

Dear Neighbor,

At Ukrop's, we are committed to the communities we serve. This commitment began decades ago with my parents, Joe and Jacquelin Ukrop, who made being good neighbors a priority. During World War II, when there was a shortage of farm help, my parents closed the store once a week to help farmers with their crops. Over the years as the business grew, my parents passed on their beliefs, including the desire to help others. This is an integral part of our family business and are pleased to contribute 10% of Ukrop's pre-tax profit to organizations and events that make Central Virginia and the Roanoke area better places for all of us.

In order to coordinate our efforts and remain fair and consistent in our giving to organizations, we have formalized our guidelines for community donations and sponsorship requests. As in the past, Ukrop's continues to focus its community support on the areas in which it has a retail presence, which currently include Richmond and its surrounding counties, Fredericksburg, Roanoke, and Williamsburg.

In addition, we have defined four areas of interest for our community support, which include:

- Hunger relief for people and pets.
- Health and wellness (specifically heart health, obesity, diabetes, cancer, and infant/child health).
- Hometown sports and recreation (local professional sports teams, as well as free, family events).
- Sustainability of local agriculture and reduction of waste.

Our passion for supporting worthwhile causes is as strong as ever. To request support, we ask that you complete the requested information on the back of this letter. We thank you for your efforts toward making our communities great places to live, and we look forward to the opportunity of partnering with you.

Sincerely,



Bobby Ukrop



Ukrop's will accept sponsorship and donation requests throughout the year with an eight week review cycle. We ask that you complete the information below and include a cover letter providing the following details:

- Overview of organization, including name, mission, purpose, and major accomplishments.
- Brief description of project/program/event for which you are requesting funds.
- How your request fits the areas of interest for funding by Ukrop's Super Markets.
- Cash funding amount or in-kind donation being requested, including sponsor benefits if applicable.
- Other organizations being presented with sponsorship opportunity, including grocery retailers.

Please make note of organizations that have agreed to a sponsorship.

Name of Organization: _____

Select/Circle One: Non-profit Charitable Service

Person Submitting Request: _____

Street Address: _____

City _____ Zip _____

Daytime Telephone: _____

E-mail Address: _____

Alternate Contact Person: _____

E-mail Address: _____

Has your organization received funding from Ukrop's in the past year? _____

If yes, how much? _____

If your sponsorship request is selected for further review, we may contact you to ask for additional information to help evaluate your proposal.

Please be sure that your request meets the criteria for geographic and philanthropic focus areas outlined in the letter on the other side of this form before sending to the following address:

Community Support
Ukrop's Super Markets, Inc.
2001 Maywill Street, Suite 100
Richmond, VA 23230