



## FREQUENTLY ASKED QUESTIONS AND ANSWERS:

### FOR PARTICIPATING ORGANIZATIONS:

1. **Q:** What is *Cash for Education*?  
**A:** *Cash for Education* is a program that is designed to help raise funds to support our local schools and their programs. Participants earn money for their chosen school(s) just by shopping!
2. **Q:** What kind of organizations can participate in *Cash for Education*?  
**A:** The *Cash for Education* program is available to all schools and school related programs who are 501c (3) only. Schools are defined broadly as registered for profit or non-profit that are public or private educational institutions from pre-school to 12<sup>th</sup> grade. In addition, any ancillary organizations, like the Parent-Teacher Association, that are affiliated with a school may also be eligible for participation.
3. **Q:** Does it cost anything?  
**A:** No, there is no cost to participate in Busch's *Cash for Education* program.
4. **Q:** When will the new *Cash for Education* program begin?  
**A:** Once registered, your organization will begin earning when the new *Cash for Education* program launches on Sunday, November 1. All organizations previously enrolled in the old program will automatically be registered for the new program.
5. **Q:** How long will it take for Busch's to confirm my registration?  
**A:** If all of the information submitted is correct, you will be emailed your confirmation within 7-10 business days of Busch's receiving all required documentation.
6. **Q:** How can my organization gain support through this program?  
**A:** Your organization may reach out to members as well as friends and family of members for support. Members, friends and family will need to register through their MyWay account and choose your organization.
7. **Q:** Will my organization need to re-enroll each year?  
**A:** No, organizations will not need to re-enroll each year, but each participant of your organization will be required to re-enroll on an annual basis. Also, organizations without any activity over 180 days will be deactivated and will have to re-enroll.
8. **Q:** Can I, as an organization, just send my list of participants to Busch's?  
**A:** No, enrollment for each participant must be processed through their individual MyWay accounts.

9. **Q:** How can I reach a lot of my group members at once to tell them about this program?  
**A:** Busch's has created a [participant document](#) that you may e-mail or give to your group members explaining the Busch's *Cash for Education* program and how to sign up.
10. **Q:** How much can my organization earn?  
**A:** Busch's will pay up to \$200,000 annually to participating organizations based on their percentage of spending as it relates to the total spending of all participating Busch's *Cash for Education* organizations.
- Busch's will pay up to \$50,000 on a quarterly basis to be allocated between all participating organizations.
  - Busch's limits a participating organization's earned rewards to a maximum of \$5,000 quarterly and \$20,000 annually.
  - Each participant can earn a maximum of \$300 quarterly and \$1200 annually to be applied towards their organization(s).
  - Your organization's quarterly rewards check will be mailed or emailed to your organization by a Busch's representative within one month of the close of each quarterly cycle.
11. **Q:** When will my organization receive the rewards check?  
**A:** The quarterly payment/donation schedule is:
- Quarter 1 (Jan. 1 – March 31): statements and donations sent by April 30
  - Quarter 2 (April 1 – June 30): statements and donations sent by July 31
  - Quarter 3 (July 1 – Sept. 30): statements and donations sent by Oct. 31
  - Quarter 4 (Oct. 1 – Dec. 31): statements and donations sent by Jan. 31

#### **FOR PARTICIPANTS:**

1. **Q:** How do I sign up for the new *Cash for Education* program?  
**A:** Sign up is simple! Login to your MyWay account through [Buschs.com/MyWay](#) and click the Cash for Education icon. Then choose the organization(s) you would like to support. You will be required to have a valid email address and opt-in to receive emails to participate in this program. You can check this under the account overview tab when logged into MyWay. Don't have a MyWay account? It's easy. Sign up at [buschs.com](#) and enjoy easier shopping and savings!
2. **Q:** When do I need to sign up for the new *Cash for Education* program?  
**A:** 2015 and 2016 enrollment begins on Monday, October 12 and ends Thursday, December 31.
3. **Q:** What if I still have a balance on my existing gift card when this new program begins?  
**A:** You may continue using your gift card until there is no longer a balance on it. All purchases using your gift card after the new program rolls over will still go through your MyWay account towards your organization(s) of choice.
4. **Q:** Do all of my purchases count towards my donation to my selected organization(s)?  
**A:** Supporters can earn rewards on almost everything, every time they shop! However, there are some exclusions including: bottle deposits, gift card purchases and recharges, tax, lottery and promotional tickets.

5. **Q:** After I sign up for *Cash for Education* and select my organization(s), how long before my purchases start counting towards their rewards?  
**A:** Your purchases will begin earning rewards for your designated organization(s) immediately after you register (after the program's official start date of Sunday, November 1).
6. **Q:** How do I know that I am registered for *Cash for Education*?  
**A:** You can verify by checking your MyWay account.
7. **Q:** Can I give to more than one organization at a time?  
**A:** Yes. You may select up to four different organizations to support per quarter and your purchases will be allocated equally between your chosen organizations. You may change your organizations at any time, but only those organizations selected at the end of each quarter will receive credit.
8. **Q:** How do I re-enroll?  
**A:** You will need to re-enroll every year. Enrollment will begin in October of the year prior and close on the first of the New Year. You will receive an email reminder before the next year's enrollment begins. To re-enroll, you will need to login to your MyWay account through [Buschs.com/MyWay](http://Buschs.com/MyWay), click on the Cash for Education Icon and select your organizations for the next year.
9. **Q:** Why do participants need to re-enroll every year?  
**A:** The Busch's *Cash for Education* program will be evaluated every year and changes may be considered based on the success of the program. Because of this, participants will need to re-enroll annually. When re-enrolling you may also update which organizations you would like to support for the next quarter or year.
10. **Q:** How can I see which organization(s) I'm supporting?  
**A:** You can login to your MyWay account to see your selected organizations.
11. **Q:** Is there a limit on how much I can earn for my organization(s)?  
**A:** Each participant can earn a maximum of \$300 quarterly to be applied towards their organization(s).
12. **Q:** Once I have enrolled, is my personal information secure?  
**A:** We do not sell, trade or rent our customers' personal information to outside companies or marketing firms. Please read our complete Privacy Policy online at [Buschs.com](http://Buschs.com)
13. **Q:** What information will you share with my organization(s)?  
**A:** The quarterly reports will only show the total amount earned by the participants, no other information will be shared.

*Busch's would like to thank you for your participation and we look forward to continuing to support you.  
For any additional questions please email us at [cashforeducation@buschs.com](mailto:cashforeducation@buschs.com).*