



Cash for Local Change Participation Contract

This contract is a legal agreement between the parties: Full Circle Trade & Thrift (“FULL CIRCLE”) and _____ (“business”). Business enters into this contract with FULL CIRCLE in order to participate in **Cash for Local Change**, which is a program operated and trademarked by FULL CIRCLE.

The Program

FULL CIRCLE will plan and execute the Cash for Local Change (“CLC”) program in Flagstaff, Arizona. The program has two elements: a marketing campaign and a grant program.

The marketing campaign encourages customers to shop at Participating Businesses and to use cash when making purchases so that more of their money stays locally in Flagstaff in support of local participating businesses. Customers are also told that 1% of all cash sales at participating businesses will support programs that give back to the community.

The grant program will allow individuals, artists, businesses, and/or non-profit organizations to apply for the funds raised through the Cash For Local Change program. FULL CIRCLE will create an application and administer the review and decision making process. Participating businesses will have the opportunity, if they so choose, to sit in on grant application review and help to choose the projects to which their funds will be granted.

Services Provided by FULL CIRCLE

Marketing: FULL CIRCLE will produce a marketing and promotional campaign for CLC. This will include print materials to be placed at all participating businesses, a media campaign, mailers, advertisements, social media, and other promotions.

Grant Program: FULL CIRCLE will make grants of CLC revenues to local source providers as follows:

- Appoint a review committee composed of Flagstaff residents to review and rank applications.
- Review each funding request programmatically, financially and administratively, using a proposal ranking system (the business may choose to participate in the decision making process).
- Manage disbursement of approved allocations and other administration of all CLC funds.

- Notify applicants of reporting requirements and payment schedules.
- Monitor funded programs, reports and finances.
- Require grant recipients to cite the contribution of CLC and the business toward the project(s) in all instances where the contributions to the project(s) are recognized or listed

Items Provided by the Business

Marketing: Business agrees to display all CLC signage in highly visible areas and near point-of-purchase at the business' location(s). Business further agrees to promote CLC to its clients through existing and new promotional channels, and use the CLC logo and brand where possible. The business agrees and understands that when it promotes CLC, the program will succeed and benefit the business.

Grant Program: Business has the option to participate in the CLC grant program decision-making process. Business may opt out, and allow FULL CIRCLE's review panel to determine which applicants will receive funding from the business' portion of CLC funds. Should the business choose to participate, it agrees to provide a representative who will read and review all CLC grant applications, participate in all CLC review meetings, and help to make decisions for allocations within the FULL CIRCLE grant timeline.

Recruitment of Other Businesses: Business agrees to assist with the recruitment of other businesses into the CLC program.

Payment: THE Business shall donate 1% of all cash sales throughout the term of this contract or \$75/month, whichever is greater to FULL CIRCLE. The business will be billed monthly or quarterly with 30-day terms

Funding for Grants

From the percentage of cash sales donated to FULL CIRCLE by the business and other participating businesses, FULL CIRCLE will use a percentage towards marketing, promotion and administration of the CLC program. This percentage shall not exceed 20%, depending upon other financial support and grants provided to help fund the program. The remaining portion of business contributions will be made available for CLC grant allocations as outlined above.

Terms of Contract

The contract begins upon the signature of both parties below and continues in force until each project funded by the business through CLC is completed, or through March 31, 2016, whichever is sooner. This term is based upon the business agreeing to participate in approximately one year of the CLC program.

The marketing campaign for CLC will kick off on March 7, 2015, at the Viola Awards Gala. For the purposes of this contract, the marketing campaign will continue in force through February, 2016, listing the business as a participant in the program. The business will pay 1% of its cash sales accrued between March 1, 2015, and March 31, 2016, or a set amount as described below. The business will have the option to enter into a new contract for a second year, or longer. If the business chooses not to participate in 2016, the business will not be listed in Cash for Local Change promotions after February 2016

Grant applications through FULL CIRCLE will be made available in the Spring of 2016, with notification of grant awards by July 1, 2016. Funded grant projects may take place between July 1, 2016, and June 30, 2017.

