

## **2011 pennies from heaven Frequently Asked Questions Provided by jcpenny**

### **What is pennies from heaven?**

"pennies from heaven" is jcpenny's biggest philanthropic initiative that provides our customers the opportunity to support kids in afterschool by rounding up their store purchases to the nearest whole dollar and donating the difference. All proceeds raised by local jcpenny stores will be donated to local afterschool program.

### **How is this different from Round-Up?**

While the fundraising activity in stores is the same, the campaign has been rebranded to "pennies from heaven" and will be supported through an extensive jcpenny marketing plan, which includes broadcast, print and online advertising. There is also a dedicated microsite at [jcp.com/pennies](http://jcp.com/pennies) that provides an overview of our mission and the various ways customers can get involved.

### **How long is pennies from heaven?**

Pennies from heaven will take place four times a year. The launch event timed during the Back-to-School season will be a month long from July 31 to August 27. The remaining events of the year will last two weeks: Oct 12-25; and Nov 30 – Dec 12

### **When do the funds get disbursed?**

Collections from each pennies from heaven event will be transferred to your national office within two months following the close of each event. You should receive your local store's collections from the national office shortly thereafter.

### **How will pennies from heaven affect jcpenny afterschool access grants?**

The application process for access grants will remain the same. Look for the RFP instructions from your national office and contact them directly with any questions.

### **How can we help raise money for our program?**

Help spread the word by:

- Notifying your local media outlets. Customize the local press release template provided and send to the newsrooms of your local newspaper and television stations.
- Promoting pennies from heaven in your center. Personalize the poster and flyer templates and display them in high traffic areas.
- Getting involved with your local jcpenny store. Whether it's speaking at one of their team meetings or inviting them to an open house, the more associates feel connected to your organization, the more they will encourage customers to participate.
- Logging on to <http://jcpennyafterschool.org/> and participate in the "pennies from heaven challenge" to help generate an additional donation to your national charity.
- Sending a lucky penny to your Facebook friends. Simply visit [jcp.com/pennies](http://jcp.com/pennies) and utilize the "send a lucky penny" feature that enables you to forward your charity's branded penny to your friends with a personalized message. Invite your co-workers, friends and family members to do the same.

### **Who can we contact for more information?**

YMCA of the USA  
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