

Kroger Cares now really easy to do

If you hold a Kroger PLUS card that you already use when you shop Kroger, you can now donate to BRAA with one phone call and the normal swiping of your card. If you don't have a PLUS card, inquire with any cashier at any Kroger store. Anyone within Kroger's Mid Atlantic region can now donate to BRAA (or other 501 (c) 3 organizations) simply by using the normal customer-benefit Kroger PLUS card.

If you have already created a Kroger.com account, you may go there to register your PLUS card to the benefit of BRAA by following the link to Community Rewards and search for Blacksburg Regional Art Association.

To link your Kroger PLUS card to BRAA by phone, simply call 866-221- 4141 with your PLUS card in hand. Tell the service representative you want to register your PLUS card with Community Rewards and give them the BRAA registration number 83960. From that moment on, your Kroger PLUS card will benefit you and BRAA each time you shop. Fuel purchases and a few other items are not included in this program. Full information can be found at Kroger.com.

Periodic reports are received from Kroger reporting the amount of money credited to our organization and checks are automatically sent to us quarterly. These funds help to support the many workshops we hold and our presence in the community.