



Community Bag and Giving Tag Program Summary

What is the **Community Bag**?

- The Community Bag is a \$2.50 reusable bag that makes it easy for shoppers to contribute to the local community
- Each bag sold generates a \$1 donation to a local nonprofit

What is the **Giving Tag**?

- Each Community Bag comes with an attached Giving Tag that features a large white \$1
- Shoppers have the ability to direct the \$1 donation, generated by the sale of the Community Bag, to a non-profit of their choice through the Giving Tag
- If the donation is not directed within 7 days of purchase, the donation will automatically be sent to the default non-profit selected by store leadership

How much do the bags cost?

- \$2.50, with \$1 of that purchase price going to support a benefiting non-profit

Why does this matter for store managers?

- Increases existing and new shopper traffic, specifically to buy the bag
- 20%+ increase in net reusable bag sales for category
- Store manager selection of local nonprofits empowers engagement between store and local community
- Positive community impact and "PR engine" that populates daily

How will the default non-profit be selected each month?

- Leadership at each store location will choose a local non-profit to be the default benefiting non-profit each month through the store management portal (giantfoodcm.bags4mycause.com)

How do shoppers use the Giving Tag to direct the \$1 donation?

- Visit mygiantfoodcause.com, scratch off the Giving Tag to reveal a unique code, enter the code into the form on the website, and select a non-profit to receive the \$1 donation. Shoppers can also submit a new non-profit for consideration. This action needs to take place within 7 days of purchasing the Community Bag.