



ROUND IT UP AT CITY CENTER MARKET COMMUNITY GIVING PROGRAM OVERVIEW

Round It Up at City Center Market is a simple way for shoppers to support local nonprofits. At checkout, customers can choose to round up their purchase or give another small amount, with donations benefiting eligible organizations making a difference in our communities.

Our goal is to create a giving program that is easy to participate in, transparent in how it works, and focused on supporting organizations that reflect our commitment to community well-being.

HOW THE PROGRAM WORKS

Round It Up is designed to support local nonprofit organizations through voluntary customer donations. Every gift is optional, and the program is structured to provide a fair and consistent way to invest in causes that strengthen the communities we serve.

WHO CAN PARTICIPATE

Organizations considered for participation must be registered 501(c)(3) nonprofits in good standing and must provide current documentation of their nonprofit status.

Eligible organizations must also be headquartered in or actively serving one or more of the following Minnesota counties: Isanti, Chisago, Pine, Kanabec, and Mille Lacs.

WHAT WE LOOK FOR

We prioritize organizations whose work reflects values important to City Center Market and the communities we serve. This may include community wellness, food access, environmental stewardship, education, and other efforts that make a meaningful local impact.

Organizations should be able to clearly explain how donated funds will be used to support these community-centered outcomes.

COMMITMENT TO NEUTRALITY AND INCLUSION

To keep the program welcoming and inclusive, participating organizations may not use the program to support partisan political activity, lobbying, or religious proselytizing.

Faith-affiliated organizations may still be eligible when services are offered without discrimination, participation in religious activities is not required, and donations support community-benefit programming.

Through Round It Up, City Center Market is proud to partner with customers and local organizations to create lasting community impact, one small donation at a time.