



**Save your labels  
to help your  
school or nonprofit  
earn money.**



## **Program Introduction Letter**

Dear Koinonia Members,

Koinonia Home School Group is participating in the Our Family® Direct Your Labels™ program, and we hope you will help us as we collect UPC barcodes from all your favorite Our Family brand products.

Each time we collect 500 UPC barcodes, we can turn those labels into \$25 for our nonprofit organization. And with more than 1,800 retail grocery stores across the country participating in the program, it's easy to turn Our Family labels into cash for Koinonia!

To participate in the Direct Your Labels™ program, simply clip and save the UPC barcode on every Our Family® brand product you purchase at Spartan Nash stores. For every 500 UPC barcodes we collect, we will earn \$25 from SpartanNash, the company that makes and distributes the more than 2,000 Our Family® brand products with national brand quality at a lower price.

If you aren't able to drop your UPC barcodes off in person, you can also mail them to 8040 10 Mile Road NE, Rockford, MI 49341. We do need original Our Family® labels to earn the \$25, so please no photocopies.

Thanks to the Direct Your Labels™ program, we can raise money for Koinonia as we shop for our groceries each week. Start saving those UPC barcodes! We'll continue collecting them throughout the year.

Sincerely,

Judy Van Berkel