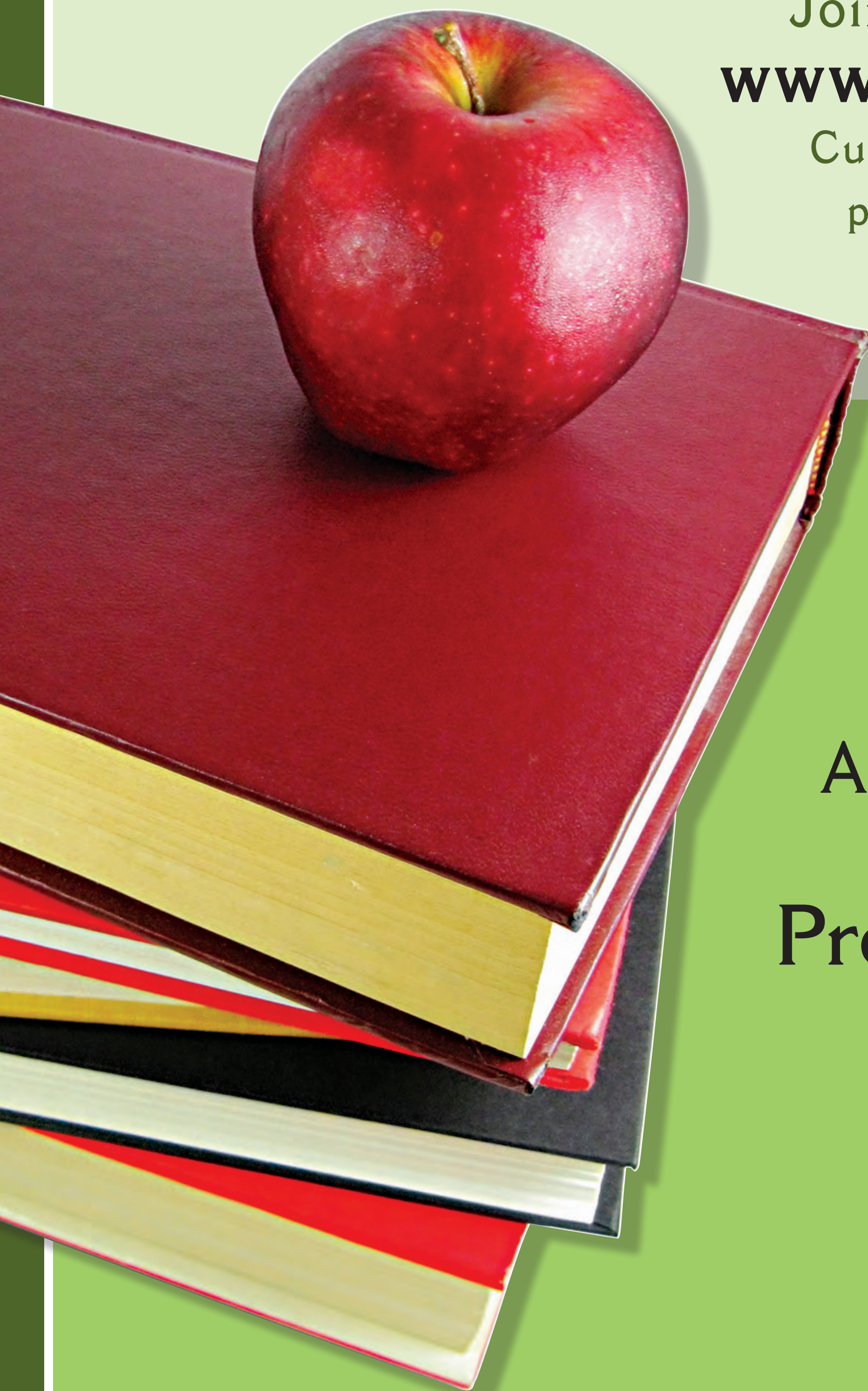


Heinen's ABC School Donation Program

A community fund-raising
solution for area schools

Join and enroll online at:
www.heinensrewards.com

Customers without computers
please contact Heinen's at
216-475-2300 ext.2337



A Membership Benefit of
Heinen's
Preferred Customer
Tasteful Rewards™
Program

heinen's™

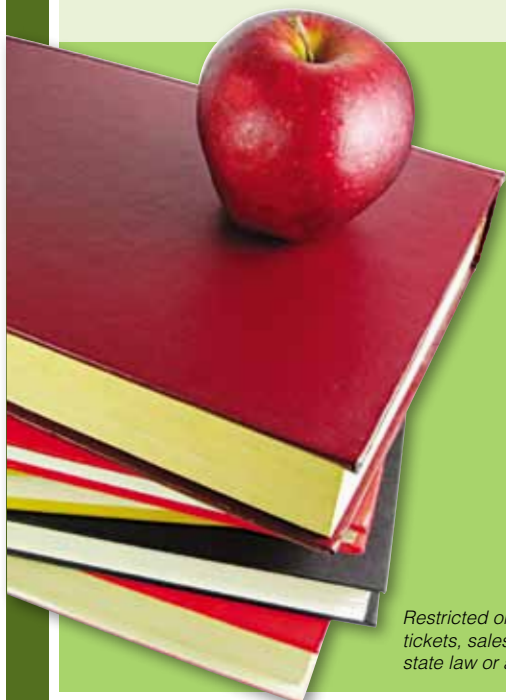
Heinen's ABC School Donation Program

A community fund-raising solution for
area schools that won't cost you anything!

As a member of Heinen's Tasteful Rewards™ program, when you shop at Heinen's you can help area schools through our ABC School Donation Program. **Up to 1% of your qualified purchases* made September through April will be donated by Heinen's to a local school of your choice.**

Follow these easy steps to participate –

1. Go to www.heinensrewards.com
2. If you're already a member of Heinen's Tasteful Rewards Program, simply log into your account (enter your email address and password) and select **"My Profile"** in the upper right hand corner.
3. Select a city and school from the pull-down list then click **"Save Changes"**
4. If you're not a member of Heinen's Tasteful Rewards program, it's a perfect time to enroll to become a member and start receiving rewards and benefits. Go to www.heinensrewards.com to register. Customers without computers please contact Heinen's at 216-475-2300 ext. 2337



The ABC School Donation Program is a Tasteful Rewards membership benefit. Every year Heinen's donates over \$200,000 to area schools and organizations... it's our way of giving back to the communities we serve.



A Membership Benefit of
Heinen's
Preferred Customer
Tasteful Rewards™
Program

Restricted or excluded items include – liquor, tobacco, US Postage stamps, lottery tickets, sales tax, gift card sales, returned items and any other items prohibited by state law or any items deemed unqualified at the discretion of Heinen's.

heinen's™



A Membership Benefit of
Heinen's
Preferred Customer
Tasteful Rewards™
Program

The ABC School Donation Program is a Tasteful Rewards membership benefit. Every year Heinen's donates over \$200,000 to area schools and organizations ... it's our way of giving back to the communities we serve.


heinen's®

**Restricted or excluded items include – liquor, tobacco, US Postage stamps, lottery tickets, sales tax, gift card sales, returned items and any other items prohibited by state law or any items deemed unqualified at the discretion of Heinen's.*

©2010 Heinen's, Inc. All Rights Reserved.

Heinen's ABC School Donation Program



A community fund-raising
solution for area schools.


heinen's®

HEINEN'S COMMITMENT TO EDUCATION

Heinen's understands that area schools' needs are ever changing. We know this in part by the tremendous number of donation requests that we receive from schools for events, teams, programs, supplies, booster clubs, uniforms, etc. We also realize that schools are seeking meaningful ways to raise money to off-set these rising expenses.

Heinen's created the ABC School Donation Program to assist schools with their fundraising efforts ... anyone that shops in our stores can choose an area school to receive up to **1% donation from their eligible purchases*** September through April.

Every year Heinen's donates over \$200,000 to area schools and organizations. Donating \$200,000 is a substantial contribution for Heinen's, but we believe our ABC School Donation Program can make a difference and it reinforces our commitment to give back to the communities we serve.

ANYONE CAN PARTICIPATE



A Membership Benefit of
Heinen's
Preferred Customer
Tasteful Rewards™
Program

It's easy... all you need is a Heinen's Preferred Customer Card, then register to be a member of the new Tasteful Rewards program at:

www.heinensrewards.com

The website features a list of schools for a cardholder to designate to receive a Heinen's donation. Heinen's will donate up to **1% of qualified purchases*** from any participant that has selected your school. Once a participant joins, all they need to do is show their Heinen's Preferred Customer Card every time they shop.

WHAT THE SCHOOL CAN DO

Schools that have been past beneficiaries of Heinen's ABC School Donation Program attribute their success to enlisting the help of a dedicated team of parents and school staff members that proactively communicate with parents on a frequent basis. Heinen's can support your school only to the extent that parents and teachers enroll in the program then shop at Heinen's.

HOW THE PROGRAM WORKS

1. DESIGNATE A SCHOOL COORDINATOR

This will be the primary contact person for the ABC School Donation Program at your school.

2. REGISTER YOUR SCHOOL

If your school is not yet registered, please contact Heinen's at: 216.475.2300 ext. 2267.

3. PROMOTE THE HEINEN'S ABC SCHOOL DONATION PROGRAM TO PARENTS, STAFF, FAMILY AND FRIENDS

The greater the participation, the more your school can earn. We recommend placing the ABC School Donation Program poster in a prominent location for parents and teachers to view. Send out notices to parents frequently reminding them they can help raise funds for your school by shopping at Heinen's.

4. ENROLL PARTICIPANTS*

All participants enrolling in the ABC School Donation Program must have and use their Heinen's Preferred Card every shopping visit from September through April. Heinen's Preferred Customer applications are available at all Heinen's store locations. All Preferred Card holders must register for the Heinen's Tasteful Rewards program at www.heinensrewards.com and select the school of their choice to receive a donation. All qualified purchases are credited to a household address. All family members who live at the same address and have individual Heinen's Preferred Customer Cards will be credited as one household toward their designated school. **Past participants** of the ABC School Donation Program **must re-register each year**. Customers without computers may contact Heinen's at 216-475-2300 ext. 2337.

5. SHOP AND SHOW YOUR ENROLLED HEINEN'S PREFERRED CUSTOMER CARD

6. EARN MONEY FOR YOUR SCHOOL

We electronically track participants registered for your school. Heinen's will distribute checks to participating schools in May at the end of the ABC Program. Participation in the Heinen's ABC School Donation Program is in lieu of all other donation requests from your school, sports teams, traveling teams, events, etc.


EXCLUSIONS

* Only one school can be designated per household/address

Last years participants may log into their Heinen's Tasteful Rewards profile to select their school. Please follow steps below.

address  http://www.heinensrewards.com/


 Go

 Snagit



Heinen's
Preferred Customer

Tasteful Rewards™

 July 6, 2010

Step 1- Go to www.heinensrewards.com

Enroll In Program ([Click Here](#))

Already Enrolled?

Log In Here

Email Address:

Password:

[Forgot Password?](#)

We Want To Reward Your Loyalty! 

When you become a Heinen's Tasteful Rewards™ member, you'll start receiving exclusive weekly specials via email and earning rewards that please your palate. It's our way of thanking you for your loyalty to Heinen's.

Click here to register your Heinen's Preferred Card or Check Cashing Card to become a member of the Tasteful Rewards™ program.

If you do not have a Heinen's Preferred Card, please visit your local store.

Step 2- Enter your email address and password (click log in)



Step 3- When you click log in (step 2) it will bring you to your Welcome back page- Click on "profile" at the top right corner of page

Step 4- Once in your profile page scroll down to the school selection. Select your school from the drop down list

Step 5- Click save changes at the bottom right corner of the page