

The Kroger Co. Foundation

Contribution Guidelines

Objective

The Kroger Co.'s philanthropic objective is to enhance the quality of life in communities with a concentration of Kroger customers and employees. The Kroger Co. Foundation was created to help the Company meet this goal.

General Guidelines

The Foundation exists for the betterment of the people and communities where The Kroger Co. has operations. Therefore, only organizations that serve the geographic areas where our Company operates are eligible.

Here is a quick summary of eligible grant requests:

- Local United Way campaigns
- Local educational organizations, primarily K-12 schools
- Local hunger relief organizations
- Local breast cancer and women's health initiatives
- Local organizations that support and promote the advancement of women and minorities
- Local grassroots community organizations
- Capital campaigns; start up grants; and funding for special projects

Ineligible organizations or grants:

- National or international organizations
- Conventions or conferences
- Dinners or luncheons
- Other foundations, except those associated with educational initiatives
- Endowment campaigns
- Ongoing operating funding, especially for agencies receiving United Way support (or other "federation type support" such as a Fine Arts Fund)
- Medical research organizations
- Sponsorship of golf or other sports events
- Religious organizations or institutions, if the project is for sectarian purposes
- Individuals
- Program advertisements
- Membership dues

Eligibility

The Foundation will consider only proposals from nonprofit organizations. Support will be provided only to programs that address a clearly identified need in the community and do so with clearly defined goals and objectives. Organizations should reflect a strong base of community support.

Procedures

Proposals may be submitted at any time through the operating Divisions of the company. The Foundation has no research staff and relies exclusively on the management of Kroger operating units to make recommendations on the most appropriate and effective use of Foundation resources in the communities they serve.

Proposals must include an IRS tax -exempt determination letter and should include a statement of the reason for the request.