

TO: All PYO Participating in the Kroger Rewards Program

With your support PYO has had an outstanding year participating in the Kroger Neighborhood Rewards and the Kroger Community Reward Programs. Based on your participation level there will be 2013 Spring Season PYO Registration Credit given when you register your child starting in November 2012.

The results of the Old Neighborhood Reward Program are tabulated based on the Gift Card Reloads you funded from November 1, 2011 through April 30, 2012.

The result of the First 2 Quarters of The New Kroger Program which started on 5/1/2012 and ended on 10/30/2012 has been successful as well.

Unfortunately, due to Kroger's confidentially logic, Kroger will not be supplying PYO with a detail report of all PYO members' purchases' (to determine the sum of all of your purchases). We therefore have no iron clad equitable way to determine your individual Community Rewards Registration credit from May 1<sup>st</sup> through October 30<sup>th</sup> (New Program).

Under the circumstances, knowing we may not be able to satisfy all participants, we will proceed with the 2013 PYO Registration Credits in the following manner.

- 1) PYO will apply 2013 Spring Registration Credit based on your Gift Card reloads from 11/1/11 through 4/30/12 as planned ... as promised – (last 6 months of the old program).
- 2) PYO will match your earned Registration Credit (in item # 1) and add it to the Item #1 total.
- 3) There will also be a minimum of \$20 Registration Credit given to all current PYO participants as of 10/30/2012. We have the information you have sent us to determine the eligibility of the participating families.

This action will reward the PYO participants at approximately the same participation rate for the 2<sup>nd</sup> 6 months (May through October) based on the 1<sup>st</sup> 6 months activity under the old program (November through April.) OR a \$20 Minimum Registration Credit whichever is higher.

3 Examples:

1. \$30 credit earned in old program (item #1) + PYO Match (item #2) = \$60 Registration Credit for 2013
2. \$8 credit earned in old program (item #1) + PYO Match (item #2) + \$4 bump to the minimum = \$20 Registration Credit for 2013
3. Participation in the New Program (communicated to PYO on or before 10/30/12) = \$20 Registration Credit for 2013

In time I hope and trust Kroger will be able to provide PYO the needed details (and feel comfortable there is no breach of confidentiality) so we are able to determine your individual credits. Until that time, PYO will suspend future registration credit for Plus Shopper's Card purchases beyond October 30th of 2012. I have been told they will be reevaluating their policy in April 2013.

Your continued support is very important to PYO because it allows the volunteers that run PYO to do a better job, through increased funding, of executing Ballpark activities and thus better serving our members. I sincerely wish we were not in this situation with our members and trust you will continue to support PYO through use of your Kroger Plus Shopper's Card that is linked to the Pisgah Youth Organization.

Any questions should be directed to me.

Gene Drozd  
PYO Treasurer  
508-9030