



Valley Association Football Club

Roanoke, Virginia



Kroger Cares Gift Card Program

Valley AFC Arsenal Procedures

How it works

The Kroger Cares program is a great way for Arsenal teams to raise money to help offset additional fees for club fees, team fees, tournaments, equipment, etc. Gift Cards are purchased for \$5 each (loaded with \$5 on it). Additional money can be added via cash or credit card at Kroger. Your team will earn 5% of all purchases made at Kroger (including gas purchases)!

Each month, Valley AFC should receive a check from Kroger (must meet \$5,000 in purchases), for which the statement will be electronically downloaded. Valley AFC will then create a report for each team, with totals by family, which will be placed in your team box with a Valley AFC check for the indicated amount (minimum disbursement \$50). Karen will then send emails to the participating teams managers (just as she does now for existing accounts). This accounting will all be done at Valley AFC's expense - no part of the Kroger funds will be kept by Valley AFC. Once the monies are disbursed to each team manager, it will be up to the individual teams to keep an accounting of how the monies are used by each participating family.

Arsenal teams that already have Kroger Cares accounts are more than welcome to continue as they are, or they may decide to order new cards through the club account. The idea is that, in creating a mega club account, that the reloads will be over \$5,000 every month, so that we receive a check every month. If only a few families on your team participate in the Kroger Cares program, your checks may be very sporadic if you are on your own.

The Kroger Cares gift card order form can be found [here](#). Please print, complete and take to the Valley AFC office WITH PAYMENT of \$5 per card ordered, and place in the mailbox labeled "KROGER". All payments should be payable to Joelle Henry. Once the form is in the box, please send Joelle an email at Joelle.Henry@verizon.net letting her



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know the order is there. Joelle will be placing card orders on a regular basis, and will let you know (approximately) when she expects your cards to arrive. When Joelle has received your card order, she will place them in your team mailbox and notify you via email so you can pick them up. PLEASE DISBURSE THE CARDS AS INDICATED - they will be marked with the family they are assigned to! This is the only way for each of your families to get proper credit.

REMEMBER (whether you already have a Kroger account OR you choose to participate in the club account): these monies can ONLY be used to pay ARSENAL TRAVEL-RELATED expenses, such as club fees, teams fees, uniform or hotel costs. They cannot be used for personal expenses, such as gas or food. ALL checks that your team writes using these funds MUST be payable to a vendor, you CANNOT write checks to your players' parents!! If you have any questions about the program or to address specific situations, please contact Cheryl Colegrove.

Valley AFC contacts for the club Kroger Cares account:

- Cheryl Colegrove will be the coordinator for the program & field all questions: Glo4Hm@gmail.com
- Joelle Henry will handle gift card orders: Joelle.Henry@verizon.net
- Tom Brown will be creating the team/family account statements: Tom.Brown@ValleyAFC.org