

Chief and Rays General Office  
1340 West High Street, Suite E  
P.O. Box 128  
Defiance, Ohio 43512  
PHONE: 419-782-0950 FAX: 419-782-6047

**Chief**



# Fax

To:

*Jordan*

From:

*RITA Bengtson ext 240*

Fax:

Pages:

Phone:

Date:

Re:

*Web stuff*

CC:

Urgent

For Review

Please Comment

Please Reply

Please Recycle

*\* Copies for Community Grant Program*



# Community Grant Program



## Community Relations Advertising Request

Amount requested: \_\_\_\_\_

Requested Medium: *Print Radio TV*

Date Copy Due: \_\_\_\_\_

Publication Date: \_\_\_\_\_

Distribution Quantity #: \_\_\_\_\_

Please fill out form completely, attach pertinent documents and return to:  
Community Grant Committee,  
Chief Supermarket, P.O. Box 128., Defiance, OH 43512

*Please describe primary function of your organization, and the clientele it serves:*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*Please indicate breakdown of overall contribution dollars to this project:*

\_\_\_\_\_ % to overhead/operations

\_\_\_\_\_ % to benefit cause/constituents

*Please describe why your organization is requesting a grant from Chief Supermarket.*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*What food related sponsors are participating in this project?*

\_\_\_\_\_  
\_\_\_\_\_

*Describe in detail your distribution plan:*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Contact Name: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_

*For Office Use Only:*  
Approved \_\_\_\_\_ Denied \_\_\_\_\_  
Date Evaluated: \_\_\_\_\_  
Date Letter Sent: \_\_\_\_\_



1340 WEST HIGH STREET, SUITE E  
PO BOX 128  
DEFIANCE, OHIO 43512-0128  
PHONE 419-782-0950  
FAX 419-782-6047

Dear Community Volunteer,

For over 50 years, Chief Supermarkets have participated in many types of sponsorships and events in the communities in which our Chief and Rays stores service customers. Contributions to local communities typically take the form of in-store fundraisers, food donations, sponsorships, gift certificates and some advertising in printed publications.

Each year, several hundred organizations make requests to our company. In an effort to fairly evaluate these requests, the Chief and Rays Community Grant Committee meets once each month to review requests. Incoming applications for donations are reviewed and evaluated based on the Committee's criteria.

You will find included with your packet two submission applications from which to choose. The first form is used to request sponsorship for an event or a donation of funds or product. The second form is used if you would like to request that we place an ad in a print publication. For example, you would use this form if you represent an organization that would like us to place an ad in an event program.

Please fill out the appropriate form that applies to your cause and return it with your related materials. You can send your completed application materials to Community Grant Committee, Chief Supermarkets, 1340 West High Street, Suite E, Defiance, Ohio 43512.

If your request is approved, you will be notified following the monthly Committee meeting. Thank you for your commitment to the community and for shopping at our stores.

Sincerely,

CHIEF SUPERMARKETS, INC.

Community Grant Committee

## **Commitment to the Community**

### **Chief and Rays Supermarkets Guidelines for Giving**

Chief and Rays Supermarkets are deeply involved in the communities where our stores are located. The continued success of our company is linked to the vitality of the areas in which we operate. We want the communities we serve to be the best they can be, for the benefit of our associates and our customers.

We're presently focusing our contribution efforts on these key areas (we don't exclude other concerns, but funding for them is limited):

- ◆ Support for young people so they can become healthy, productive, independent adults. This includes support of various academic programs.
- ◆ Support for programs that enhance the appreciation, participation and/or knowledge of the arts, humanities, or science.
- ◆ Food provisions for the needy.
- ◆ Economic development efforts to keep our communities strong.

#### **Interested in receiving a grant? Here's what to do...**

Just follow these simple steps:

##### **Step 1:**

Think about your request. Does it fit with our key goals described above?

##### **Step 2:**

Obtain a grant proposal packet from our corporate office or your nearest Chief or Rays Supermarket. You can do this by calling Chief Supermarkets at 1-800-782-0950 ext. 554. Leave the pertinent information and a packet will be sent to you. You can drop your completed application off at the store Customer Service Desk or send it to the address indicated in the packet. Please indicate how your request fits with our key areas of giving.

##### **Step 3:**

Plan ahead and please be patient. Our Community Grant Committee meets once each month to consider many requests. If your request does not arrive in time for our monthly meeting, it will be held until the next month's meeting.

##### **One final note:**

Sorry, but we are unable to give to...

1. Individuals - We will consider giving to agencies that help individuals.
2. Third Parties - An example would be if your group has a fundraiser to benefit a local charity. We'd rather give directly to the charity. This also applies to advertising publications, such as programs or guidebooks. We would rather give directly to the group than advertise. Advertising often just pays for the printing of the programs and publications.
3. Government-supported agencies other than schools. Also, we do not provide operational support for schools.
4. Yearbooks
5. Sponsorship of holes at golf outings
6. Pageants
7. Political campaigns
8. Bricks & mortar - We are unable to fund construction projects.



**Fast.  
Fresh.  
Friendly.**



# Community Grant Program

## Sponsorship Application

Event Name: \_\_\_\_\_

Event Date: \_\_\_\_\_

Number projected to attend: \_\_\_\_\_

Amount requested: \_\_\_\_\_

Please fill out form completely, attach pertinent documents and return to:  
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, Chief Supermarket., P.O. Box 128., Defiance, OH 43512

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*Please indicate breakdown of overall contribution dollars to this project:*

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*Please describe why your organization is requesting a grant from Chief Supermarket.*

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*What other sponsors are involved?*

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*If your organization is applying for a sponsorship grant, please indicate what publicity is planned. Specifically what media will be utilized, and on what days. Will our logo be used, or our name only?*

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Contact Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

*For Office Use Only:*

Approved \_\_\_\_\_ Denied \_\_\_\_\_

Date Evaluated: \_\_\_\_\_

Date Letter Sent: \_\_\_\_\_