



Dear Coordinator,

Welcome to the 2023-24 School Bucks Challenge! We're proud to partner with area educators in this effort and look forward to working with you throughout the upcoming months.

We're making **\$800,000** available to participating schools to invest in classrooms, equipment and essential supplies. We've also simplified a few details, making it easier for you — our valued community partner — to access and distribute information. Everything you need to sign up your school link cards for those who elect to participate and check your progress can be found at [foodcity.com/schoolbucks](https://foodcity.com/schoolbucks).

Here's what you need to know:

Enlist your community — not just parents and teachers, but alumni, family and friends — to link their cards and help propel your school to the top of the leaderboard. The more people who support your school, the more resources you'll receive!

- School Bucks are awarded on a one-to-one basis. For every dollar a participating customer invests by shopping at Food City and using their ValuCard, one point will be added to their chosen school's total. Cards can be linked online at [foodcity.com/schoolbucks](https://foodcity.com/schoolbucks). (Please note, points are not awarded on purchases of Western Union services, gift cards or lottery tickets.)
- A \$50 bonus will also be awarded (up to \$250 max) to schools that complete any of the following: mention program information in social media postings (school website not included), and in radio, print or television coverage. Please send photos. A \$50 bonus will be given to schools that provide pictures of the school marquee asking participants to link their ValuCards (limit 1 per school.)
- ***The program begins Wednesday, Sept. 6, 2023, and runs through Tuesday, May 7, 2024.*** Deadline to register is Sunday, Dec. 31, 2023. Checks will be presented in the Fall.

Since its inception 20 years ago, School Bucks has provided over \$21 million to regional schools — all with the help of volunteers like you. We thank you for your assistance and for being a valued Food City customer! Are you up for the challenge? If you have any questions, please feel free to contact me at [schoolbucks@foodcity.com](mailto:schoolbucks@foodcity.com) or via our hotline, **800-232-0174**.

Lisa Johnson  
School Bucks Challenge Coordinator



**2023-2024**  
COORDINATOR'S  
GUIDE

Earning Cash For  
Your School Just Got

**EASIER!**

We're giving away  
**\$800,000**

Learn how your school can earn **BIG BUCKS** by simply linking ValuCards, shopping at Food City and earning points!

● **FOODCITY.COM/SCHOOLBUCKS** ●



## WITH THE FOOD CITY SCHOOL BUCKS CHALLENGE, IT'S EASY TO EARN REWARD POINTS.

*This year's School Bucks Challenge starts Wednesday, Sept. 6, 2023, and continues through Tuesday, May 7, 2024. To claim your spot in this year's program, go to [foodcity.com/schoolbucks](https://foodcity.com/schoolbucks) and register or reactivate your school's account!*

## WHAT DOES YOUR SCHOOL NEED?

Few schools ever have all of the resources they need to purchase supplies, educational materials or equipment for playtime. Food City is proud to partner with educators to offer the School Bucks Challenge, a program that enhances school spirit, provides a friendly sense of competition — and offers the opportunity to receive additional funding for your budget.

For the 2023-24 academic year, Food City is making a total of **\$800,000** available to participating schools. It's simple for your school to register, participate and claim a share of this funding!

## HERE'S HOW:



**REGISTER.** Go to [foodcity.com/schoolbucks](https://foodcity.com/schoolbucks) and register or reactivate your school's account. (School registrations must be renewed each year, and the deadline is Sunday, Dec. 31, 2023.)



**CHEERLEAD.** Enlist teachers, parents, friends, family — all those in your community to link their ValuCard in support of your school. (Remember, customer links must be renewed each year.) It only takes a few seconds online at [foodcity.com/schoolbucks](https://foodcity.com/schoolbucks). Only one school can be linked per ValuCard.



**SHOP.** For every dollar a participating customer spends at Food City, they'll earn a point for their chosen school. The program runs for 34 weeks total, giving your community lots of time to earn points! (Points not awarded for purchases of gift cards, Western Union services or lottery tickets.)



**CASH IN.** You can check your point status from your online account. Points will be totaled at the end of the school year. The schools with the most points at the end of the year receive the biggest share of funding! Checks will be delivered to schools at the start of the next school year.

\*Exclusions: School Bucks Challenge points are not earned on purchases of gift cards, Western Union services, or lottery tickets.

## LEVEL UP!

Consistent communication and steady participation help build up points over the duration of the program. But if you want to see your totals jump to the top of the scoreboard and stay there, power up with these bonus-nabbing strategies! Your school can earn up to \$250. (Any combination of the items below for a max bonus of \$250.)

### PLEASE NOTE

All school registrations and individual accounts **MUST** be reactivated and relinked, and the deadline to register is **SUNDAY, Dec. 31, 2023.**

**ONLINE ONLY**

## BONUS POINTS

- 1.** Include the School Bucks Challenge as an agenda item for a PTA meeting.  
**Bonus: \$50.**
- 2.** Promote the program via your school's social media platform(s). (School websites not eligible.) **Bonus: \$50.**
- 3.** Publicize the program on your school's marquee with a message asking participants to link their ValuCards (limit two marquee submissions per school. Schools must submit separate photo for each).  
**Bonus: \$50.**
- 4.** Help generate community awareness and enthusiasm by sending a press release about your school's effort to your local newspaper, TV and radio stations. Be sure to include a quality photo (approximately 1MB in size) of students using rewards from last year's program — and send updates whenever your school hits an important program milestone. (Release must appear in a media outlet, school newspapers not included.)  
**Bonus: \$50.**
- 5.** Encourage affiliated churches to include details in their bulletins (limit one bulletin per church, per month). **Bonus: \$50.**

Documentation of bonus activities can be emailed to [schoolbucks@foodcity.com](mailto:schoolbucks@foodcity.com), or mailed to Food City School Bucks Challenge Program Coordinator, 1 Food City Circle, Abingdon, VA, 24210.

# WINNING STRATEGIES

- ✓ **WORK FROM THE TOP DOWN.** Coordinate with your school's principal, curriculum advisor, teachers and parent groups to help spread the word. Remember, you can reach out beyond students and parents to alumni, family and friends of the school — including regional churches, community organizations, civic groups and more.
- ✓ **REMIND, REPEAT, REINFORCE.** The School Bucks Challenge runs throughout the school year, offering a number of times you can remind your community to participate. Athletic events, band concerts and PTA meetings are all excellent opportunities to reinforce messaging, along with major holidays like Labor Day, Thanksgiving, Christmas and Easter. At the beginning of the academic year, set regular reminders on your calendar so that you can help your community maintain top-of-mind awareness about the School Bucks Challenge.
- ✓ **POST IT.** Want a flyer to hang in the hallway or send home to parents? Visit [foodcity.com/schoolbucks](http://foodcity.com/schoolbucks) for printable posters, or see your local Food City store manager. Be sure to share on social media too!
- ✓ **ENLIST FRIENDS AND NEIGHBORS.** Send a letter to local businesses, clubs, churches and organizations to tell them about the School Bucks Challenge, and remind them to link their ValuCards. And don't forget to share on social media!
- ✓ **SHARE THE REWARDS.** Let supporters know that their efforts make a difference. Share photos and stories of the resources that schools have purchased with their help!

## THANKS, COORDINATOR!

Your assistance in this program is a tremendous part of its success, and by volunteering, you've taken the first step in winning additional funding and rewards for your school. Thank you for supporting our region's young scholars and for being a valued Food City customer! Remember, we're in this with you. If you haven't met your local store manager and associates, reach out, they're prepared to help! Also, we'll be backing the program with advertising to help support your efforts and spread School Bucks Challenge news! We look forward to working with you this coming year. If you have any questions, please contact us!

Food City School Bucks Challenge Program Coordinator

## CONTACT

**Phone:**  
800-232-0174  
276-623-5100 ext. 5128

**Email:**  
[schoolbucks@foodcity.com](mailto:schoolbucks@foodcity.com)

**Website:**  
[foodcity.com/schoolbucks](http://foodcity.com/schoolbucks)

○ Remember and remind your community — the most important thing ○  
is to **LINK YOUR ValuCard** online at [foodcity.com/schoolbucks](http://foodcity.com/schoolbucks)!



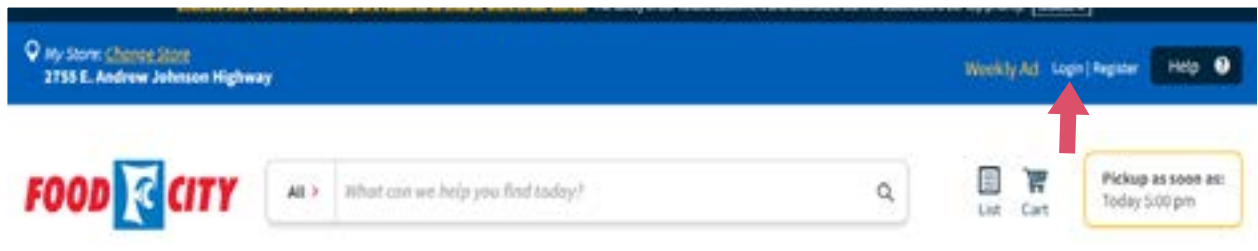
# GUIDE



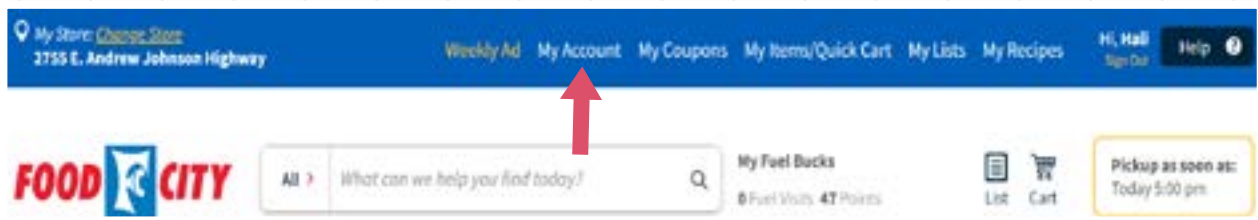
## HOW DO I UPDATE/ADD A SCHOOL TO MY VALUCARD?

Customers can update/add their school to their Valucard from their online account at [HTTPS://WWW.FOODCITY.COM/SCHOOLBUCKS](https://www.foodcity.com/schoolbucks) (Schools are no longer added at the register with a PLU. If a PLU is used an error message will be displayed and the school will not be registered to the customer's card)

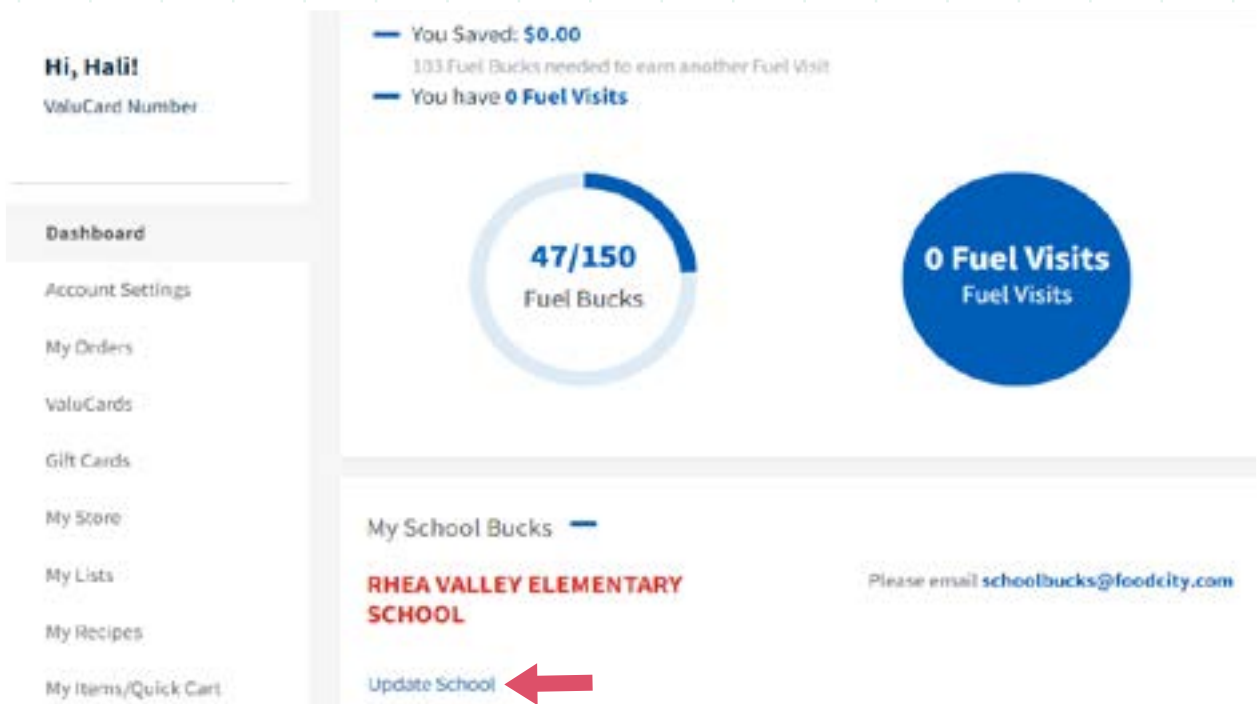
1. First **LOGIN** to the Food City online account.



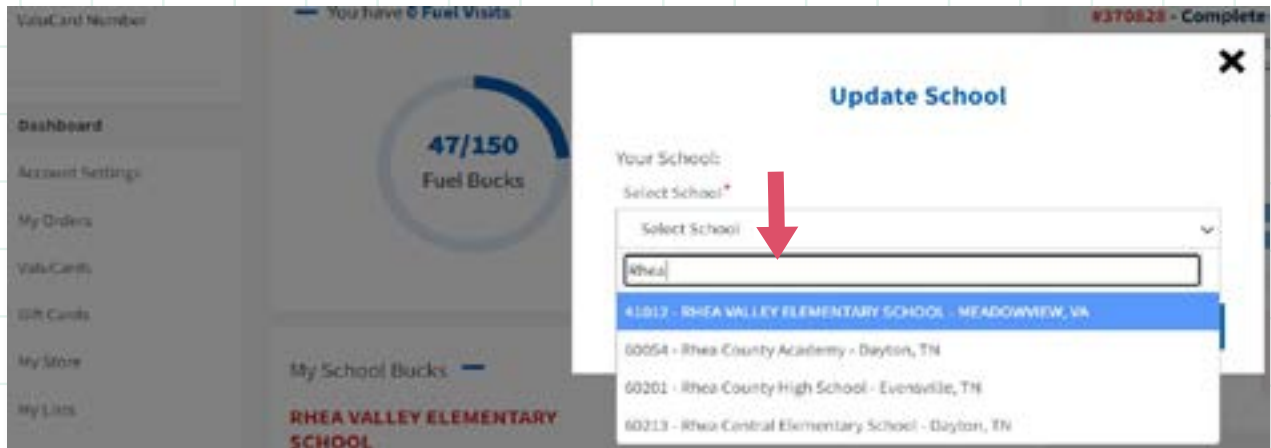
2. Once logged in, click **MY ACCOUNT** at the top of the page.



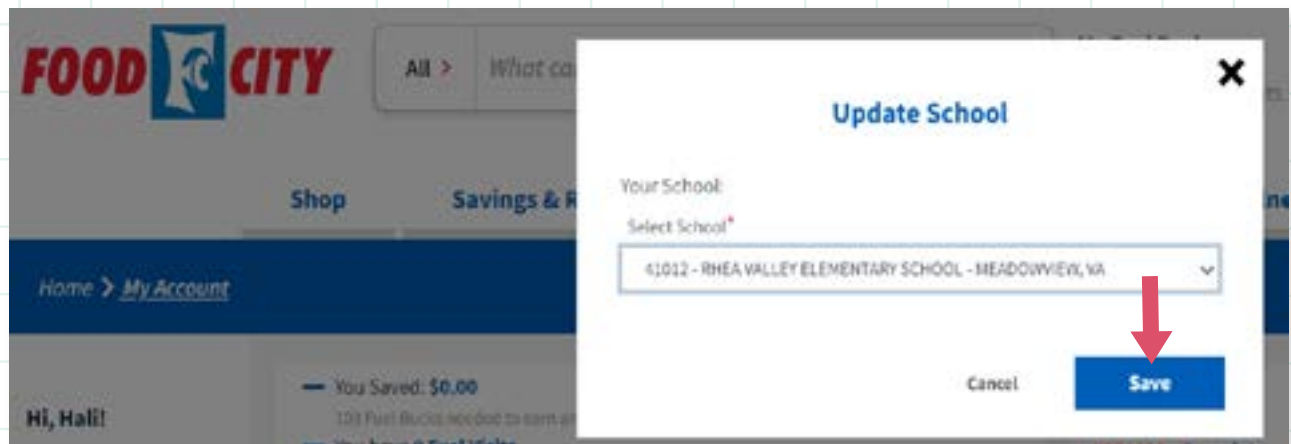
3. From there, click **UPDATE SCHOOL**.



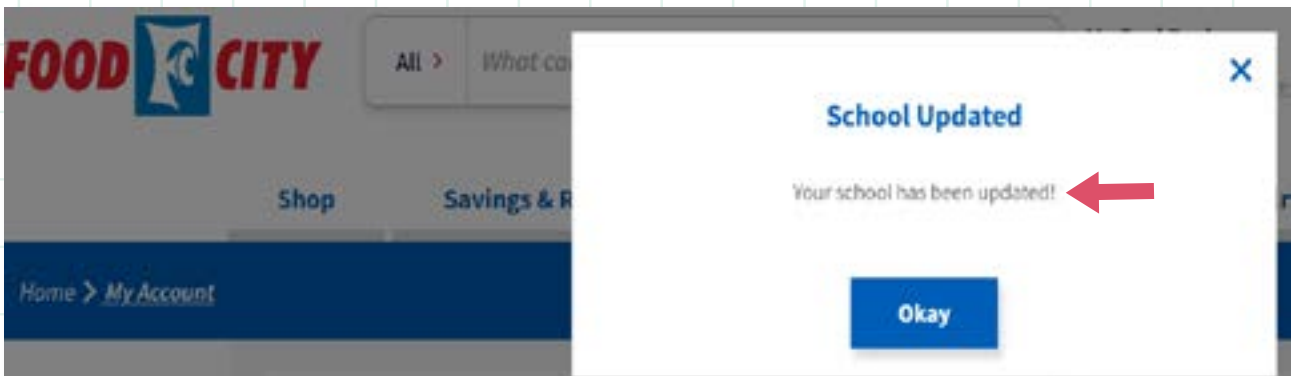
4. Enter and **SELECT** the requested school.



5. Click **SAVE** to add the school to the card.



6. A confirmation message should appear that **“YOUR SCHOOL HAS BEEN UPDATED!”**



IF YOU HAVE ANY QUESTIONS PLEASE **CONTACT US.**



# FAQ! NEED HELP?



## **WHAT IS FOOD CITY SCHOOL BUCKS?**

For 2023-2024 school year, Food City will donate \$800,000 in cash through the Food City School Bucks program. The points your school earns will help grow their share of the \$800,000 total. It's like a pie - the size of your school's slice will depend on how many they have received. Schools should encourage their supporters to register their ValuCard for the Food City School Bucks program. The program will run from September 6, 2023 thru May 7, 2024.

## **WHERE CAN I SIGN UP?**

First login to your account and select "My Account" at the top of the page. This will bring you to your customer dashboard. From here, select "Update school" and select your favorite school. Be sure to click "Save"!

## **WHY SHOULD I REGISTER MY VALUCARD IN SUPPORT OF A SCHOOL?**

Every qualifying purchase after registering and using your ValuCard entitles your chosen school to more points, thus a greater share of the School Bucks awards. The more qualifying purchases, and the more participants in support of your chosen school, the larger the School Bucks check at the end of the year for your school.

## **HOW ARE THE POINTS CALCULATED?**

With the new School Bucks Challenge, it's easier than ever to earn points! For every dollar spent at Food City\* using your ValuCard, one point will be earned for your school. The more points earned, the larger share of the cash your school will receive. All you have to do is link your ValuCard to your school of choice and you'll automatically earn points every time you shop!

\*Please note that points are not awarded on purchases of gift cards, fuel, Western Union services, alcohol, tobacco or lottery tickets.

## **DOES LINKING A SCHOOL TO YOUR VALUCARD TAKE YOUR FUEL BUCKS?**

No. The school linked to your ValuCard receives a matching amount of points.

## **I SIGNED UP BUT MY SCHOOL IS NOT ON MY RECEIPT.**

You can easily view your school by simply logging in and viewing the account dashboard at anytime.

## **HOW DO I CHECK HOW MANY SCHOOL BUCKS I HAVE?**

School Bucks are listed on the account dashboard above the school of your choice.