

# #MHK TOGETHER

A “Buy One, Give One” Community Relief Program.

*Made possible by the Greater Manhattan Community Foundation*

## SMALL BUSINESS ONBOARDING INFORMATION

# PROGRAM OVERVIEW

### Mission of MHK Together

MHK Together enables customers to put dollars in the hands of their favorite businesses while also providing food assistance to those affected by layoffs/reductions in pay.

### “Buy one. Give one.”

To the customer, the program is simple. “Buy one, give one.” When a customer buys a gift card through the website (mhktogether.org), the value of that gift card will be matched, dollar-for-dollar, with a grocery store gift card to provide food assistance to individuals and families which have been directly impacted by layoffs/wage loss due to the coronavirus pandemic.

### What is MHK Together?

MHK Together is a program which aims to get money flowing into the local business community which has been disproportionately impacted by recent safety measures that prevent gatherings of 10+ people. The foodservice, hospitality, local retail and personal care/service industries were some of the first to feel the impact of these restrictions and, consequently, some of the first who were forced to close and possibly lay off employees. This program was designed for them.

We realize that no amount of gift cards will make you whole but our goal is to play a part in helping small businesses sustain - we need each and every employer to be back in action once able. Additionally, the program aims to provide quick, low-barrier access to essential food/grocery items to people who may not have experience navigating area social services.

This program was created by 502, a local marketing agency, in partnership with the Greater Manhattan Community Foundation (GMCF).

### Matching Funds

This program currently has \$100,000 available in private, matching funds provided by the Ward & Brenda Morgan Donor Advised Fund and the Lincoln & Dorothy Deihl Advised Fund. GMCF has indicated that more than \$100,000 may be available, should the program be successful in its sales efforts.

You buy one.



We'll give one.



# BUSINESS ELIGIBILITY

Business eligibility is based on the criteria below..  
A business must meet [all criteria](#) to be eligible for this program.

### Business Category/Industry

The business must be in one of the following business categories:

<u>Bars &amp; Restaurants</u>	<u>Hospitality</u>	<u>Retail Sales</u>	<u>Health &amp; Beauty</u>
Restaurants	Lodging	Specialty store	Salons
Bars/Lounges	Recreation	Department store	Barbershop
Cafes/Bistros	Entertainment	Drug store	Spa/Massage
	Health/Sports	Discount store	Fitness centers
	Arts/Culture	Used goods	

### Business Location

The business must be located within the city limits of Manhattan, Kansas.

### Business Ownership

The business owner, or majority shareholder, must reside within the greater Manhattan region, defined as Manhattan + 25mi radius.

### Ability to Sell/Process Gift Cards

The business must currently sell and accept gift cards and/or gift certificates.

### 3+ Employees

The business must employ (or had been employing as of 3/10/20) a minimum of three people, either part-time or full-time.

# SIGNING UP

## Pre Sign Up Checklist

Please have the following items ready to go before starting your online application. It will make the process go much easier.

- Short business description (for use on website)
- Business ownership information
- Business logo or image (for use on website)
- Employee roster - spreadsheet (not required)
- IRS form W-9 information

## How to Sign Up

All applications must be completed online at [www.mhktogether.org](http://www.mhktogether.org). This process is easiest to complete on a desktop/laptop computer as the application requires file uploads.

1. Review the checklist items above to ensure you're ready to begin the sign up process.
2. Visit [mhktogether.com](http://mhktogether.com)
3. Click the "List Your Business" button in the navigation menu.
4. Complete the form. Please be thorough. A complete form expedites the process and ensures your business is online ASAP
5. Wait 4 to 24 hours to receive approval and see your listing online (Please be patient. We are processing many requests.)
6. Once your listing is live, begin promoting the program and linking customers to your online gift-card sales platform!

## Questions

For questions regarding the sign up process, please contact your local ABA, DMI or Westside business contact first. If you are not a member of the ABA, DMI or Westloop/Westside business organizations, please contact [info@weare502.com](mailto:info@weare502.com)

## Approval

Your application is manually reviewed by our volunteer. If anything is unclear, we will reach out to you for clarification. If your business is rejected for any reason, we will let you know via email.

# GETTING PAID

## Reports

Weekly, on Mondays, the Greater Manhattan Community Foundation will review all of the prior week's sales transactions and generate sales reports for the participating businesses. If your business did not receive any sales, we attempt to email you to let you know so that you can plan cash flow accordingly.

## How do payments work?

Payments will be issued via check, delivered via USPS. GMCF will aim to have checks in the mail weekly on Tuesdays. The delivery time of payments may vary based on USPS delivery times and the workload on staff based on sales volume.

## Sales Tax

All prices on the website are not inclusive of sales tax. If a customer buys a \$50 gift card for your business from the website, they will only pay \$50 online. The check to your business will be for \$50. It is your responsibility to properly account for sales tax based on your standard procedures at the register when you fulfill the customer's order. GMCF assumes no responsibility in withholding or paying sales tax on behalf of any participating businesses.

## Online Processing Fees

GMCF has agreed to cover processing fees for every transaction on behalf of the participating businesses. Therefore, if customers purchased \$500 of gift cards, your payout will be exactly \$500. For each online gift card purchase online, there is a 2.7% + \$.30 transaction fee.

## W9

GMCF recommends that all businesses discuss financial particulars with their accountant, regarding the best practices of reporting this income. GMCF will file IRS form W9 and issue 1099-MISC for each business which generated more than \$600 in sales through this program.

# FULFILLING ORDERS

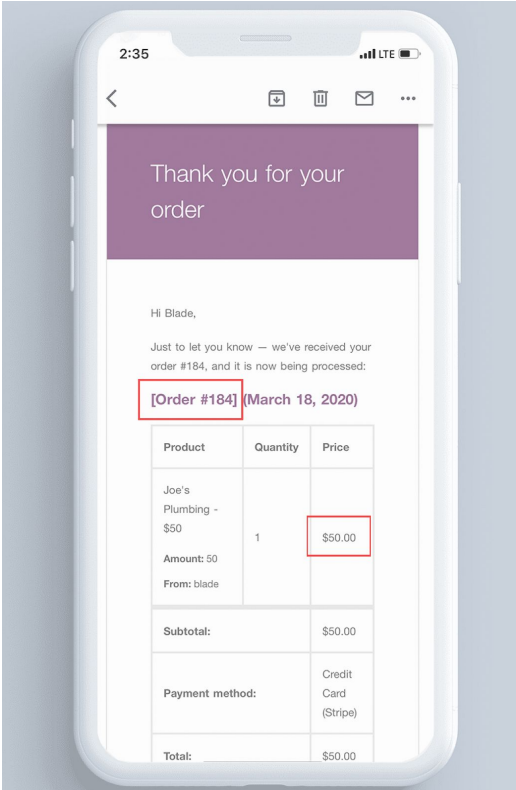
**IMPORTANT SAFETY NOTICE**  
We do not recommend that businesses bypass CDC, RCHD, KDHE recommendations or mandates in order to fulfill customer orders.

### Getting a gift card to a customer

In order for a customer to get a gift card after purchasing, they must visit your location. Customers have been notified that it may take some time before their order will be fulfilled. There is no expectation for immediate order fulfilment on the part of the participating small businesses. Please comply with all federal, state or local health/prevention recommendations regarding business operation and social distancing.

### Process

1. A customer will come in to your store when deemed safe and appropriate
2. The customer will present front of house/cashier with a receipt (digital or printed) that looks like the image on the right.
3. Using a physical form (template on next page), the sales reports provided by GMCF, or other system of choice, capture the customer’s name, order number (from website/email receipt), gift card amount, the date of order fulfilment and a customer signature acknowledging receipt of the gift card.
4. Create/generate a gift card with the appropriate balance per your existing practices
5. Thank the customer for “buying one and giving one!”



### **72 Hour Fulfillment Delay**

We do not imagine that most customers will immediately demand their gift card at your store. If they did, your business may end up in a situation where you are being asked to create a gift card before getting paid by GMCF.

To minimize the likeness of this occurring, customers will be asked to wait 72 hours before trying to collect their gift card from your business. This should offset any possible negative cash flow scenarios.

### **Preventing Fraud**

While the odds are very unlikely, there is a small chance of fraud where a customer tries to get multiple gift cards using the same receipt. For this reason, we strongly recommend using a system like that above (identified in step 3). This allows staff to cross check against previously fulfilled orders.

You may use the weekly sales reports emailed to you by GMCF as a log of all valid purchases.

Additionally, the template on the following page is provided for your use if desired. GMCF does not need this form completed. It is provided only for your use/reference.

**Should you need real-time assistance with a potential fraud situation  
staff at GMCF can look up any/all orders.**

**Please contact the community foundation for support in this scenario at (785) 587-8995**





# PROMOTING THE PROGRAM

Success of this program depends on your business's ability to promote the program. Please share links to the website, share our Facebook posts, email your customers information - do anything and everything you can to help spread the word.

## Key Messaging

Feel free to incorporate any of the language ideas below into your promotion of this program.

**Focus on Collective Success.**

**We'll Get Better Together.**

**We're Looking Forward to Celebrating Our Success When this Passes.**

**Clearly Link the Gift Card Purchase and the Grocery Gift Card Match:**

**MHK Together enables the customers to purchase a gift card from a local business while providing a grocery gift card of the same value to someone in need.**

**When you buy a gift card to our business, your money will be matched 100% and provided to people negatively impacted by the coronavirus.**

**A "Buy One, Give One" Community Relief Program**

**A tool to match gift card purchases at a local business with a grocery gift card of equal value for an affected person in our community.**

**Gift cards for the future, grocery assistance for the gap.**

**Elevate The Recipients of this Program**

**Thank you for protecting our community.**

**Our service, retail and hospitality workers have sacrificed their livelihoods for our community's wellbeing.**

**We stand with Manhattan's service, retail and hospitality sector.**

*Example Facebook Post:*

We're excited to be a part of MHK Together! Visit [MHKTogether.org](https://MHKTogether.org), buy a gift card to our store and they will match your purchase dollar-for-dollar to provide grocery assistance for someone in need. Buy one, give one!

*Example Facebook Post:*

Purchase your gift cards to our store, and many others, at [MHKTogether.org](https://MHKTogether.org). When you buy a gift card to our business, your money will be matched 100% and provided to people negatively impacted by the coronavirus.

**Please Tag Our Page and use #mhktogether**

When promoting the program, please tag our page. We are currently only on Facebook - our handle is [@mhktogether](https://www.facebook.com/mhktogether). Additionally, please use [#mhktogether](https://www.facebook.com/mhktogether) in your posts.

**Always Provide a Link to the Website**

Success of this program is dependent on customers purchasing gift cards electronically through this website. In your promotions, please always include a link to the website at [MHKTogether.org](https://MHKTogether.org)

# GROCERY ASSISTANCE

## How is Grocery Assistance Provided?

Working through Shepherd's Crossing, the dollar-for-dollar matching money from this program will be used to purchase Hy-Vee and Dillon's gift cards. Individuals requesting assistance can apply online at [mhktogether.org](http://mhktogether.org) and staff from Shepherd's Crossing will evaluate their applications for approval. If approved, grocery gift cards will be mailed via USPS.

## Eligibility

Any residents of Manhattan, Kansas are eligible to receive a grocery gift card as a part of this program. Eligibility will be determined by the following factors:

- Reduction of wages due to job status change
- Number of individuals in the household
- Other household income available.

## As a benefit/offering to Employees

A benefit of participating in this program is that when you enroll, you are asked to provide a spreadsheet/roster of all negatively impacted employees. Providing this information provides a fast-track approval for that employee, should they elect, to receive grocery gift card assistance without requiring a more extensive vetting process.

**We encourage all participating businesses to direct their employees to [MHKTogether.com](http://MHKTogether.com) to learn more about this program and apply.**

## Employee Poster/Promotion

The following pages include English and Spanish 8.5x11 promotional posters for you to place in your businesses, if you are operating. These posters will be provided on the website in the lower right hand corner under **Resources**. They are also sized to be email-friendly.

## Are you facing income loss due to job changes?

### Do you need help?

#MHKTogether, a project of the Greater Manhattan Community Foundation (GMCF), Shepherd's Crossing, and Konza United Way, is helping you, your community, and your local employers.

### If you see a reduction in income during the current corona pandemic, you can apply for grocery assistance.

- + Go to [www.mhktogether.org](http://www.mhktogether.org) and submit an online application.
- + Provide information about your current employer (or recent employer if laid off or reduced hours due to COVID19 health guidelines.)
- + Manhattan, Kansas residents meeting the above requirements are eligible to apply.
- + If approved, you will receive gift cards to Dillons or HY-Vee that can be used towards your family's grocery needs.



### Your community supports you.

Please **share** with everyone you know.

If you need help, **reach out**.

Our community is strong and we **help one another**.

Please visit [www.mhktogether.org](http://www.mhktogether.org)

## Estas enfrentando perdida de ingresos?

### Necesitas ayuda?

#MHKTogether, un proyecto de la Fundación Comunitaria de Manhattan (Greater Manhattan Community Foundation o GMCF), Shepherd's Crossing y Konza United Way ofrece ayuda para ti, tu comunidad y los empleadores locales.

## Si estas enfrentando reduction de ingresos por la pandemia de corona, puedes obtener asistencia para comprar comida.

- + Asiste a [www.mhktogether.org](http://www.mhktogether.org) y somete una solicitud electronica.
- + Necesitarás dar información sobre tu empleador (o empleador más reciente si fuiste despedido o tu horas fueron reducidas por las guías de salud de COVID19.)
- + Cualquier persona viviendo en Manhattan, KS que conforma con la condición de horas reducidas o perdida de trabajo por COVID19 es elegible para solicitar.
- + Si eres aprobado, recibirás tarjetas de regalo que se podrán usar en Dillons o HY-VEE como suplementarios para comida para tu familia.



## Tu comunidad te apoya.

Por favor **comparte** esta información con cualquier persona que conoces.

Y, si necesitas ayuda, **déjanos saber**.

Nuestra comunidad es fuerte y **nos ayudamos uno al otro**.

Please visit [www.mhktogether.org](http://www.mhktogether.org)