

A bouquet of flowers in a vase

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**HANNAFORD BLOOMIN’ 4 GOOD PROGRAM**

Fact Sheet

Congratulations on your organization’s selection in the Hannaford Bloomin’ 4 Good Program!

**Not sure how to start talking about the program? We’re here to help!** We’ve brought together key facts and talking points from across the program website compiled in one place. Below you will find information you can use to discuss this program with your board, staff, and supporters:

1. The Hannaford Bloomin’ 4 Good Program has been operating since August 1, 2021.
2. Since inception, the program has donated $402,873 to 3,638 nonprofit organizations and sold 402,873 bouquets.\*
3. Hannaford operates 220 stores across Maine, Massachusetts, New Hampshire, Vermont, and New York that participate in the program.
4. The Hannaford Bloomin’ 4 Good Program makes it easy for shoppers to support their communities and environment by buying a specially marked floral bouquet. A portion of each purchase benefits local organizations focused on hunger relief.
5. Every month, the Store Leadership Team at each Hannaford location chooses a local nonprofit organization to be the monthlong beneficiary of the Bloomin’ 4 Good Program. Different nonprofits are selected every month to ensure the many organizations making a difference in our local communities can be supported by this program. The name of the organization is displayed in the store floral section during their benefiting month.

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*\*As of 5.12.2025.These statistics are updated regularly on the program website and can be found* [***here***](https://hannaford.2givelocal.com/program/bloomin-4-good/)*. You will want to use the most recent stats available at the time of your selection.*

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1. Generally, the nonprofits selected by a specific store are within a 10-mile radius of that store location. It’s important to note that this program benefits each store’s regional shopping area.
2. Each time a shopper purchases a specially marked Bloomin' 4 Good Bouquet, $1 is donated to a local nonprofit organization selected to benefit for the month.
3. Nonprofits meeting the [**program's qualifications**](https://hannaford.2givelocal.com/submit-your-organization/) are submitted to our database of thoroughly researched organizations within the vicinity of each store location
4. A list of nonprofit organizations that have benefited from the Bloomin’ 4 Good Program can be found [**here**](https://hannaford.2givelocal.com/community-impact-by-non-profit/) on the program website and is organized alphabetically.

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