

# Piggyback Scholarship Program

sponsored by the Iowa Grocers Education Foundation



Create your own scholarship



## Consider the benefits of offering a local scholarship:

Enhances your image and Increases your name recognition as you promote the award publicly.

Provides simple, effective community relations tool.

Demonstrates your commitment to education.

Benefits your employees, your community and your business.

Offers strong promotional value in local paper, company newsletter and in your business.

Scholarship recipients are recognized individually by the IGIA in the convention issue of the *iowa grocer* magazine and a myriad of other media outlets.



2540 106<sup>th</sup> Street, Suite 102  
Urbandale, IA 50322  
515.270.2628 | 515.270.0316 (f)  
email: [info@iowagrocers.com](mailto:info@iowagrocers.com)

[www.iowagrocers.com](http://www.iowagrocers.com)

# Piggyback Scholarship Program

sponsored by the Iowa Grocers Education Foundation



Create your own scholarship . . .



"Participating in this scholarship program through the Iowa Grocery Industry Association is a great way to not only encourage continued education but to encourage these students to stay in this industry after graduation."

**Chris Yurgae**  
**Mueller Yurgae Associates**  
**Grimes, Iowa**

**. . . Benefit your community,  
your employees,  
your image**



# Piggyback Scholarship Program

sponsored by the Iowa Grocers Education Foundation



**Create your own scholarship**

## Scholarships Help Students, Increase Store Visibility

Setting up a local scholarship program is one of the most rewarding and visible acts of public service any business can undertake. However, many find the administrative and legal requirements of developing and offering such a program daunting and costly.

The Iowa Grocery Industry Association (IGIA) has streamlined the process for a store wishing to create and promote a local scholarship program. Through the IGIA, member stores can offer a local scholarship program tailored to their communities, without having to set up their own administrative systems and pay the expenses that go along with that.

### **Central Administration, Local Control**

IGIA has been an avid supporter of higher education for more than a decade. Through its educational foundation, the Association offers

## Create Your Scholarship

Stores that take advantage of the centralized administration offered by the IGIA are essentially "piggybacking" on an existing IGIA program, yet they maintain control of the local scholarship. Local stores:

- **Name the scholarship awards:** Many organizations use their company's name, while others memorialize a company founder or person who has made a large impact in the community or business.
- **Establish the selection criteria:** Academics, extra-curricular, or needsbased, employees only or geographically centralized — the selection criteria are yours.
- **Determine the number of awards:** You may use the IGIA program to offer as many scholarships as you'd like.
- **Determine the amount of the awards:** A minimum \$500 scholarship is required to use the IGIA services. However, you may offer more.

## Student Application Process

Each November, the IGIA sends posters announcing its own scholarship program to member stores. The posters describe

eligibility criteria and the process of applying. If you are offering your own scholarship, your employees and/or their children can apply for your scholarship through the IGIA application.

Applicants who do not meet the IGEF's scholarship criteria are still eligible to compete for your scholarship if they meet your criteria.

## The Cost to My Business? A Tax-Deductible Donation

To participate in the program, businesses make a charitable contribution to the IGEF, a tax-exempt entity. To ensure consistency and tax-exempt status, the scholarship awards are paid directly to the college, not to the student. Both the winners and the colleges are informed of the name of the scholarship and the source of these funds. Your business is billed for the total amount of your "Piggyback" award by IGEF in April. The scholarship program administration fees, brochure and application production costs are paid by IGEF.

## Begin the Process

To begin the process and offer a store-specific or local scholarship, simply complete the IGEF "Piggybacking" Scholarship Commitment Form and return the completed form to the IGIA office no later than October 15. To receive a commitment form, call the IGIA office at 515-270-2628.

## Questions?

For clarification or more information on the program, please contact Peggy Sellner or Michelle Hurd at the IGIA office, 515-270-2628 or e-mail [psellner@iowagrocers.com](mailto:psellner@iowagrocers.com).

# A nice reflection on you!

its own scholarship program. The legal, application, administrative and promotional tools of the IGIA scholarship program are well established. As a member of IGIA, you can use these tools to provide your own scholarship program.