



## Coupon Handbook

A guide to understanding the Babe of Wabash County coupon program.

Babe of Wabash County is a nonprofit organization that serves families with young children between 0-5 years old and pregnant women. We encourage and incentivize parents and caretakers to use the services already established in Wabash County that promote good health, education, and connection.

Families can earn coupons by receiving services from partnered community organizations and businesses that promote and offer services that align with our values. Families can redeem these coupons in our store for brand new baby items. In addition to helping with a financial need, Babe also offers classes and opportunities that teach good parenting skills, life skills, and literacy education skills to young children. Families can earn coupons through participation in these Babe classes and opportunities. Most importantly, we create and build relationships between families and the community.

# General Information

## What Are Babe Coupons?

Babe coupons are gift certificates that are like money to purchase items families need found in the Babe Boutique. Partnered businesses give these certificates to their clients and patrons as an incentive for receiving services that benefit their children.

The Babe Boutique doesn't accept cash to purchase new merchandise at our store. Instead, patrons must earn coupons by receiving services from businesses and organizations that promote good health, education, and connection.

## Who Qualifies To Earn Coupons?

- Children between the ages of 0-5 are eligible to earn coupons.
- Parents, grandparents, foster care parents, caregivers who have children between the ages of 0-5 years old, and pregnant women are eligible to earn coupons for select services.
- Coupons can only be issued for services that directly benefit the child.
- Once a child turns 6-years-old, they are no longer eligible to earn coupons, nor is their parent eligible for earning coupons. If the parent has other children between the ages of 0-5 years old or if the parent is pregnant, a parent can still earn coupons.

## Information About Family Forms

Parents and Guardians are asked to enroll their families in the coupon program upon their first visit to Babe. The Family Form asks for:

- One parent/guardian to give contact info
- To list all of their children between the ages of 0-5 years old
- Pregnancy info
- Legal guardian status of children
- To list all the people eligible to earn and spend coupons on their behalf.
- A signature for the photo release.

It is essential to consider who may earn and spend coupons on your behalf. Think through each person who might bring your child to Babe and be certain to list them on the Family Form, so we know who has permission to spend coupons and who does not.

If you are a caregiver and cannot gain permission from the parent or legal guardian to earn and spend coupons, please contact the director.

## How Do You Earn Coupons?

### **Step 1: Introduction**

Individuals are introduced to Babe through an initial receipt of a coupon. Initial introduction may occur during the prenatal stage or upon birth. This first coupon is generally provided by a healthcare specialist, health department, therapist, or social service program that provides Babe Coupons. These Babe partners are considered vendors for the program.

### **Step 2: Redeeming Coupons- first visit to Babe of Wabash County**

Individuals may visit the store with a coupon to redeem for infant/toddler-related merchandise during store hours.

Babe provides new, quality infant/toddler-related items in the Babe Boutique so that families have the opportunity to provide healthy experiences for their children by using their Babe coupons. Babe coupons are valued at \$5.00 each, and can be redeemed for \$5.00 worth of merchandise. For example, if a high chair is purchased through the Babe Boutique for eight Babe coupons, they receive a brand new high chair valued at \$40.

### **Step 3: Referral Service- Earning additional coupons.**

After visiting the store for the first time, most families want to earn more coupons. The Babe staff work with families to learn about the benefits of the different services available in the county where coupons may be earned. The Babe staff becomes a trusted family advocate for family education and development. These referral services provide additional Babe coupons, and help families grow and

develop with wellness checks, immunizations, education, development, and other family services.

Families can also earn coupons through the educational opportunities provided at Babe. A variety of classes and activities are offered throughout the week. Families can also earn coupons by simply bringing their children into the playroom to play with their kids.

## The Golden Rule of Coupons

### *One Coupon, Per Child, Per Visit*

Coupons are a reward for providing healthy experiences for your children. When kids receive services that promote good health, education, and connection, you will be rewarded with one coupon for each child that receives a service. You cannot receive more than one coupon for one service. However, you are not limited to how many "coupon-worthy" services you can receive in a month.

Families with multiple children can earn coupons. For example: If a family takes three children under the age of 5 to storytime at the library, each child may earn one coupon.

## Guidelines For Coupon Vendors

### How Do I Become a Coupon Vendor?

Babe of Wabash County services residents in Wabash County and beyond. To become a coupon vendor, a business or organization must be located inside Wabash County or provide services to Wabash County residents. If a company is located outside of Wabash County, they can only give coupons to Wabash County residents.

All vendors must provide services that promote good health, education, or connection. Once the application is approved, the executive director will work with a representative to specify how coupons can be earned by patrons (based on the services provided by the vendor).

## Why Become a Coupon Vendor?

Babe of Wabash County promotes and encourages families to use the existing services that are promoting good health, education, or connection. Babe seeks to support services that assist parents in raising Kindergarten ready children. Unfortunately, some parents are unaware of these services, or need encouragement to use them. The coupon program provides the incentive for families to follow through with services. This partnership is a win/win for the community, the families, the organizations providing the services, and most importantly, the child. Organizations should expect an increase in business because families seek opportunities to earn coupons.

## Tell Me More About The Coupons!

The coupons help provide for a financial need for families in Wabash County. Clients are incentivized to receive and follow through with our vendors' services because of the coupons' financial benefit.

When writing a coupon for a client, here are a few essential guidelines to keep in mind.

- Each coupon is considered an official document.
- Babe of Wabash County keeps each coupon that is redeemed. The information is saved for research and grant purposes. Vendors are welcome to get feedback on redeemed coupons.

***\*Each coupon must be filled out correctly and completely\****

## There Are a Few Guidelines To Keep in Mind.

- Coupon vendors must fill out the coupon **entirely** when issuing coupons to clients. This means that an authorized representative from the business or organization must include the following on a coupon for it to be valid:
  - The client's name, gender, age, zip code, date issued, their business's vendor number, their own authorized signature, and service provided.
  - Every section of a coupon is essential information that we document and keep for our records. It helps us provide written information about how we are making an impact on Wabash County. Your business may

request this information for your records as well. *Any sections left blank will cause the coupon to become invalid and unredeemable.*

- A company's name is not considered a valid signature. An authorized representative of your business or organization must write their signature on each coupon issued to clients or patrons. You are welcome to stamp a person's signature onto the coupons.
- The vendor must select a reason for the visit. Leaving this section blank makes the coupon invalid and unredeemable.
- Registered vendors may only issue coupons for the services they are offering. They may not give coupons for other organizations or services they do not provide.
- A vendor must ensure that a person qualifies for a coupon *before* writing the coupon—any coupons given to customers who do not qualify become invalid and unredeemable in our boutique. See the *Qualifications* section in this handbook.

### **What Not To Do:**

- Vendors should not allow customers or clients to write on their coupons or fill in their information. Only a representative is authorized to write out the information for the client.
- Vendors may not offer coupons to compensate clients or patrons for services they provide, such as work-related tasks or raising funds. Coupons can only be issued for services that promote good health, education, and connection. All coupon-worthy services must be agreed upon in the vendor application.
- Coupons can not be traded for goods or items. They can only be issued for services earned.

## **My Organization is Too Big, and Passing Out Coupons Will Be Too Time Consuming, However, I Want To Participate. What Can I Do?**

This is an easy fix! Several vendors participate in our coupon program but don't physically pass out the coupons. H.I.P.P.A. limits some organizations, but we've found a way that allows them to participate. Some vendors provide their clients with a certificate, email, or document with their company's logo or letterhead and provide their name and service date. The client brings the document to Babe, and a

coupon is issued at our location. Contact the Babe of Wabash County executive director to discuss alternate ways of participating in the coupon program if the traditional way does not work for your organization.

## Nonprofit Vs. For-Profit

Babe of Wabash County has two different applications. Both applications ask for contact and mission information, how coupons will be earned and distributed, and signature authority. Babe of Wabash County does not accept cash for any of its services or merchandise in the boutique. Because Babe of Wabash County is 100% community-supported, we depend on donations to keep our program running. We provide coupon vendors with coupon books. We appreciate any support from our coupon vendors that help financially support our mission and the coupon program. On our application, we ask for support for our coupon program. We give three choices to For-Profit Vendors to help us financially support our coupon program on a yearly basis. We also ask for a date when we can expect to receive your pledged support. The three options are: to host a "baby shower" or diaper drive, do a fundraiser, or provide a payment of \$100. If your business cannot pay \$100 or feel you can spend more, you can give a specific amount you wish to contribute.

If you are a nonprofit, you are still given these three options. Many nonprofits can support the coupon program in some financial way. However, some can not. If your nonprofit is financially unable to help us pay for the coupons, you are welcome to check the box that declines financial support.

## Steps To Becoming a Coupon Vendor

1. Contact Babe and speak to staff about your business and its mission. If your mission fits with Babe's mission, you will be accepted.
2. Please fill out an application and submit it.
3. A Babe staff member will contact you with your coupons, acceptance letter, vendor number, and materials.
4. Babe likes to announce coupon vendors on our social media networks. We take pictures of our new coupon vendors so our families can connect a face to the name of the new vendor. Plus, we enjoy giving you the publicity.
5. When we drop off the coupons, feel free to give us any brochures, pamphlets, or materials that advertise your business. Part of our job is to connect families with the companies that are our partners.

## What Services Are Considered "Coupon-Worthy?"

That's a great question! Babe promotes services that promote good health, education, and connection. The services that qualify for coupons must fall within these guidelines. Also, the coupons are to be distributed for services that benefit the child.

Parents can also earn coupons that show a direct benefit to their child's physical, emotional, and educational well-being. So for example, if a parent who has children between the ages of 0-5 years old goes to a counseling appointment at the Bowen Center, they earn a coupon. If they get food from F.I.S.H., they earn a coupon. If they attend their W.I.C. appointments, they earn a coupon.

### Coupon Vendors Must Be Mindful of Two Things:

1. Parents wanting to earn coupons must have children between the ages of 0-5 years old. Vendors will need to ask the parents for the ages of their children before issuing a coupon to either the children or the parents.
2. In order to earn coupons, parents/guardians must have children they are caring for in their house, either full-time or part-time. Caregivers may receive coupons for children that they are caring for, but extended family members and friends, for example, can't get coupons just because they are acquainted with or have access to a young child. The coupons being issued are to benefit the child. Therefore, the person receiving the coupons must be caring for the child.

Coupon vendors may choose how to issue the coupons as long as they conform to Babe guidelines. Vendors understand their business best. Therefore, what do you want to reward families for doing? What are they not doing? What goals would you like to see your families better achieve? Don't make it hard! Don't make families jump through several hoops to get a coupon. Make the goals easy to attain. Above all, remember the golden rule of coupons:

***One coupon, per service, per child***

No matter what goal they attain, only one coupon per child or adult can be issued for each service received. If a mother takes her three children under the age of 5 to storytime at the library, each child receives a coupon because they were in attendance. If the library does a reading program and a child has struggled to reach their goal but finally does, the library cannot issue the child five coupons to celebrate. They can still only give one coupon for reaching the goal.

Each vendor must list ways families can earn coupons. Once the application is approved, the application becomes a binding contract between the business and Babe. *Businesses cannot add or change to the opportunities listed on how to earn coupons once the application has been approved without contacting the executive director and filling out a new application.*

## Other Important Info To Know

- Babe of Wabash County has the right to accept or deny any application to become a vendor.
- Vendors who violate any of our conditions could become ineligible from distributing coupons. The director would contact the business should any problems occur.

## Frequently Asked Questions

Q: Do my coupons expire?

A: No. Coupons do not have an expiration date. So even if your child phases out of the coupon program, your coupons are still good!

Q: My child doesn't need anything in the boutique. Can I give my coupons to someone else?

A: No. Coupons are non-transferable gift certificates written out to the person who earns them. Therefore, they can only be spent by that person or the parent or guardian of that person. Consequently, we *will not accept a coupon not issued to you or your child.* However, if you receive a coupon and do not wish to purchase anything for your family, you are welcome to spend the coupon on someone else.

Q: I earned coupons from other Babe locations. Can I spend my coupons at Babe of Wabash County?

A: Yes. Babe of Wabash County will accept Babe coupons issued from other counties. To redeem outside coupons, patrons must pair a minimum of two Babe of Wabash County coupons with one outside Babe coupon. So, for example, the consumer must spend three total coupons. (1 outside coupon plus 2 Babe of Wabash County coupons.)

Q: I recently visited a business that gives out Babe coupons but didn't receive one. Can I still get a coupon?

A: Possibly. Not all vendors automatically give out coupons. Some vendors require you to ask for one. Never be afraid to ask. If you know you were not given a coupon for a service earned, reach out to the vendor and let them know that you didn't get a coupon. Depending on the situation, they may or may not issue you a coupon. You are responsible for making sure that you collect your coupons at the time you receive a service. Never leave without getting your coupon or verification of your coupon. Once you have left, getting a coupon for services received becomes a little more complicated and could result in a denial.

Q: Do all vendors pass out coupons?

A: No. Not all vendors issue coupons at their location. However, they have set up a specific way to notify you that you are eligible for a coupon. The Bowen Center and Wabash Valley Dance give clients a paper pass. Court Services gives you a mini coupon slip. 1st Steps offers emails. W.I.C. clients must have Babe staff call the W.I.C. office.

If a vendor gives out an alternative, bring the slip or notice to Babe, and Babe will issue you a coupon for the service you received. Be sure to ask each vendor how coupons are given to ensure you receive your earned coupons.

Q: Can I purchase anything with cash?

A: No. The merchandise can only be "purchased" using Babe coupons which must be earned by receiving services offered by our vendors or through Babe of Wabash County.

Q: Can grandparents earn coupons?

A: Yes! Anyone caring for a child between the ages of 0-5 years old must fill out a family form. If you are not the legal guardian you may not sign the photo release on the family form.

Q: I lost my coupons. I think I threw them away. Can I get more?

A: Sorry, but no. Lost and misplaced coupons cannot be replaced.

Q: I live outside of Wabash County. Can I earn coupons?

A: Yes! Babe of Wabash County is a service that promotes businesses and organizations of Wabash County and residents of Wabash County. However, Babe of Wabash County is happy to provide services to patrons living outside of the county who use services inside of Wabash County. However, some of our vendors are located outside of the county. They serve a greater geological area that includes Wabash County.

If you live *outside* of Wabash County and receive services from a vendor we are connected to who is also located *outside* of Wabash, you are **not** eligible for a coupon. Only Wabash county residents may earn coupons from vendors outside of Wabash.

Q: What if my business is located outside Wabash County, but I provide services to Wabash residents? Can I become a coupon vendor?

A: Possibly! Babe of Wabash County promotes businesses and organizations located inside of the county. However, we realize that there are essential services that our county residents need and the servicer's headquarters is located outside of the county. W.I.C. and Healthy Families are an example. Vendors located outside of the county will be considered on a case-by-case basis. If your application is accepted, you may only give coupons to Wabash County residents.

Q: Can I earn Babe coupons for doing work or providing something to a vendor, such as money for a fundraiser?

A: No. Coupons can only be earned by clients receiving services from vendors for services that show a direct benefit to children that promote good health, education, and connection. Therefore, clients and patrons cannot earn Babe coupons as a form of payment for services performed by the client or patron.

Q: Is there an income limit to participate?

A: No. All programming is available to all families free of charge. Babe of Wabash County's services are not income-based.

Q: I am a caregiver. Can I earn coupons?

A: Yes! You can earn coupons. Typically, parents and legal guardians are the primary patrons of our coupon program. However, a caregiver occasionally comes in with a child and needs services. If you are a caregiver taking a child to receive services, and take care of the child part-time to full-time, you can receive coupons.

## Contact Information

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### Babe Hours:

Every Tuesday and Thursday  
10:00 am- 4:00 pm  
The playroom closes at 3:30 pm

Select Saturdays (see website calendar for dates)  
10:00 am -12:00 pm  
The playroom closes at 11:45 am