

What is a 'Community Account'?

A Group or 'Community Account' is a great way for our members to help a local charity, group or organisation that they want to support. It allows members to donate their dividend points on an individual transaction, whilst shopping with their local co-op to help their chosen organisation to collect more dividend points.

Can any organisation apply?

We will consider any local organisation or good cause as long as it operates in our trading area (Norfolk, Suffolk and Essex).

How do we apply for a Community Account?

Local charities, groups and organisations can apply to open an East of England Co-op Community Account. To do this you just need to pay £1 – this is your share in our co-op and this is taken off your first dividend payment. You can download an application form at www.eastofengland.coop/membership/become-a-member/membership-for-groups and return it to the address shown on the form.

Can a Community Account be set up at the till?

No, the application process outlined above has to be followed.

How does it work?

Once the account is set up, the organisation will be issued with a unique share number for use at the till. It is this number that is key to allowing supporters to donate their dividend points.

As a handy reminder, we supply 10 Community Support Cards, printed with the share account number for supporters to carry with them. If more are needed, just let us know!

At the till, after the Membership Card has been scanned, the member quotes the share account number for their chosen organisation or presents their Community Support Card. The operator enters the share number at the till, completes the transaction and returns the card to the member. The points are automatically allocated to the Community Account.

It is the responsibility of each charity, group and organisation to promote their dedicated share number amongst its supporters.

What happens if a member can't remember the share account number?

Unless a number is entered on the till at the time of the transaction, points cannot be donated for that transaction. East of England Co-op colleagues do not have access to share accounts and are unable to look up share numbers for charities, groups or organisations. This is one reason why we have introduced 'Community Support Cards' – so members always have the number conveniently to hand.

Does a supporter have to be a member to donate points?

Yes. They must have their own East of England Co-op Membership Card and present this at the till and advise the till operator of the Community Account number they wish to divert points to.



How does a supporter join the East of England Co-op?

Encourage your supporters to join us and become a member. Joining is easy, simply ask in store for a membership application form. Applicants must be over 16 to become a member and will need to pay £1 for their share in our co-op which we can take off the first dividend payment. Alternatively, join online at www.eastofengland.coop/membership/become-a-member

Rewarding membership. Don't miss out – in 2015/16 our members saved £349,000 using money off vouchers. We'd love to be able to send you exclusive deals and special offers and the easiest way for us to do this is by email (we promise never to share members information with anyone else or send too many emails). **To receive our offers, make sure we have your email address and tick the opt in box on the application form.**

Once your application has been processed, you will be sent a Membership Card and you can start earning dividend points – and donating them too.

How does dividend work?

As a co-operative society our members enjoy a share in our profits through our Dividend Scheme. Hundreds of thousands of local people are members of the East of England Co-op, earning dividend points each time they pay for their goods and services at the till in one of our branches.

For every pound spent on qualifying products and services, dividend points are earned. There are a few things like cigarettes, National Lottery, infant formula, PayPoint, Subway, funeral disbursements and prescription drugs that don't qualify for dividend points. Once our yearly accounts are completed and we know how much profit is available to share with our members these dividend points are given a money value, and each member's share in the profits is calculated.

How does the charity, group or organisation get dividend?

When points are donated at the till, dividend points are transferred to the nominated organisation's share account. If dividend is approved at the Annual Members' Meeting, it is paid directly into the Community Account. Nominated individuals can withdraw the money, but a minimum of £1 must remain in the account as the organisation's shareholding.

So don't delay, apply today. The sooner your Community Account is set up, the sooner your supporters can start diverting points!

For help with an existing Community Account contact the Membership Support Team on **0800 389 5354** or email membersupport@eastofengland.coop.

For more information about the East of England Co-op visit: eastofengland.coop