

# Frequently Asked Questions

**Charity Sale | May 5 – 7, 2023**

## **What is Charity Sale?**

Belk Charity Sale is a sale dedicated to supporting local non-profit organizations. Participating charities will have the opportunity to raise money for their organization.

## **When is the next Charity Sale?**

Charity Sale will be held on Friday, May 5 through Sunday, May 7 during regular store hours in every Belk store. Customers can purchase a \$5.00 ticket with proceeds going to charity and receive \$5.00 off their first purchase. They will also receive (on the same ticket) a 25% off stackable coupon.

## **How do Charities raise funds?**

Participating charities sell \$5.00 tickets to the event. These 501(c)3 organizations keep 100% of the proceeds of every printed ticket they sell. By purchasing a ticket, customers can support a worthy cause and enjoy special storewide discounts during the sale.

## **Do Organizations have to pay a fee to participate?**

No. There is absolutely no cost to participating organizations. Belk provides tickets, flyers, and other promotional tools to participating charities for free.

## **Does Belk keep a percentage of the tickets charities sell?**

No, all tickets sold by charities go directly to the participating charities. Tickets that are sold at our registers are split equally between our three national partners: Salvation Army, Boys and Girls Club, and Family Promise. Although they are national organizations, these funds are dispersed only to chapters within our footprint.

## **Are there any specific rules regarding ticket sales?**

Yes, tickets provided by Belk to participating organizations are to be treated as cash and sold uniformly for \$5.00 each. Tickets cannot be given away, discounted, or reproduced. Any unsold tickets must be returned to your Belk Charity representative. Check out the Rules and Regulations section at the end of this document for all of our official rules and regulations.

## **Are there any restrictions on who can sell tickets on behalf of the organization?**

No. Tickets can be sold by staff or volunteers. However, all organizations are responsible for their own financial and numerical accounting of all tickets.

## **Can customers still receive the awesome discounts if they are unable to pick up during Charity Sale?**

Yes. Presell for Charity Sale begins Tues., 4/25. Their items will be rung on Fri., 5/5 and they can pick up anytime after store open beginning Fri., 5/5. Please ask them to pick up their order within 10 days.



GIVING BACK SINCE 1888

Dear **501 (c) 3 Charity**,

Every non-profit organization is interested in raising money. Let Belk help by participating in our upcoming **Charity Sale** event!

The Charity Sale is dedicated to supporting local non-profit organizations. Participating charities will have the opportunity to raise money for their organization by selling event tickets at \$5 each and keeping 100% of ticket proceeds. Ticket holders will receive \$5 off their first purchase and a 25% off stackable coupon. It is a win-win! Over the past six years, \$50 million has been raised for over 6,000 charities located in Belk's 16-state market area.

Our Spring Charity Sale is May 5 – May 7, and we're reaching out to non-profits in our community so those who participate can begin making their fundraising plans soon.

I have also enclosed our Charity Sale FAQ guide sheet to provide an overview of the event and answer some questions you may have.

If you are interested in taking advantage of this opportunity, please come by at your earliest convenience to sign up and received your marketing and tickets for the sale! Please bring a copy of your charity's W9 to register for the event.

For any questions, please contact me at [lea\\_drach@belk.com](mailto:lea_drach@belk.com) or call (256)891-1314

Hope to see you soon!

Best regards,

**Lea Drach**  
**Belk Sales Team Manager**  
**11655 US-431, Guntersville, AL 35976**

# Rules and Regulations

- Charities must be a 501(c)3 non-profit and provide an updated W9 in order to participate in Charity Sale.
- Charities will work with their store manager to schedule time to sell tickets in-store from April 20 – May 7.
- Charities should represent themselves and Belk in a respectful and professional manner. While selling tickets for your charity, either in the community or at a Belk store, please have representatives dress cleanly, speak kindly, and treat every Belk customer with respect.
- Belk reserves the right to remove a charity from Charity Sale if they do not conduct themselves in a manner that best represents Belk. Charities will be asked to return any remaining tickets and fliers and will not be allowed to participate in any future Charity Sales.
- Charities may not copy, give away, discount, or reproduce Charity Sale tickets.
- Charities must return any unsold tickets at the end of Charity Sale as well as report back the number of tickets sold.
- In-Store Ticket Sales:
  - Charities must provide their own cash for change. Stores are not allowed to loan change for their table.
  - Sunday, May 7, will be the last day for charities to sell tickets inside Belk stores.
  - Funds raised by tickets sold in store will be divided between our 3 corporate partners: Salvation Army, Boys and Girls Club, and Family Promise. These funds will be used within the Belk's 16-state footprint, keeping the connection to our local communities in-tact.