

**Save your labels  
to help your  
school or nonprofit  
earn money.**



## Want to participate in the Our Family® Direct Your Labels™ program?

By buying Our Family brand products – and saving the UPC barcodes from those cans, boxes and bottles – store guests can help schools, faith-based and other community organizations earn money for textbooks, art supplies and more.

All preschool and K-12 schools are eligible to receive money through the Direct Your Labels program, as well as school-sponsored organizations such as athletic teams and drama clubs. Faith-based and community service organizations are also eligible, as are nonprofit organizations with a 501(c)(3) designation.



For each bundle of 500 Our Family UPC barcodes collected, participating organizations can earn \$25.

To get started collecting labels, you need to make sure your nonprofit organization is registered through the Direct Your Labels program. To do so, fill out the registration card below and mail it in, along with a completed W-9 Tax ID form.

From there, you can use the information provided in the rest of the Our Family Direct Your Labels toolkit to help your favorite school or nonprofit earn money through our shop with purpose program!



### REGISTRATION CARD

Yes, our 501(c)(3) nonprofit organization would like to participate in the Our Family® Direct Your Labels™ program. Enclosed is a copy of our W-9, along with our completed registration card.


Group name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact person: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_

Email address: \_\_\_\_\_@\_\_\_\_\_.com

For each bundle of 500 Our Family UPC barcodes collected, participating nonprofit organizations will earn \$25 – which will be sent to the address provided above.



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## Participating in Our Family® Direct Your Labels™ program is as easy as 1, 2, 3 ...

1. Shop any of the more than 1,400 retail grocery stores that carry any of the more than 2,000 Our Family products.
2. Collect Our Family UPC barcodes - and encourage your friends and family to do the same.
3. Once you have saved 500 barcodes\*, fill out the UPC Barcode Redemption Form, package the UPC barcodes together and ship everything to the Our Family Direct Your Labels redemption center using our mailing label.



A check will be sent to your favorite school or nonprofit organization in increments of \$25 for every 500 Our Family labels submitted.

*\*All UPC barcodes from Our Family brand products must be sent in bundles of 500 (no tape, staples or rubber bands) with a completed redemption form included with each bundle. Any bundle containing less than 500 UPC symbols will not be honored or returned.*

### For details:

[ourfamilyfoods.com/Direct-Your-Labels](http://ourfamilyfoods.com/Direct-Your-Labels)

To help ensure your Direct Your Labels™ campaign is a success, use any (or all!) of the provided promotional materials to let your friends and family know you're collecting Our Family labels on behalf of your favorite school or nonprofit. The toolkit contains a letter that can be personalized and sent to friends and family, a sample newsletter article, a UPC barcode redemption form and a mailing label to turn your labels into cash for your organization.



**UPC barcode  
redemption form**

|                              |  |      |  |
|------------------------------|--|------|--|
| Group name:                  |  |      |  |
| Address:                     |  |      |  |
| City:                        |  |      |  |
| State:                       |  | Zip: |  |
| Contact person:              |  |      |  |
| Phone:                       |  |      |  |
| Number of barcodes enclosed: |  |      |  |



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redemption form**

|                              |  |      |  |
|------------------------------|--|------|--|
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| Address:                     |  |      |  |
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