

## King Soopers Community Rewards Program

### THE CHANGES

Beginning on 4/1/19, King Soopers discontinued their reloadable gift card fundraising program. With the new program, called the King Soopers Community Rewards Program, families who want to participate will simply use their registered King Soopers loyalty card/phone number when checking out and the system tracks all eligible purchases that will earn a rebate. This means that anytime you go into King Soopers to make a purchase, you just put in your loyalty card/phone number as you normally would when checking out, and all eligible purchases will go towards the Community Rewards Program rebate. **Unfortunately, those who took part in the reloadable gift card program won't automatically be re-enrolled into the new program. Every single family will need to re-enroll. Please see the next section on how to re-enroll.**

With the new changes come new restrictions. The following items are not considered eligible purchases for rebates: gas, alcohol, tobacco products, government-assisted pharmacy expenses, postage stamps, Kroger Co. Family of Stores Gift Cards, Green Dot reloadable products, MoneyPaks, 1-2-3 Rewards Reloadable Visa Prepaid Debit Cards, ReCharge Cards, American Express Variable Load Gift Cards, Visa Variable Load Gift Cards, MasterCard Variable Load Gift Cards, bottle deposits, lottery and promotional tickets, money orders, Western Union, and sales tax.

Lastly, the new program does not offer a guaranteed 5% rebate. Each quarter will be different as far as the rebate percentage goes. With the new program, King Soopers has set a cap on their annual donations at \$10 million (\$2.5 million per quarter). The rebate percentage each quarter will be based upon the percentage of spending as an organization (each individual team) in relation to the total spending of all participating organizations in Colorado. For example, if the total amount of spending among ALL organizations signed up for the program in Colorado is \$1000 (just to make it simple/easy to understand the math) and your individual team made up 1% of that quarterly spending (\$100), then the rebate that you would receive for that quarter would be 1%. This means that every single quarter will have a different rebate percentage with no guaranteed percentage at any given time. There is, however, a maximum of \$125,000 that any one organization can receive each quarter in order to protect smaller organizations by making sure large organizations don't receive a majority of the available quarterly \$2.5 million funds.

### ENROLLMENT STEPS

As noted above, families that participated in the re-loadables program are not automatically re-enrolled in the new program. They must follow the steps below if they want to participate in the new program.

Go to [www.kingsoopers.com/communityrewards](http://www.kingsoopers.com/communityrewards) and click on the blue "Enroll Now" link. If you don't already have an established Kroger Account, you will need to create a new account (it only takes a few minutes). If you already have an established Kroger Account, use your existing log-in credentials to sign-in to your account. Once registered/signed in, you will be able to search for the team that your kiddo plays on. Each team will have a 5-digit identifying code that you can use to look them up by, OR, you can

search by team name. You can find the team by searching "Real Colorado Soccer - 2005 Girls Olympico", for example.

With this new program, a registered King Soopers loyalty card/phone number can only be linked to one qualified organization at any given time. This means that if a family has more than one child playing for Real, they will need to select just one team for purposes of the King Soopers Community Rewards Program. This also means that if a family has more than one organization that they have in the past or in the future want to support (e.g., school or other sports organization), they will need to choose which organization to link to the registered King Soopers loyalty card/phone number. The organization can be changed at any time through the online King Soopers/Kroger account.

#### PAYOUT PROCESS

The minimum payout is \$25 per team. In the event that a team earns a rebate of less than \$25 in a given quarter, King Soopers will hold the amount until the next quarter that the rebate exceeds \$25 or until the end of the program term, whichever comes first. The rebate check for each team will be mailed to the Real Office within 30 days after the close of each quarter. (For example, Quarter 2 ends on June 30; the reward checks should arrive at the Real office by the end of July.) Checks for all teams will be sent by King Soopers to the Real office (no exceptions). Once they arrive at the office, they will be placed in your team boxes to be available for pick-up anytime during business hours: Tuesday-Friday 10am-4pm.

In order for participating families to receive their portion of a quarterly team check, all families will be responsible for taking a screenshot or picture of their quarterly statement and sending it to the fundraising coordinator of their team. Unfortunately, the fundraising coordinator will not have access to a master statement with a breakdown of who gets how much. Each family will have access to their quarterly statements roughly 2 weeks after the end of each quarter that will show how much of a rebate that family will be receiving from King Soopers for that quarter. Each family can obtain their quarterly statement by signing into their King Soopers/Kroger Account online, going to the "Community Rewards" section, and the exact amount they earned that quarter will be listed.

Families must send their quarterly statement screenshot/picture to the fundraising coordinator for their team by the end of the month following each quarter end (see example below) if they want to receive their portion of the team's quarterly rebate check. Families, please be consistent/timely with sending the screenshots of your statements in to the coordinator - they shouldn't have to track you down if you're late. It's an unpaid, volunteer position they are filling. Please be respectful of that and get your screenshots in on time.

As in the past, King Soopers' rebates will be credited/allocated by treasurers to a player's individual fundraising account. In order to accomplish this, the fundraising/King Soopers coordinator for each team will need to compile a list to give to the treasurer that reflects how much each participating family earned each quarter so that the treasurer can allocate funds to each player's fundraising section of their account accordingly.

If you switched which team you were associated with for the program partway through a quarter, you will need to submit a screenshot for each team to the respective fundraising coordinator. For example, if

your kiddo was on the 2005 Boys White team for the spring season but then got bumped up to the Red team after tryouts, and you switched over to the Red team for King Soopers in the middle of a quarter, then you would need to send your screenshot to the fundraising/King Soopers coordinator for BOTH teams when the time comes. The treasurer for the team your kiddo used to be on (White) would just write a balance transfer check to the treasurer of the new team (Red) for the amount that you earned that quarter through King Soopers. \*\*\*Treasurers, please be sure to specify that it was money earned through the King Soopers program when giving/sending these checks to other team treasurers so that they know to put the funds into the kiddo's fundraising portion of their account, not the general account. This is very important.

Important note: if you were "enrolled" in two different teams in one quarter, you will need to access your quarterly statement by signing onto your account through a web browser, NOT the King Soopers app. The King Soopers app is set up so that you can only see the statement for the current team you are enrolled in, not all the ones you were enrolled in throughout the quarter. If you access your statement through a regular internet browser, you will be able to see the separate rebates for all the teams you were enrolled in that quarter.

#### Access Timeline for 2nd Quarter Payouts

April 1 - June 30 (2nd Quarter dates)

mid-July = individual family statements become available online on Kroger Account and will remain available for about 3 months

by July 31st = all families should have their screenshots sent in to the fundraising coordinator

by July 31st = reward checks should arrive at Real office

#### NEW KING SOOPERS PROGRAM TEAM EMAIL ACCOUNTS & NEXT STEPS FOR TEAM FUNDRAISING COORDINATOR

All team accounts under the new King Soopers Community Rewards rebate program will be set up and maintained under new email accounts created by Real for the specific purpose of managing King Soopers Community Rewards rebates for that team. Like team bank accounts and GotSoccer accounts, the new team email account set up for the KS Community Rewards Program will stay with the team even as players and team representatives (e.g., fundraising coordinator, treasurer, manager) change. These team emails with the "realcolorado.net" domain are where quarterly "statements" are sent to the fundraising/King Soopers coordinator for each team. Again, these statements won't tell you who on the team participated that quarter, but it will tell you how many "households" participated, and what the total combined rebate amount was for the entire team that quarter.

For each King Soopers team account, a primary contact/coordinator for that team needs to be identified, and that person needs to contact Real to receive the team email address log-in information and to be added to the email distribution list for the King Soopers program. As we go forward, Real will need to be advised of any changes to a team's fundraising coordinator so that we can keep the King Soopers' team accounts and email distribution list updated to have the contact information for the current fundraising coordinator. Also, like GotSoccer accounts, log-in credentials for the King Soopers' team account should not be changed without approval from Real.

## DEADLINE POLICY

All participating families need to get their screenshots in to the team King Soopers/fundraising coordinator by the last day of the month following the end of the quarter. Individual family quarterly statements become available through online Kroger/King Soopers accounts around the 10<sup>th</sup>-12<sup>th</sup> of the month following each quarter's end, giving families 2-3 weeks to submit a copy of their quarterly statement, with the rebate amount stated, to the team coordinator. The reason for this deadline is because the team treasurer needs to know how much exactly needs to be allocated into each participating player's individual fundraising account by the time the check arrives in the mail.

The rebate of families who do not get their screen shot in by the last day of the month following the quarter end will be placed in the team slush fund.

Note: If a family is unable to get the screen shot in to the coordinator by the time the check arrives due to extenuating circumstances (family emergency, death in the family, etc.), it will be up to you whether you want to make an exception for the family or not. You may choose to discuss the decision with the team treasurer/manager/coach if you need a second opinion/back up.

### Quarterly Timelines

#### **Timeline for Quarter 1:**

Beginning of Quarter = 1/1

End of Quarter = 3/31

Family access to individual quarterly report = 4/10-4/12~ through 6/30

Rebate check arrives at Real office/deadline for rebate screenshots = by 4/30

#### **Timeline for Quarter 2:**

Beginning of Quarter = 4/1

End of Quarter = 6/30

Family access to individual quarterly report = 7/10-7/12~ through 9/30

Rebate check arrives at Real office/deadline for rebate screenshots = by 7/30

#### **Timeline for Quarter 3:**

Beginning of Quarter = 7/1

End of Quarter = 9/30

Family access to individual quarterly report = 10/10-10/12~ through 12/31

Rebate check arrives at Real office/deadline for rebate screenshots = by 10/31

#### Timeline for Quarter 4:

Beginning of Quarter = 10/1

End of Quarter = 12/31

Family access to individual quarterly report = 1/10-1/12~ through 3/3

Rebate check arrives at Real office/deadline for rebate screenshots = by 1/31

#### ANSWERS TO QUESTIONS YOU MAY HAVE

1) "What if my player switches teams/clubs?" --- It's very simple to "enroll" in a different "organization" (team) on the King Soopers website. Just go to [www.kingsooperscommunityrewards.com](http://www.kingsooperscommunityrewards.com) and select the new team that your kiddo transferred to. You simply click the "enroll" button for the new team, and the switch is complete; your purchases from that point will then go toward the new team's rebate check. If you switch teams mid-quarter, you will receive a rebate from both teams, if eligible purchases were made under both teams within the same quarter.

2) "What if relatives want to contribute/take part in the new program?" --- Relatives who live in Colorado will go through the exact same steps to enroll in the new program. However relatives who live outside of Colorado will need to select a Colorado store online through their Kroger Account in order for their loyalty card/phone number to work with the program and to receive rebates. The new program only works for those who select a Colorado store as their neighborhood store online. They will still be able to go to their neighborhood King Soopers/Ralph's/City Market/etc. outside of Colorado when shopping – they will just need to select a Colorado store for their Kroger Account. Those who live outside of Colorado and who use Click List for their neighborhood stores will either have to change to a Colorado store and give up their Click List capabilities, or will simply not be able to take part in the new program if they keep their neighborhood (non-Colorado) store listed as their store of choice online to continue using Click List.

For questions or further clarification, please contact Cynthia Lee at the Real office.

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