

City Market *Cares* Electronic Fundraising Program

Purpose: To help non-profit, local organizations or other 501(C) (3) charitable organizations raise funds.

How the program works:

- The interested organization contacts the CARES coordinator to request an application
- When submitting the completed application, the organization must also send an example of their letter head and their 501(C) (3) letter
- The application is then reviewed by the CARES coordinator and / or Executive Committee to determine whether or not their fundraising goals are inline with our goals
- Once approved, the organization is sent a “Starter Kit” to help them with their initial sign up process; the Starter Kit includes a brochure, a “How to Promote” letter, a welcome letter, several sign up cards and several sign up sheets, as well as the CARES’ coordinator business card for reference or questions
- Any applications that were denied require a denial letter to be sent to the organization
- RASC is notified via email and FAX, of the newly approved organizations, and assigns a vendor number
- The CARES’ Coordinator then adds the new organizations to the CARES database which will automatically assign their Cares’ ID number
- The organizations are responsible for signing up as many people as they can using their City Market Value Cards
- Their sign up sheets and info are then either Faxed, emailed or mailed to the Cares’ department and we input their info into the database
- With the initial enrollment of people, if its sent via email in Excel format, we will issue a ‘disc fee;’ a \$25 credit to the organization, as an incentive to send the enrollment information in this manner
- Once customers’ are signed up, and they use their Value Card at the store, a percentage of what they spend will then be donated to the organization they have designated
- Organizations must have a minimum of 50 people signed up to qualify quarterly; if they continue to have less than 50 for 3 quarters in a row, they can be disqualified from Cares
- Customers can only designate ONE Cares organization at a time to donate to
- At the end of each quarter the Cares department closes out the Cares to send to RASC to calculate the earnings that each organization will have earned
- Once that information has been processed, checks are sent to the Cares department from RASC for each of the qualifying organizations

- The checks are sorted, and mailed to the organizations. **NOTE: If the check amount is \$500 or more, it is sent via DHL to the City Market in the demographic area of the organization, so the Store Manager can make a presentation of the check to the organization. During this presentation, we strive to include the media; newspaper, radio, etc. so as to make an impact within the community as to our involvement to support local non-profit groups**
- **Organizations who have earned \$50 or less will not receive a quarterly check; but will be encouraged to add members under their non-profit name to qualify for a larger percentage of the fund.**
- **The quarters are as follows: January – March Pay by April 15**
 - **April – June Pay by July 15**
 - **July – September Pay by October 15**
 - **October – December Pay by January 15**
- **Changes to organizations member list are only made on a quarterly basis; such as change of contact person**
- **Organizations may drop or add members at the end of each quarter**
- **The current (2006) budget for Cares is \$100,000 per quarter**
- **Payout to the organizations is a percent to total equation. It's the percent of the purchases made by the members of the Cares' organization to the total \$100,000 that we donate. Sometimes people mistakenly think it is a set percent**
- **Contributions earned apply only to merchandise sales after all discounts and coupons are applied. Sales do not include postage stamps, pharmacy prescriptions, alcohol and tobacco purchases. (Fuel is included)**