

APPLICATION

Metcalfe's Neighborhood Appreciation Program and Charity of the Month

Community giving at Metcalfe's Market is rooted in our belief that we are responsible for the welfare of the communities in which we live, work and play. We strive to give back to our communities in meaningful ways, thus we are committed to giving donations and sponsorships to a wide variety of local charitable causes that best reflect the values of our company.

Metcalfe's Markets host a monthly program that supports (6) local charities and (6) neighborhood associations per year.

- One partner is highlighted each month in-store at each check stand - so all Metcalfe's shoppers are aware of that month's partner.
- Each partner is provided with materials (print and digital) to promote the fundraiser to their members and supporters.
- Metcalfe's provides a 5% discount throughout the designated month on all partner shopping (when provided barcode is presented) and match the total of the 5% discount (paid by check) at the end of the month to their organization.

We found this a great way for organizations to build funds and for Metcalfe's Market to show appreciation for the patronage of the membership of our partner organizations.

The following criteria must be met by partners:

1. In order to be considered each organization or neighborhood must submit their application by December 15th (1st quarter consideration), February 15 (2nd quarter consideration) or May 15 (3rd quarter consideration) or August 15th (4th quarter consideration).
2. In order to be considered, local organizations must reflect the values of our company: neighborhood enhancement, youth development and education, environmental and economic sustainability, promotion of healthy eating, hunger reduction, or cultural enrichment. Metcalfe's does not donate to individuals, individuals seeking pledges, political groups or organizations and causes outside of our service areas.
3. Organizations must have 501(c)(3) status from the IRS, and provide proof of this status.
4. In order to maximize our contribution to your cause, groups are expected to promote the event. This can be through your group's website, email newsletter or Facebook page. We will be happy to provide you with company logos and sample language as needed.
5. Organization must provide a letter of acknowledgement to Metcalfe's within 45 days of receiving donation.

Submitting Your Request: Please submit the attached application form, a formal letter of request, examples of how you would announce your selection to your supporters, a copy of your 501(c)(3) status and any relevant literature about your organization to: **Jeff Schroeter, Metcalfe's Market, 726 N Midvale Blvd, Madison, WI 53705, or Jeff.S@shopmetcalfes.com.**





NEIGHBORHOOD ASSOCIATION _____ CHARITY PARTNER _____
(please mark one)
APPLICATION FORM

ORGANIZATION NAME: _____ 501(c)(3) #: _____

ADDRESS: _____

ORGANIZATION WEBSITE: _____

CONTACT NAME: _____ CONTACT PHONE: _____

CONTACT EMAIL: _____

ORGANIZATION MISSION STATEMENT: _____

HOW WILL THIS DONATION BE USED: _____

HOW WILL METCALFE'S BE ACKNOWLEDGED: _____

HAVE YOU RECEIVED A DONATION FROM US IN THE PAST? Yes No IF SO, WHEN? _____

Submit the completed application form, a formal letter of request, examples of how you would announce your selection to your supporters, a copy of your 501(c)(3) status and any relevant literature about your organization to: **Jeff Schroeter, Metcalfe's Market, 726 N Midvale Blvd, Madison, WI 53705, or Jeff.S@shopmetcalfes.com.**

