



Charitable Giving Guidelines

At Hy-Vee, we are committed to making a meaningful impact in the communities we serve. Through our charitable giving programs, we aim to support initiatives that align with our pillars.

Our Pillars of Giving

- 1. Health & Wellness:**
Supporting initiatives that promote physical, mental, and overall well-being in our communities, with a focus on human health and children's health.
- 2. Food Security:**
Addressing hunger and food insecurity by supporting food banks and other programs that ensure families and children have access to nutritious meals.
- 3. Education & Economic Empowerment:**
Investing in education and skill-building, particularly for children and vulnerable populations, with an emphasis on trades and career paths important to Hy-Vee's future.

Funding Process and Eligibility

Hy-Vee welcomes unsolicited applications for charitable grant funding year-round. Applications are reviewed on a rolling basis, with funding decisions typically rendered within **90 days of submission**. Hy-Vee reviews and approves requests from a single organization only once per fiscal year. Duplicate requests will be held until the next fiscal year's budget

Eligibility Requirements:

To be considered for funding, organizations must meet the following criteria:

- The program in which funds are requested must align with one or more of Hy-Vee's three pillars.
- The organization must be a permanent, tax-exempt 501(c)(3) entity or an international equivalent and provide financial statements from the previous year. Annual external audits are strongly encouraged.
- The organization must not be a private foundation.



- Collaboration with Hy-Vee stores and employees, whether past or present, is encouraged but not mandatory.
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Review & Approval Process:

Community-Centered Giving

We take pride in being an integral part of our communities, supporting our neighbors and local organizations. The review process is based on the scope and scale of the request:

- **Local Support:** For programs and requests with a localized impact, we encourage applicants to communicate with their nearest Hy-Vee store. Local store teams are well-positioned to understand and address the unique needs of their communities.
- **Corporate Review:** Requests with broader reach (spanning multiple Hy-Vee communities) or exceeding a certain value threshold will be reviewed by Hy-Vee's corporate charitable giving team.
 - **Board of Directors' Role:** The Hy-Vee Board of Directors reviews and votes on donation requests submitted by nonprofits and organizations in our trade area. Decisions are based on alignment with Hy-Vee's giving mission and philosophy.

Event & Capital Campaign Donations

Requests for specific events or capital campaigns must be submitted at least **90 days** before the event or need date.

Capital Campaign Donation Requirements:

- The campaign must align with Hy-Vee's business objectives.
 - Generally, requested amounts should not exceed **20% of the total funds raised from the business community** or **5% of the total campaign funds** raised from all sources.
 - The initial application must include a list of all committed and requested funding sources, with a mix of public and private funds, including percentages of public contributions.
 - If a feasibility study was conducted, supporting documentation must be provided.
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Funding Restrictions

Hy-Vee is unable to provide funds for:

- Requests benefiting individuals or families
- Travel or conferences for employees of nonprofit organizations
- Memorials, endowments, and annual campaigns
- Fraternal, labor, or social organizations



- Political candidates, campaigns, or organizations
 - Requests for religious teachings or purposes
 - Deficit reduction campaigns
 - Organizations that discriminate based on race, ethnicity, religion, gender, sexual orientation, disability, or other protected statuses
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Request a Donation

Organizations requesting donations should visit <https://submit.hy-vee.com> and follow the directions to submit an online request for one of these areas of focus:

- Health & Wellness
- Food Security
- Education & Economic Empowerment

When requesting a donation, please specify the type of support needed from these options:

- Cash Donation – philanthropic support without any commercial incentive
 - Sponsorship – philanthropic support with commercial incentive
 - Hy-Vee Gift Card
 - In-Kind Product/Services Request
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Important Notes

Hy-Vee receives funding requests far exceeding our annual charitable giving budget. As such, we may decline support for worthy organizations or reduce support for previously funded programs. A declination of funding does not reflect negatively on the organization or its mission.

Support from Hy-Vee should not be expected to continue in perpetuity. We aim to create lasting community partnerships while exploring new opportunities to make an impact.