

The Kraft Foods Group Foundation Matching Gifts Program Frequently-Asked Questions

Updated: August 2012

- **What is the Kraft Foods Group Foundation Matching Gifts program?**
- **What is a 501(c)(3) organization?**
- **What organizations are not eligible?**
- **Who is eligible to participate in the program and when is eligibility effective?**
- **What is the minimum amount that can be matched?**
- **How is my donation matched?**
- **Are cash contributions to eligible organizations matched?**
- **How do I obtain a match for my donation?**
- **When might my request be matched?**
- **Where can I get blank Kraft Foods Group Foundation Matching Gifts forms?**
- **If I am a new employee and do not have access to the Kraft Foods Group Foundation Matching Gifts internet site, how do I make a matching gifts request?**
- **Will I be notified when the Kraft Foods Group Foundation matches my gift, or if it is not approved?**
- **Is there an annual dollar limit?**
- **How is the annual donor limit determined?**
- **Will the Kraft Foods Group Foundation match a pledge that I have made?**
- **Why must I submit separate requests for each gift made over a period of time to the same institution?**
- **I did not enter the "exact date of gift" and the form was returned to me. Wouldn't it have been easier for you to enter the same date as listed after my signature?**
- **Why does a school have to be accredited?**
- **Is a contribution to a religiously-affiliated school eligible for a matching gift?**
- **Does the Kraft Foods Group Foundation match funds collected during fundraising events such as walk-a-thons?**
- **Does the Kraft Foods Group Foundation match funds directed to a particular individual, such as a sponsored child, adult or other individual?**
- **Who do I call with additional questions regarding the Kraft Foods Group Foundation Matching Gifts program?**
- **Who manages the Kraft Foods Group Foundation Matching Gifts Program?**

What is the Kraft Foods Group Foundation Matching Gifts program?

The Kraft Foods Group Foundation Matching Gifts Program is designed to help the Kraft Foods Group Foundation enhance its charitable giving by matching donations given by eligible Kraft Foods Group, Inc. employees to organizations that further the Kraft Foods Group Foundation's charitable goals. The Kraft Foods Group Foundation may contribute up to \$15,000 per year, per Kraft Foods Group, Inc. employee, to eligible 501(c)(3) non-profit organizations in the United States (this may be given as a single gift or in gifts cumulatively totaling this amount).

The Kraft Foods Group Foundation Matching Gifts Program Frequently-Asked Questions

Updated: August 2012

What is a 501(c)(3) organization?

The term “501(c)(3)” refers to a section of the U.S. tax code. A 501(c)(3) organization is one kind of non-profit, tax-exempt organization. In general, a 501(c)(3) organization is a religious, charitable or educational organization.

To receive Kraft Foods Group Foundation matching gifts, an organization must have 501(c)(3) status. However, as explained below, not all 501 (c)(3) organizations are eligible for matching gifts. The Kraft Foods Group Foundation also will not match gifts to volunteer fire companies, ambulance and rescue squads, recognized as 501(c)(4) organizations under the Federal Tax Code.

What organizations are not eligible?

Contributions to political organizations (i.e., election campaign funds or political committees), religious organizations (i.e., churches or synagogues), United Way chapters, private foundations, private operating foundations, donor advised funds, and groups recognized as 501(c)(4) organizations under the U.S. al tax code, such as volunteer fire companies, ambulance and rescue squads, are not eligible for matching gifts.

Who is eligible to participate in the program and when is eligibility effective?

US Kraft Foods Group, Inc. employees and those who are on short-term disability or Family Medical Leave (FML) (collectively, “Kraft Foods Group, Inc. Employees”) are eligible. Kraft Foods Group employees become eligible in the program on their initial hire date as an employee. Members of the Kraft Foods Group Board of Directors also are eligible. Individuals who meet the criteria and seek matching gifts are sometimes referred to in this document as “donors” or “eligible donors.”

Retirees, interns, consultants, temporary employees and employees, who are on salary continuance (severance) or long-term disability, are not eligible to participate.

What is the minimum amount that can be matched?

The minimum amount for matching is \$25 per individual gift. If multiple payments are made to one organization, each individual contribution must meet eligibility criteria.

The Kraft Foods Group Foundation Matching Gifts Program Frequently-Asked Questions

Updated: August 2012

How is my donation matched?

All eligible donations that the Kraft Foods Group Foundation chooses to match will be matched on a one-for-one basis and rounded to the nearest dollar. All dollar limits are based on the date of the donor's gift; not the date the matching gift is processed.

Are cash contributions to eligible organizations matched?

Cash contributions are not eligible. To be matched, contributions must be given in the form of checks, credit cards or negotiable, privately-traded or over-the-counter stocks. The value of the matching gift for stocks will be determined by the average price of the stock on the date of the gift. Gifts of goods and services will not be matched.

How do I obtain a match for my donation?

Requests may be submitted electronically by [clicking here](http://easymatch.com/kraftfoodsgive) (<http://easymatch.com/kraftfoodsgive>). Or, you may enclose a completed Kraft Foods Group Foundation Matching Gifts form with your donation to the organization to which you are contributing. The organization will need to complete Part B of the form and mail it to the matching gift administrator for processing. Matches are at the discretion of the Kraft Foods Group Foundation.

When might my request be matched?

Approved gifts are matched in February, May, August, and November. This schedule is subject to change. Quarterly payments help reduce recipient organizations' overall administrative expenses.

Where can I get blank Kraft Foods Group Foundation Matching Gifts forms?

You may download a form by [clicking here](https://easymatch.com/kraftfoodsgive) (<https://easymatch.com/kraftfoodsgive>). Forms also are accessible from the Kraft Foods Group Community Involvement intranet site also are available via phone at Toll Free: 866-846-9436, 8:00 am - 5:00 pm CST.

The Kraft Foods Group Foundation Matching Gifts Program Frequently-Asked Questions

Updated: August 2012

If I am a new employee, and do not have access to the Kraft Foods Group Foundation Matching Gifts internet site, how do I make a Matching Gifts request?

Since it takes a few months before a newly-hired employee gains access to the Kraft Foods Group Foundation Matching Gifts internet site, you can still submit a request. Just complete a Matching Gifts form, sign and send it to the organization, along with your contribution.

Will I be notified when the Kraft Foods Group Foundation matches my gift, or if it is not approved?

Yes. Eligible donors immediately receive an e-mail when they submit an online request for Matching Gifts. Donors also are notified of their matched contributions on a quarterly basis. If the match is declined, the donor will receive a notification letter.

Is there an annual dollar limit?

Yes. Provided the funds are available, the program will match eligible donations up to \$15,000 per calendar year per eligible donor. This amount may be given in a single gift or in gifts cumulatively totaling \$15,000.

How is the annual donor limit determined?

The annual donor limit is determined by the actual date of the donor's contribution to the recipient organization. For example, if you make a donation of \$2,500 on December 31, 2010 to an eligible institution and you submit your matching gift form to the agency in January 2011, the matching gift (if approved) will be calculated against your 2011 limit.

Will the Kraft Foods Group Foundation match a pledge that I have made?

No. The Kraft Foods Group Foundation will only match actual payments. If you make a pledge to an eligible organization, a matching gift may be made to eligible organizations only after you pay your pledge and apply for the match.

The Kraft Foods Group Foundation Matching Gifts Program Frequently-Asked Questions

Updated: August 2012

Why must I submit separate requests for each gift made over a period of time to the same institution?

Each gift is a separate transaction. One request per gift helps ensure that every gift donation is matched appropriately. Separate requests also facilitate record keeping and comply with the Kraft Foods Foundation audit requirements. However, each separate gift must be at least \$25 to be eligible for a match.

I did not enter the "exact date of gift" and the form was returned to me. Wouldn't it have been easier for you to enter the same date as listed after my signature?

The Kraft Foods Group Foundation requires the exact date of gift in order to determine if the gift is eligible for matching. The Kraft Foods Group Foundation must receive all matching gift requests within one year of the date of the donation.

Why does a school have to be accredited?

Accreditation ensures that a school has met and maintains certain standards of quality. This requirement is the most equitable way for the Kraft Foods Group Foundation to determine eligibility.

Is a contribution to a religiously-affiliated school eligible for a matching gift?

It depends. A contribution to a religiously-affiliated educational institution may be matched if it is accredited and a primary purpose of the institution is not to provide religious training or to train religious officials.

Does the Kraft Foods Group Foundation match funds collected during fundraising events such as walk-a-thons?

The Kraft Foods Group Foundation may match charitable donations made directly by an eligible donor to fundraising events such as walk-a-thons. However, these donations must be the personal funds of the Kraft Foods employee participant ONLY. Funds provided by non-eligible donors, other individuals or groups as pooled funds **will not** be matched.

Does the Kraft Foods Group Foundation match funds directed to a particular individual, such as a sponsored child, adult or other individual?

The Kraft Foods Group Foundation may match charitable donations made to an eligible organization for program support or a general fund to benefit all clients served by eligible donations. However, the Foundation will not match funds directed to a specific individual, to benefit a specific individual, such as a child sponsorship.

**The Kraft Foods Group Foundation
Matching Gifts Program
Frequently-Asked Questions**

Updated: August 2012

Who do I call with additional questions regarding the Kraft Foods Group Foundation Matching Gifts program?

For additional questions regarding the Kraft Foods Group Foundation Matching Gifts program, you can contact JK Group at 1-866-846-9436. Or, send an e-mail to kraft@easymatch.com.

Who manages the Kraft Foods Group Foundation Matching Gifts program?

The Kraft Foods Foundation Group Matching Gifts program is managed by Kraft Foods Group Community Involvement and administered by a third-party vendor. If you have any questions about this program overall or have any concerns, please send an e-mail to Community Involvement at gci@kraftfoods.com.