

## SUPPORT FISH THROUGH KING SOOPERS REWARDS CARDS

### Kate Lampo, YAB Co-President

When I first joined YAB five or six years ago as a middle school student, it was because my family had been involved with FISH and I was interested in contributing at a higher level. Until that point, I had sporadically volunteered sorting donations, but I hadn't done much else. I liked FISH's mission, and I wanted to give back in a bigger way.

My first year, my in-kind project focused on the fundraising side of FISH through the King Soopers rewards program. Essentially, friends and family members designate FISH as their charity of choice. Then, when they shopped at Kings, about 5% of whatever they spent came back to our troop every month - at no extra cost to them. As the program continues to grow, I've continued to develop my project in an attempt to increase our returns. Last year, I created a flyer that describes in simplistic terms how to set up the rewards system. We distribute copies at the events we attend throughout the year, and we passed them out at our Harvest of Hope last year.

These donations provide extra funds that FISH can use to fill whatever needs arise at a given point in time. FISH prides itself on the fact that 92 cents of every dollar we raise goes directly back to the community, which makes me confident that I've made an impact. It's also super easy to set up the rewards, and it's a one time thing. People who participate can give back with little to no effort, and at no cost. For that reason, I think my project is a great example of the impact that individual volunteers can have on FISH, even in small ways.

Oh, and if you're interested, here's that flyer I made. If you shop at King Soopers and can help contribute, or if you can pass it along to others, I'd really appreciate it, and I know FISH would too! :)

## Broomfield FISH: King Soopers Community Rewards Program



**WHAT?** The King Soopers Community Rewards Program allows shoppers to donate a portion of the money they spend at King Soopers to organizations of their choice.

**WHY?** It's a super easy way to support FISH, and a great way to give back to your community!

**HOW?** Follow the steps below:

**STEP ①: Get a Loyalty Card** If you already have one, move to step 2. If not, head to the customer service desk at any King Soopers or City Market to get one.

**STEP ②: Log-In** Head to <http://www.kingsoopers.com>, and either create an account or log-in to your existing one.

**STEP ③: Choose Broomfield FISH** Once logged in, go to "My Account", then "Community Rewards". Use the search tool to find Broomfield FISH, and select it as your organization.

**STEP ④: Shop!** Every time you check out, make sure to use your loyalty card.

