

# St. Richard Gift Card Program

## Gift Card Program Overview:

- The GCP program is a substantial fund raiser that benefits our parish/school (Last year \$28,689; Current YTD \$15,007)
- Gift cards are purchased by the parish at a discount and sold to participants at face value generating program revenue.
- Program participants are not out of pocket any money beyond the cost of the gift cards purchased. The program *simply requires a change in the way a person pays for items they already purchase/use.*
- GCP purchases can be made after Sunday masses, via school “Kid Mail”, and from the parish business office.
- GCP order forms are available from the parish web site ([www.strichardstl.org/parishorganizations/gcp](http://www.strichardstl.org/parishorganizations/gcp)) along with a complete listing of participating vendors.
- Many of the 642 retailers participating in the program are retailers we patronize everyday.

**Dierbergs 5%**      **Shop-n-Save 6%**      **Red Robin 9%**      **Walmart 2%**  
**7-11 10%**      **Lowes 4%**      **Walgreens 6%**      **Kohls 5%**      **AMC 7%**  
**Macys 10%**      **Papa John’s 8%**      **Macaroni Grill 11%**      **JCPenny 5%**  
**Home Depot 4%**      **Steak-n-Shake 8%**      **Panera Bread 9%**

- Please consider participating in the GCP program to help support our Parish. For the financial impact of this program, see the examples on the other side of this page.

**Questions regarding the GCP program can be addressed to  
Tony Meluso @567-5563**

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## Financial Impact Examples:

Example #1- You purchase:

Gas - \$100 per month using 7-11 gift cards = \$120 in revenue

Food - \$200 per month using Dierbergs gift cards = \$120 in revenue

**Total program revenue = \$240**

Example #2 – You purchase:

Food - \$250 per month using Dierbergs gift cards = \$150 in revenue

Coffee/Lunch - \$40 per month using Panera gift cards = \$43.20 in revenue

Medicine - \$50 per month using Walgreens gift cards = 36.00 in revenue

Movies - \$20 per month using AMC gift cards = \$16.80 in revenue

**Total program revenue = \$246**

Example #3 – You purchase:

Home Projects - \$1,200 a year using Home Depot gift cards = \$48 in revenue

General Purchases - \$1,200 a year using Kohls gift cards = \$60 in revenue

Clothing - \$600 a year using Macys gift cards = \$60 in revenue

Clothing - \$600 a year using JCPenny gift cards = \$30 in revenue

Household Items - \$1,500 a year using Walmart gift cards = \$30 in revenue

**Total Program revenue = \$228**

There are 635 families registered in the parish. If just 200 families participated in the program with each purchasing enough gift cards to generate \$225 in revenue, this would provide the Parish with **\$45,000** in income, which is a 36% increase over last year.

### WHAT IF.....??

250 families participated in the program and each generated \$250 in revenue. This would provide the parish with **\$62,500** in income.

300 families participated in the program and each generated \$300 in revenue. This would provide the parish with **\$90,000** in income.

**As we have demonstrated above, the GCP program is an easy and effective source of revenue for our parish. The only thing needed is your participation!!!**