

Every Penny Counts

(formerly Round Up For Change)

Monthly Community Donation Program





Every Penny Counts

Frequently Asked Questions

Q: Can my organization become an Every Penny Counts recipient?

Non-profit organizations that serve Williamstown and its surrounding communities in areas directly connected to the mission of our co-op and its Ends Policy are invited to apply.

Q: What are the other requirements to participate?

Participating organizations will be asked for details about how the money will be used, a digital file of your logo, promotional images, and to coordinate with us via social media, etc.

Q: How much money is usually generated through this program?

Since this program began, featured monthly organizations have received an average of \$2,795.21. Checks are issued the following month and we post photos of the presentation online.

Since June 2020, Round Up For Change has generated \$100,000+ for local non profits.



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Frequently Asked Questions

Q: How exactly does Round Up For Change work?

Customers are asked to round up the total amount of their purchases to the next whole dollar at checkout.

100% of the money collected goes directly to the featured organization.

Q: Are organizations allowed to provide additional materials?

Yes, participating organizations can provide us with brochures, flyers, postcards, etc. and depending on COVID conditions, tabling opportunities at the store may also be available.

Q: How else can we help promote this program if we're featured?

The organizations that do the most coordinated promotion of our monthly partnership on social media platforms via e-mails, etc. generate the highest total donation numbers.

**For more information, please email
Amy Carey at marketing@wildoats.coop**



Every Penny Counts Application Form

ORGANIZATION NAME

CONTACT PERSON

PHONE NUMBER

EMAIL ADDRESS

WEBSITE URL

**HOW WILL THIS MONEY BE USED TO SUPPORT OUR NORTH
BERKSHIRE COMMUNITY?**

**WHERE WILL YOU PROMOTE OUR PARTNERSHIP THROUGHOUT
THE MONTH?**

RETURN TO: WILD OATS ATTN: MARKETING 320 MAIN ST. WILLIAMSTOWN MA 01267