



100 families  
spending just  
\$100 per week on  
groceries would raise  
**\$26,000!**

**Cash for Causes is  
a great fundraising  
opportunity because  
people buy groceries  
all year long!**

You don't have to ask people to  
make donations or purchase extra  
products. Simply ask them to shop  
with gift cards instead of cash  
or credit!

**cashforcauses**  
the simple solution to community fundraising  
\*Available to existing groups once your  
initial account has been opened.

Visit  
**topsmarkets.com**  
and click on the  
**Cash for Causes** link  
or call 1-800-522-2522,  
option 4.



Place your  
**gift card**  
orders online!\*

## The fundraising solution that really pays!

"The gift cards you purchase are at face value. You get to  
purchase what you want, not wasting money on items  
that you do not need when the economy is tough!"

— LAKE EFFECT YOUNG LIFE, SPRINGVILLE, NY

"It takes no money to run it. The money that we raise  
from the card orders we get from our families goes  
towards helping with kids' tuition. Cash for Causes is a  
no-brainer and you really benefit from it."

— BEV BLASZAK,  
FOURTEEN HOLY HELPERS, WEST SENECA, NY

"The TOPS discount card program is definitely a win-win  
situation. I rate it very highly as it allows us to offer tuition  
reduction programs to our students."

— ST. AMBROSE, BUFFALO, NY



**Tops**  
Friendly Markets  
P.O. Box 1027  
Buffalo, NY 14240

**Tops**  
**cashforcauses**  
the simple solution to community fundraising



## We can help your group raise **thousands**

Your non-profit group earns **cash**  
just by doing their grocery shopping!







## > Who can participate?

Any official 501c3 not-for-profit organization can participate in the Cash for Causes program!

- Youth sports organizations
- School bands
- Parent-teacher organizations
- Religious groups
- Senior citizen groups
- Youth clubs

## > Use the money for anything your group needs!

- Uniforms
- Sports equipment
- Field trips
- Supplies for school
- Building repairs
- Tuition

## > No time limits.

Raise money during a specific time period or participate all year long.



## > Cash for Causes is easy!

Here's how it works:

1. Your organization purchases TOPS Living Here Giving Here gift cards from our Gift Card Department at a 5% discount.
2. You re-sell them at face value to your group members, family, neighbors and friends who use the gift cards just like cash when they do their grocery shopping at TOPS.
3. Your organization keeps the 5% difference! There's no waiting or refund checks or accounting credits — the money is in your hands to use immediately.



## > It's fun and easy to watch your funds grow!

We even provide materials upon request to help you advertise and promote this great fundraising opportunity to your group.

Sign up and start earning your share of Cash for Causes now! The minimum group Gift Card order is only \$500. Once you're accepted, orders are usually received within three-to-five business days.

## > Earn your share of thousands of dollars — get started today!

**You can place your first order with us as soon as you receive written confirmation of your acceptance, usually within two weeks.**

You must be a registered 501c3 not-for-profit organization to participate in the Cash for Causes program.

- Submit a request to participate in the program on your *organization's letterhead*. Please include the organization's name, contact address, telephone number, the total dollar amount desired, where to send the cards and a breakdown of the Gift Card denominations.
- Include a copy of your tax-exempt, not-for-profit number form (NOT your Federal Tax ID form).
- Submit both documents in one of three ways —  
1 - FAX: 716-635-5956, Attention: Cash for Causes  
2 - EMAIL: [tops.giftcard@topsmarkets.com](mailto:tops.giftcard@topsmarkets.com) with "Cash for Causes" in the subject line  
3 - U.S. MAIL: Cash for Causes, TOPS Markets  
P.O. Box 1027  
Buffalo, NY 14240-1027



**Cash for Causes Gift Cards can be used at all TOPS Fueling Stations!**