



## Paint it **Forward**

Charitable Discount Program

### Your Patrons Save 20% and Your Charity Gets 5% Back.

You may have heard doing good deeds referred to as Paying it Forward. Now, you can **Paint it Forward with PPG**. With the Paint it Forward Charitable Discount program, not only do buyers save big on paint, but a portion of each purchase goes to charity.

#### How It Works

- Your business or organization enrolls in the program at [www.PaintItForwardPPG.com](http://www.PaintItForwardPPG.com)
- You choose which charity you'd like to support. All 501(c)(3) organizations are eligible.
- If you are a charitable organization with a 501(c)(3) designation, **YOU CAN BE YOUR OWN CHARITY!**
- You'll be provided discount cards for your patrons – i.e. employees, members, or supporters – that will make them eligible for your exclusive discount. You may choose actual cards or a digital coupon that may be accessed from your web site.
- Discount cardholders get 20% OFF retail prices on PPG manufactured paints, primers and stains at any company-owned PPG PORTER® Paints stores nationwide EVERY TIME THEY BUY using the discount card!
- PPG will set aside 5% of all pre-tax purchases for your chosen charity.
- Your charity gets a check after the end of the year totaling 5% of all purchases made using your discount cards!

**No matter what charity you choose, no matter what color you choose, it will be the color of caring.**

PPG requires IRS verification of your charity's 501(c)(3) status before sending electronic or paper discount cards. Reports will be run in January and checks will be distributed no later than March 31 of each year following your business or organization's participation. A minimum of a \$25 donation must be met for a check to be issued. All Paint it Forward accounts accumulating less than \$25 in charitable contributions will be pooled into one donation to a charity of PPG's choosing.



PPG  
**PORTER® PAINTS**

*Every Job Deserves PPG Porter Paints.*

**For more information on the program, please visit [www.PaintItForwardPPG.com](http://www.PaintItForwardPPG.com)**