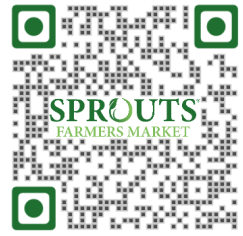


INTERNAL ONLY: Please keep this guide accessible in your office to reference as needed.

GET STARTED WITH ROUND UP!

Sprouts is pleased to announce that our customers can now “round up” at the register to help raise awareness and funds for children’s nutrition education and school garden programs happening in our communities. This is a simple **no pressure** option to donate with a “yes” or “no” button on the pin pad.



WATCH 1-MIN VIDEO ON
SCHOOL GARDEN ROUND UP



BUT FIRST... WHY SCHOOL GARDENS?

Healthy habits are formed at a young age, shaping how kids make choices into adulthood. School gardens are highly effective learning spaces to teach kids how to grow, cook, and enjoy healthy fruits and vegetables at a young age, potentially reducing their risk of diet-related disease later in life. More than 30,000 school gardens exist nationwide!

1 INTRODUCE ROUND UP TO YOUR TEAM

A positive program rollout begins with you! Please take time to communicate details about the “Round Up” Program to all team members. Think about what it means to be a part of the local community and why it matters to you. Then, share this message during team huddles. Use the **Huddle Guide** on the back to get started.



2 PREPARE FRONT-END TEAM MEMBERS

Leverage Head Cashiers to distribute the laminated “**Round Up - Cashier Guides**” to each register. Be sure cashiers review the guide and are prepared to answer customer questions.

3 SHARE PROGRAM SUCCESS & REFRESH TRAINING

Be sure that new front-end and cashier team members review the “Round Up—Cashier Guide”. Stores will receive updates about the program monthly. Share these updates with your team and also thank your customers for being a part of this program!



NEED MORE INFORMATION?

- Direct Customers to Visit - SproutsRoundUp.org
- General Inquiries - Email Foundation@sprouts.com
- Personal Assistance - Email LyndseyWaugh@sprouts.com
- Customer Questions - Sprouts.com/contact to reach our Customer Relations team



HUDDLE GUIDE

What is Round Up?

The “Round Up” program invites customers to support local school gardens and children’s nutrition programs in your community through the Sprouts Healthy Communities Foundation.

What is the Sprouts Healthy Communities Foundation?

Since 2015, Sprouts has invested **\$18 million dollars to school gardening and cooking programs** that help kids learn about healthy eating.

- **6,000+ school garden programs** benefit from Sprouts funding nationwide
- **3 million students** received garden education last year with our support
- **200+ gardens** built and maintained by Sprouts employees

How are donations used?

The Sprouts Healthy Communities Foundation awards local and regional donations to schools and nonprofit organizations to support school garden education.

How does this change the check-out process?

- Customers will be prompted through the pin pad to “Round Up for Kids Nutrition Education” and can choose “yes” or “no.” **The cashier will not be able to bypass the message. The customer will need to answer to advance the transaction.**
- Allow the customer to read this message for themselves, **without feeling pressure**, but be prepared to answer questions, if asked.
- Review and use the **“Round Up—Cashier Guide”** at each register to answer common customer questions and learn more about the Foundation.

Where can you learn more?

SproutsRoundUp.org

**SHARE 1-MIN VIDEO ON
SCHOOL GARDEN ROUND UP**

