



Promotional Benefits of Offering a Local Scholarship

- Increase name recognition by providing a public award (e.g. at local graduation)
- Simple, effective community relations tool
- Exhibit commitment to education
- Benefit to your employees, your community
- Strong promotional value in local paper, company newsletter, etc.
- Scholarship recipients are recognized individually in the convention issue of the *iowa grocer* magazine

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Iowa Grocers Education Foundation

Leveraging the Iowa Grocers Educational Foundation to Benefit Your Community, Your Business

Create a Local Scholarship through the IGEF "Piggyback" Scholarship Program

"Setting up a scholarship program for my store through the IGIA made it easy for me to provide deserving students in my community with educational assistance with virtually no administrative cost or time to my business."

Scott Havens, Scott's Foods,
Norwalk



Local 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.



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.

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 its own scholarship program. The legal, application, administrative and promotional tools of the IGIA scholarship program are well established. As a service to its members, the IGIA has made those same resources available to those interested in creating scholarship programs in their stores and communities.

Create Your Scholarship

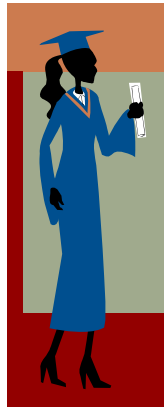
Stores that take advantage of the centralized administration offered by the IGIA are essentially “piggybacking” on an existing IGIA

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 needs-based, 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 if you choose.

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 November 4. 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 Jerry Fleagle at the IGIA office, (515) 270-2628 or e-mail psellner@iowagrocers.com.