



Submitted by: Allan Reetz, areetz@coopfoodstore.com

Company/Organization: Hanover Co-op Food Stores

Number of Employees: 370

For-profit/ Nonprofit: for profit

Category: Community

Challenge or Opportunity:

In the early 2000s, our Hanover Co-op Food Stores rolled out a charitable-giving program called the Community Partner of the Month to collect loose change donated by shoppers. It was a successful way of raising about \$1,000 for a charity. Over time, credit and debit cards replaced cash leaving little change to donate. Donations dropped to \$250.

Approach or Solution:

After more than a year of planning, we launched Pennies for Change in June, 2016--a charitable-giving program allowing shoppers to round up their grocery bill to the next dollar. Then we donate the difference to community nonprofits. The goal was \$10,000 per month. We were nervous wondering if it would work. Well, Pennies for Change is a huge hit.

Impact:

From June, 2016, to June, 2017, members and shoppers donated \$264,406 to Upper Valley nonprofits through Pennies for Change. Collections now average \$21,000 monthly! Of funds collected each month, 60% goes to 3 food partners fighting hunger. The other 40% is split between 2 community partners which vary monthly. One thing. Big impact. Local values!