***

Answer: There are a couple of options:

The public library has computers with Internet access that you can use.

Get assistance from one of your members who has a computer.

Your organization coordinator can request the NPO Scan bar and you can swipe the Scan bar in conjunction with your Ralphs rewards Card/phone number at the register to link your Card with your organization.

***Question: Privacy is important to me. What information will you share with the organizations?***

Answer: The quarterly reports will show your Ralphs rewards Card Number, your first name, your last name and your donation amount. Your information will not be shared with anyone else. Please read our Privacy Policy online at [www.ralphs.com](http://www.ralphs.com).

***Question: Does everything in my shopping cart count towards my donation to my organization?***

Answer: Supporters can earn donations on almost every thing, every time they shop! However, there are specific items that cannot be included such as purchases of alcohol, tobacco, pharmacy, postage stamps, gift cards, gift certificates, lottery and promotional tickets, fluid milk and milk products, fuel, CRV and Sales Tax.

***Question: As an organization coordinator, can I recruit people to sign-up with our organization at one of our public events or in front of a Ralphs Store?***

Answer: Unfortunately, no. This program is designed for your members, friends, supporters and family members. No solicitation to the general public is allowed.

***Question: How much does my organization earn?***

Answer: The 'Term' beginning 9/1/10 through 8/31/11 is based on a sliding scale of household monthly purchases as follows:

Up to \$200 per month of eligible purchases 1%

\$200.01 and \$350 per month of eligible purchases 2% of amount over \$200

\$350.01 and \$500 per month of eligible purchases 3% of amount over \$350

Over \$500 per month of eligible purchases 4% of amount over \$500

Ralphs Rewards Community Contributions limits their quarterly contributions to a maximum of \$625,000 to be distributed among all participating eligible organizations, and \$150 per individual Rewards Card or household. In the event that total earned contributions exceed the maximum contribution limit, Ralphs will prorate and reduce the contributions based on the total contributions earned by all participating organizations and their members.

***Question: Why do my members have to re-register if they were already participating prior to September 2011?***

Answer: The Community Contributions Program is evaluated every year and changes are considered based on the success of the program. By making a one year commitment to Ralphs, Ralphs is also making a one year commitment to you, the organization and your members. It also gives each organization an opportunity refresh their membership by spreading the word to new members and keeping the previous members informed about any changes to the program.