



Dear Coordinator,

Welcome to the 2026-27 School Bucks Challenge! We're proud to partner with area educators in this effort and look forward to working with you throughout the upcoming months.

We're making **\$800,000** available to participating schools to invest in classrooms, equipment, and essential supplies. We've also simplified a few details, making it easier for you — our valued community partner — to access and distribute information. Everything you need to sign up your school and link cards for those who elect to participate, and check your progress can be found at foodcity.com/schoolbucks.

Here's what you need to know:

- Enlist your community — not just parents and teachers, but alumni, family and friends — to link their cards and help propel your school to the top of the leaderboard. The more people who support your school, the more resources you'll receive!
- School Bucks are awarded based on qualifying purchases and are used to track your school's progress toward earning its share of the \$800,000. Link your ValuCard at foodcity.com/schoolbucks. (School Bucks are not awarded on purchases of Western Union services, gift cards, or lottery tickets.)
- A \$50 bonus will also be awarded (up to \$250 max) to schools that complete any of the following: mention program information in social media postings and in radio, print or television coverage. Please send photos. A \$50 bonus will be given to schools that provide pictures of the school marquee asking participants to link their ValuCards (limit 1 per school.)
- Please be aware that a qualifying minimum spend is necessary to receive School Bucks.
- **The program begins Wednesday, July 1, 2026, and runs through Friday, April 30, 2027.** Checks will be presented in the Fall.

Since its inception, School Bucks has provided nearly \$23.7 million to regional schools — all with the help of volunteers like you. We thank you for your assistance and for being a valued Food City customer!

Are you up for the challenge? If you have any questions, please feel free to contact me at schoolbucks@foodcity.com or via our hotline, 800-232-0174.

Lisa Johnson
School Bucks Challenge Coordinator

Ready to start earning for your school?

Scan the QR code and register or reactivate your school's account.





School Bucks Challenge

COORDINATOR GUIDE 2026 – 2027

Welcome, Coordinator!

Thank you for participating in the Food City School Bucks Challenge.

We are proud to partner with educators and school communities to support classrooms, programs, and essential resources. Through this program, Food City is making \$800,000 available to participating schools. Your role as coordinator plays an important part in helping your school maximize its success.

Program Overview

What is the School Bucks Challenge?

The Food City School Bucks Challenge allows schools to earn money based on grocery purchases made by the community using their Food City ValuCard. School Bucks are awarded based on qualifying purchases and are used to track your school's progress toward earning its share of the \$800,000. At the end of the program, each participating school receives a portion of the \$800,000 pool based on total School Bucks earned.

SCHOOL BUCKS ARE NOT AWARDED ON PURCHASES OF GIFT CARDS, LOTTERY TICKETS, WESTERN UNION SERVICES, FUEL, ALCOHOL, OR TOBACCO.



How School Bucks Works

1. Register or reactivate your school at foodcity.com/schoolbucks or scan the QR code.
2. Have parents, teachers, staff, alumni, family and friends link their ValuCard to your school online to begin earning School Bucks.
3. Community members shop at Food City and use their ValuCard.
4. School Bucks track your school's progress toward earning its share of the \$800,000.*
5. Coordinators can track their school's progress from their online account throughout the program.



Owl note this!



*** SPIRIT WEEKS ARE THE ONLY TIME SCHOOL BUCKS ARE EARNED DIFFERENTLY. DURING THESE SPECIAL WEEKS, SELECT ITEMS EARN BONUS MULTIPLIERS, WHICH MEANS PURCHASES EARN MORE SCHOOL BUCKS THAN NORMAL.**

(SEE THE SPIRIT WEEKS SECTION FOR MORE INFORMATION.)

School Bucks has been such a blessing for the students at Union Middle School. It has allowed us to purchase items that don't fit into our budget, like swing sets, outdoor basketball goals, gym wall pads, and weight room equipment. It truly makes a difference.

Paul Clendenon – Union Middle School



What's New This Year

The School Bucks Challenge has been refreshed for the new school year with updated branding and new ways to engage your community. While the core structure of the program remains familiar, several enhancements make it easier and more exciting to participate:

- ▶ Introduction of Skip the Owl as the official School Bucks mascot
- ▶ A new program timeline beginning earlier in the summer (July 1 – April 30)
- ▶ Multiple Spirit Weeks throughout the year featuring bonus earning opportunities
- ▶ Updated promotional materials designed for clearer communication

Meet *Skip* the Owl

SKIP IS THE FRIENDLY FACE OF THE SCHOOL BUCKS CHALLENGE, SHOWING UP ALL YEAR LONG TO ENCOURAGE LEARNING, SMART CHOICES, AND COMMUNITY PRIDE. FROM SIGNAGE TO SPECIAL PROMOTIONS, SKIP HELPS BUILD EXCITEMENT AND MAKES SCHOOL BUCKS IMPOSSIBLE TO MISS SO YOUR SCHOOL CAN EARN MORE MONEY!

Nice to meet you!



Program Timeline & Key Dates

▶ *Program Runs: July 1 – April 30*

IMPORTANT! Schools must register or reactivate annually to participate. We encourage coordinators to complete registration as early as possible so schools and supporters can begin earning School Bucks at the start of the program.

New! SPIRIT WEEKS

Spirit Weeks mean 2x School Bucks on select brand items, making it easier than ever to rally your community and boost your school's total.

Be sure to promote these dates within your community!

- ▶ July 8–14 (Kraft)
- ▶ August 5–11 (General Mills)
- ▶ September 9–15 (Kraft)
- ▶ October 7–13 (Nestlé)
- ▶ February 17–23 (Kraft)
- ▶ March 17–23 (Conagra)



Find 2x Items. In-store look for pennants, check the weekly ad, or shop online to see tagged items.



Whoooooa look at those points add up!



We truly appreciate the Food City School Bucks program. It has helped us purchase needed supplies, provide staff shirts, and most recently support the addition of a car rider awning to keep students and staff dry. This year's School Bucks check helped our PTO complete the project. Thank you, we look forward to another great year.

Taylor Johnson & Karen Holdway - White Pine School



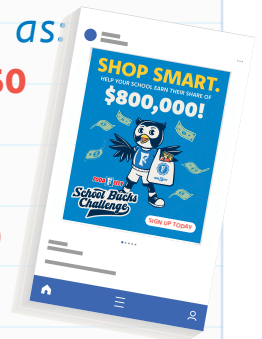
BONUS OPPORTUNITIES

Schools may earn up to a total of \$250 in extra cash by completing approved promotional activities such as:

- ▶ Including the School Bucks Challenge in PTA or school meetings = \$50
 - ▶ Promoting the program on school social media channels = \$50
 - ▶ Posting School Bucks messaging on the school marquee = \$50
 - ▶ Generating local media coverage with photos = \$50
- ▶ Sharing information through church or community bulletins = \$50



VISIT [FOODCITY.COM/SCHOOLBUCKS](https://foodcity.com/schoolbucks) TO DOWNLOAD READY TO USE SOCIAL POSTS, FLYERS, YARD SIGNS AND MORE, OR PLACE A PRINT ORDER THROUGH FOOD CITY.



Give a hoot and show us what you did!

DOCUMENTATION OF BONUS ACTIVITIES CAN BE EMAILED TO schoolbucks@foodcity.com OR MAILED TO Food City School Bucks Challenge Program Coordinator, 1 Food City Circle, Abingdon, VA, 24210.



Coordinator Tips and Strategies for Winning BIG!

Work from the top down.

Collaborate early with your school's principal, curriculum advisors, teachers, and parent groups to help spread the word. Strong internal support makes it easier to build momentum and participation.

Communicate early and often.

The School Bucks Challenge runs throughout the school year, so consistent communication is key. Set reminders at the beginning of the year to keep School Bucks top of mind during athletic events, Spirit Weeks, band concerts, PTA meetings, and major holidays like Labor Day, Thanksgiving, Christmas, and Easter.

Highlight Spirit Weeks and bonus opportunities.

Promote special events and bonus days to create excitement and give supporters extra motivation to participate throughout the year.

Reach beyond parents.

Engage alumni, extended family, friends, and community partners. Local churches, businesses, civic groups, clubs, and organizations are great ways to expand your reach and increase support.

Post it and share it.

Hang flyers in high-traffic areas and send information home with students. Visit foodcity.com/schoolbucks for printable posters, flyers, and social graphics. Be sure to share updates and reminders on social media.

Enlist friends and neighbors.

Send letters or emails to local businesses, clubs, churches, and community organizations encouraging them to link their ValuCards and support your school.

Share the rewards.

Let supporters see the impact of their participation. Share photos and stories that show how School Bucks funding benefits your school and the resources it helps provide.

Remember and remind your community — the most important thing is to LINK YOUR ValuCard online at foodcity.com/schoolbucks!

Thanks, Coordinator!

Your assistance in this program is a tremendous part of its success, and by volunteering, you've taken the first step in winning additional funding and rewards for your school. Thank you for supporting our region's young scholars and for being a valued Food City customer! Remember, we're in this with you. If you haven't met your local store manager and associates, reach out, they're prepared to help! Also, we'll be backing the program with advertising to help support your efforts and spread School Bucks Challenge news! We look forward to working with you this coming year. If you have any questions, please contact us!

Food City School Bucks Challenge Program Coordinator

Whooooooo do I contact for help?

EMAIL:

SCHOOLBUCKS@FOODCITY.COM

PHONE:

800-232-0174

276-623-5100 EXT. 5128

WEBSITE:

FOODCITY.COM/SCHOOLBUCKS



FAQ! Need help?

What is Food City School Bucks?

For 2026-2027 school year, Food City will donate \$800,000 in cash through the Food City School Bucks program. The School Bucks your school earns will help grow their share of the \$800,000 total. It's like a pie - the size of your school's slice will depend on how many they have received. Schools should encourage their supporters to register their ValuCard for the Food City School Bucks program. The program will run from July 1, 2026 thru April 30, 2027.

Where Can I Sign Up?

First login to your account and select "My Account" at the top of the page. This will bring you to your customer dashboard. From here, select "Update school" and select your favorite school. Be sure to click "Save"!

Why should I register my ValuCard in support of a school?

Every qualifying purchase after registering and using your ValuCard entitles your chosen school to more School Bucks, thus a greater share of the School Bucks awards. The more qualifying purchases, and the more participants in support of your chosen school, the larger the School Bucks check at the end of the year for your school.

How are the School Bucks calculated?

With the new School Bucks Challenge, it's easier than ever to participate! School Bucks are used to track your school's progress throughout the program, helping determine each school's share of the \$800,000 at the end of the year. The more School Bucks your school earns, the larger its share of the funds. All you have to do is link your ValuCard to your school of choice and you'll automatically earn School Bucks every time you shop.*Please note that School Bucks are not awarded on purchases of gift cards, fuel, Western Union services, alcohol, tobacco or lottery tickets.

Does linking a school to your ValuCard take your Fuel Bucks?

No. Fuel Bucks is a separate program, and your rewards will not be affected.

I signed up but my school is not on my receipt.

Schools no longer appear on receipts. You can view your selected school anytime in your account dashboard.

How do I check how many School Bucks I have?

School Bucks are listed on the account dashboard above the school of your choice.