Submitted by: Allan Reetz, areetz@coopfoodstore.com
Company/Organization: Hanover Co-op Food Stores
Number of Employees: 370
For-profit/ Nonprofit: for profit
Category: Community

Challenge or Opportunity:
In the early 2000s, our Hanover Co-op Food Stores rolled out a charitable-giving program called the Community Partner of the Month to collect loose change donated by shoppers. It was a successful way of raising about $1,000 for a charity. Over time, credit and debit cards replaced cash leaving little change to donate. Donations dropped to $250.

Approach or Solution:
After more than a year of planning, we launched Pennies for Change in June, 2016—a charitable-giving program allowing shoppers to round up their grocery bill to the next dollar. Then we donate the difference to community nonprofits. The goal was $10,000 per month. We were nervous wondering if it would work. Well, Pennies for Change is a huge hit.

Impact:
From June, 2016, to June, 2017, members and shoppers donated $264,406 to Upper Valley nonprofits through Pennies for Change. Collections now average $21,000 monthly! Of funds collected each month, 60% goes to 3 food partners fighting hunger. The other 40% is split between 2 community partners which vary monthly. One thing. Big impact. Local values!