



August 2, 2016

NPO #90548
Del Mar Hills Academy PTA
14085 Mango Drive
Del Mar, CA 92014

Dear Community Contributions Coordinator:

Thank you so much for your ongoing support of Ralphs. With your help and the support of your members, family and friends, Ralphs is proud to report that we are committed to giving \$2 Million during the next 12 months through our Community Contributions Program.

To reach that goal, we will need to count on your continuing participation and partnership. On our end, we pledge to make the Community Contributions Program as easy to use and as effective as possible. We truly believe it is an unmatched opportunity for your supporters to strengthen their favorite non-profit community organization.

Our new program year begins on September 1, 2016. Your organization is still active and will remain active in the program. Your supporters, however, will continue donating only through August 31, 2016.

Participants can start registering for the new term on September 1st 2016. To ensure your organization continues to receive the benefits of the program, your supporters will need to register and/or re-register as quickly as possible on or after that date at www.ralphs.com.

It is also extremely important that we have up-to-date organization contact information. Email us at community.programs@ralphs.com with any changes to your primary or secondary contact on the organizations' account.

Please pass the following information on to all your supporters, family and friends who would like to participate:

Participants are required to register for the new term online at www.ralphs.com or by calling us at 800-443-4438 starting September 1, 2016. Even if your participants registered as recently as June, July or August 2016, they are required to register again beginning September 1st.

NEW THIS YEAR!! As of September 1, 2016 the Scan Bar letters are no longer valid. The Scan Bar letters will no longer work at the register which makes this a great time for all your participants to create an online account or re-enroll at their online account. While online, it's a wonderful opportunity to learn about all the savings we offer.

For your convenience, step-by-step website registration instructions can be found at www.ralphs.com, click on Community, click on Community Contributions, click on 'Enroll Now'. If you don't have computer access, please call us at 1-800-443-4438 for assistance.

