

## Program Information

### **GIVE ALOHA 2023 PROGRAM INFORMATION FOR PARTICIPATING ORGANIZATIONS**

Please read the following information before encouraging your supporters and members to support your organization through Give Aloha 2023. Participating organizations are responsible for communicating accurate and complete information to their donors about the donation process and how their donations will be matched.

#### **Donation Process**

- From September 1-30, donations to Give Aloha participating organizations will be accepted at checkout at all Foodland and Foodland Farms stores statewide.
- **Customers must be an enrolled Maika`i Member to make a donation, and can donate up to \$249 per organization. Donations exceeding \$249 per organization will not be matched. Donations made without a Maika`i Account will not be matched. Individuals must use their own Maika`i Account to make a donation. Donations exceeding \$249 for the same organization will not be matched.**
- Customers who do not have a Maika`i account may establish one at checkout. Only one Maika`i account number is allowed per person.
- Foodland and the Western Union Foundation will match a portion of each donation up to a total of at least \$250,000 for all organizations combined. If total customer donations exceed \$250,000, the matching gift will be divided among all participating organizations.
- Please do not inform donors that their donation will be matched "dollar for dollar." Foodland and the Western Union Foundation will match a portion of their donation.
- Membership dues, fees, tuition, and other payments for which goods and services are received in return are not considered donations. These payments will not be matched.
- Donations in the form of cash, check or credit card (VISA, MasterCard, American Express, Discover and JCB) will be accepted. Donations must be made payable to Foodland or Foodland Farms.
- The donation amount and (abbreviated) name of the organization will appear on the customer's receipt.
- Donor names will not be released to organizations. Therefore, you may want to encourage your supporters to contact you directly so that you may properly

acknowledge their donation. Donors may ask the cashier for a duplicate receipt to submit to your organization.

- Donations are tax deductible to the full extent of the law. Please consult with your tax advisor.
- Foodland reserves the right to refuse participation of any non-profit organization.

## **Announcement and Distribution of Gifts**

Total gifts to organizations will be announced by October 23. Checks to organizations will be mailed out by October 31, 2023. Note: checks will be made out to the organization's name as printed on the organization's IRS determination letter. Checks to sponsored organizations will be written and sent to their sponsoring organization.

## **IN-STORE EFFORTS**

### ***Give Aloha Promotional Signs***

Give Aloha signs encouraging customers to support their favorite Hawaii non-profit organizations will be displayed at stores during the month of September.

### ***Participating Organization List***

A brochure listing all Give Aloha participating organizations and their code numbers will be published and distributed at stores beginning September 1.

### ***Organization Banners***

Participating organizations are invited to create a banner to be hung at a Foodland store to encourage customers to "Give Aloha" to their organization. Banners will be displayed at stores throughout September. One banner from each organization will be accepted.

### **Procedures:**

We will send you an email notification once your Give Aloha application is approved. At that time, we will provide you with your organization's code number and designated store location to display your organization banner (if you selected the banner option during registration).

Banners must be delivered to your designated store between August 18-27. Banners must be retrieved at the store between October 6-15, 2023.

### **Banner Requirements:**

**Acceptable banner material:** Vinyl, Canvas or Fabric

**Size:** Must be 5 feet wide x 2 feet high, one size only. Banners will be hung horizontally.

**Code Number:** We recommend that your organization's code number be 5-6" high for better visibility. Please include grommets in the corners and top and bottoms in the middle of the banner.

### **Must include the following 3 elements:**

1. Organization Name
2. Organization Code Number
3. Give Aloha Logo - at least 12" wide (see Resource Materials)

Banners that do not follow the above requirements will not be accepted. Foodland reserves the right to not display banners which are dirty, damaged, or unsightly.

**Please note:** Banners will not be displayed at the following store locations: Market City, Aina Haina, Pearl City, Ala Moana, Laie, Mauna Lani, Foodland Farms Lahaina, Kapolei, Ka Makana Ali'i, Kehalani and Kahala MKT

### ***Matching Gift***

Matching gifts will be calculated at the end of the program. Organizations will receive 100% of all customer donations given to their organization, plus a portion of Foodland and the Western Union Foundation's \$250,000 matching gift.

For example, if total combined customer donations for all participating organizations equal \$1,000,000, and \$10,000 (1% of total) in donations are designated for organization XYZ, then organization XYZ will receive 1% of \$250,000, or \$2,500 from Foodland and the Western Union Foundation's matching gift in addition to the \$10,000 from customer donations. Total gift to organization XYZ = \$12,500.

### ***For More Information***

If you have any questions, please contact Community Relations at (808) 735-7388 or email [givealoha@foodland.com](mailto:givealoha@foodland.com)