

Round Up for Wheeler Mission

Are you a retailer who would love to find a way for your store to help others?
Do you want your customers to know that you are an engaged member of the community?
Have you wanted others to know what your company values are?

All of this can be done through a round up campaign!

How it works?

At checkout, customers are given the option to round their purchase up to the next dollar and donate the change to a chosen charity. For example, a purchase of \$15.50 becomes \$16.00 adding \$0.50 to the donation amount of the store's selected charity. This small ask of your customers adds up to large amounts to be donated. In 2020, a non-profit consulting group called Engage For Good, found that this type of point-of-sale activity raised more than \$605 million for charitable causes.

Success Story: White Castle of Central Indiana and Wheeler Mission

In 2021 as a part of their 100th birthday, White Castle decided to give back! Wheeler Mission was chosen as the round up charity at 19 Indianapolis area franchise locations. Customers were asked to round up their purchase to help those experiencing homelessness served by Wheeler. The results were astonishing! Those choosing to round up their purchase amounted to just under \$30,000 during 2021 which had a huge impact on the men, women, and children Wheeler serves.

Wheeler Mission is grateful to White Castle for their partnership and willingness to make a difference for those experiencing homelessness in Central and South Central Indiana!

Why does it work?

It is a win for everyone involved.

- The customer wins by feeling good about giving without impacting their personal budget.
- The retailer wins by showing the community it cares and what causes it values.
- The charity wins by receiving funds to accomplish their mission.

Additionally, research from the Lilly Family School of Philanthropy tells us that companies are increasingly aware that customers care about their involvement in charity. "Consumers want to purchase from companies that are good community and global citizens." Good Scout's recent survey tells us that 72% of U.S. consumers have donated at the register and 92% have a positive image of companies that have a charitable component.

Small change given through round up campaigns can make a huge difference. If just 100 customers each day give an average of \$0.50 per transaction, in one year your company will accumulate almost \$20,000 to give to charity. Why not join a cause like Wheeler Mission and round up?

More Information

Contact Dennis Towles, Community Engagement Manager for Wheeler Mission via phone at 317.209.5673 or through email at DennisTowles@WheelerMission.org.