



CATHOLIC CHARITIES OF SOUTHEAST TEXAS

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July 1, 2011

Dear Friend of Catholic Charities of Southeast Texas,

I am writing to invite your participation in an easy way to add to your support of Catholic Charities of Southeast Texas. We have enrolled in Kroger's Neighbor to Neighbor program for 2011 – 2012, which entitles Catholic Charities of Southeast Texas to derive a share of proceeds from eligible purchases made at Kroger stores from July 2011 through April 2012.

To permit us to receive proceeds from this program, you would need to have a KrogerPlus card and present the enclosed letter to a cashier the next time you make a purchase at a Kroger store. By doing so, the cashier can scan in the barcode on the letter to identify your KrogerPlus card as designating Catholic Charities of Southeast Texas as a beneficiary from your purchases. Once you establish that link between your KrogerPlus card and our organization you will not need to present the enclosed letter with the barcode, but will simply give the cashier your KrogerPlus card. Then, we will be eligible to receive a small share of proceeds from your future KrogerPlus card purchases. The enclosed letter should make other details about the program clear.

I thank you for your interest in the important work of Catholic Charities of Southeast Texas and hope we may count on your assistance in adding to the revenue we may derive from our participation in the Kroger Neighbor to Neighbor program. On behalf of those served by Catholic Charities of Southeast Texas, thank you for your generous support.

Sincerely,

Carolyn R. Fernandez
President and Chief Executive Officer

Enclosure

*providing help.
creating hope.*



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**"

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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.