



## FAQ – Frequently Asked Questions

### **Does a customer have to use a Maika`i card to make a donation?**

Yes, a Maika'i card is required in order for a donation to receive a matching gift from Foodland and the Western Union Foundation. Therefore, it is imperative to advise your donors to use their Maika`i card so that their giving is maximized and your organization can receive a portion of the matching gift for their donation.

### **What if a customer does not have a Maika`i card?**

Customers who do not have a Maika`i Card may request to open a Maika`i account at checkout (by providing their phone number or a unique 10-digit number). Only one Maika`i card will be issued per person.

### **Why is there a donation limit of \$249 per organization?**

The goal of *Give Aloha* is to encourage the spirit of giving, perhaps from customers who may not have thought of making a donation before. Therefore, we hope to get many customers to give small amounts to multiple organizations. Also, \$249 is the maximum cumulative donation amount deductible by the IRS in which a receipt will suffice without an acknowledgment letter from the recipient organization.

### **Can a customer donate more than \$249 to an organization?**

Please advise your donors that only cumulative donations up to \$249 per organization, per Maika`i card will be matched. Multiple donations on a Maika`i Card exceeding a cumulative \$249 for the same organization will not be matched. For example, if a husband donates \$200 to organization ABC and his wife uses the same Maika`i number card and also donates \$200 to Organization ABC, only \$249 of the total \$400 will be matched.

### **Can a customer donate to more than one organization?**

Yes. They may donate to as many organizations as they would like to. For example: the customer may donate \$249 to organization A, \$249 to organization B, \$100 to organization C, \$50 to organization D and so on. Just remember, that customers may only donate up to \$249, per organization, per Maika'i card.

### **Can a customer turn in donations for other people using their Maika`i card?**

No, this is prohibited. Customers are only allowed to make a donation using their own Maika`i card. Foodland reserves the right to deny matching gifts funds on donations made in this manner.

### **Will donations be matched dollar for dollar?**

No, because as history indicates, customer donations will far exceed our \$250,000 matching gift. Foodland and the Western Union Foundation will match a portion of all donations, up to a total of at least \$250,000 for all organizations combined.

**What will the matching gift percentage per dollar be?**

Every year, the percentage varies and cannot be pre-determined. In recent years, the matching percentage has been between 20%-22%. Thus, if a customer donated \$100 to an organization, Foodland and the Western Union Foundation's matching gift was \$20-\$22.

**How is the matching gifts calculated?**

Matching gifts will be calculated at the end of the program. Organizations will receive 100% of all customer donations given to their organization, plus their % of Foodland and the Western Union Foundation's \$250,000+ matching gift.

The portion of the matching gift that each organization will receive will be based on the total dollar amount of customer donations designated to that organization as a % of all customer donations received for all organizations. For example, if total combined customer donations for all participating organizations equal \$1,000,000, and \$10,000 (1% of total) in donations are designated for organization XYZ, then organization XYZ will receive 1% of \$250,000, or \$2,500 from Foodland and the Western Union Foundation's matching gift in addition to the \$10,000 from customer donations. Total gift to organization XYZ = \$12,500.

**Why should customers send a copy of their receipt to your organization?**

They should do so if they would like to be acknowledged and thanked for their donation. They may want documentation from your organization for tax purposes. Please advise your donors to be sure to include their name when they submit their receipt as not all receipts will indicate the customer's name.

**Why doesn't Foodland release names of donors to organizations?**

Maika's membership information is confidential. We do not release names of our members to any third-party organizations.

**Who do we contact if we have additional questions?**

Please call Juliet Garcia in the Community Relations Department at (808) 735-7388.