



# DONATION REQUEST

## HEINEN'S IS PROUD OF BEING A GOOD CORPORATE CITIZEN.

We know that charitable donations is a part of being a good neighbor and a good corporate citizen. We're proud that our charitable contributions compares favorably to similar sized companies.

Because we are a very visible member of the community, Heinen's receives thousands of requests for donations each year. In response to those requests, we have developed criteria to help us best serve those in need of our assistance.

Please take the time to review the criteria listed on the other side.

Thank you!

JEFF HEINEN  
*Tom Heinen*

## OUR PHILOSOPHY ON CHARITABLE CONTRIBUTIONS

Heinen's receives more than 5,000 requests for donations each year. Because of the large number of requests, we developed a philosophy to guide us through the process of allocating our charitable contributions.

- ◆ Heinen's will donate only to non-profit charitable organizations, 501-(c)3 or elementary schools in the operating area of our stores.
- ◆ We donate small amounts via Heinen's Gift Cards to a large number of qualifying organizations. And from time to time larger amounts to only a small number of key charitable organizations.
- ◆ We do not contribute to individuals for their pursuit of individual goals or for their personal tragedies. Unfortunately, our own associates' personal tragedies are even more than we can handle. This is why we give to organizations that, in turn, assist people.
- ◆ We do not permit solicitation (leafleting, selling candy, selling flowers, etc.) at our stores by any organization, for any purpose.
- ◆ **Your request must be made in writing**, preferably on the organization's letterhead, with your Heinen's Preferred Customer Card number, e-mail address and a copy of the 501-(c)3 form. Send or fax it to:  

**Heinen's, Inc.**  
**Attn: Donations**  
**4540 Richmond Road**  
**Warrensville Hts., Ohio 44128**  
**Fax: 216.514.4788**
- ◆ After approximately 15 days you will receive a written response. We hope you understand our donation philosophy.