

1 SENATE MEMORIAL 18
2 **55TH LEGISLATURE - STATE OF NEW MEXICO - FIRST SESSION, 2021**

3 INTRODUCED BY
4 Brenda McKenna
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10 A MEMORIAL

11 ENCOURAGING BUSINESSES AND CONSUMERS TO SUPPORT CHARITABLE
12 GIVING BY OFFERING AND DONATING TO CHARITY CHECKOUT PROGRAMS.
13

14 WHEREAS, 2020 presented the challenges of a once-in-a-
15 lifetime global pandemic, financial instability and growing
16 social concerns; and

17 WHEREAS, New Mexico government is experiencing a budget
18 crisis due to the impact of the coronavirus disease 2019
19 pandemic and the decline in oil and gas revenues; and

20 WHEREAS, many New Mexico organizations that depend on
21 charitable giving to fund operations have to make difficult
22 decisions about how to allocate scarce resources; and

23 WHEREAS, despite these uncertain times, individuals have
24 shown historic levels of generosity by significantly increasing
25 their giving in support of those who have been impacted by this

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1 challenging environment; and

2 WHEREAS, one of the easiest ways to donate is through
3 charity checkout campaigns that offer customers the option to
4 count up the cost of their purchases; and

5 WHEREAS, at a store's checkout, customers may be asked if
6 they want to increase, or count up, the purchase amount to the
7 nearest dollar and donate the change to charity; and

8 WHEREAS, a purchase of ten dollars fifty cents (\$10.50)
9 would be rounded up to eleven dollars (\$11.00), with the fifty-
10 cent (\$.50) difference between the purchase price and the total
11 donated to a designated charitable or nonprofit organization;
12 and

13 WHEREAS, customers can also round-up-plus, to add whatever
14 additional amount they choose; and

15 WHEREAS, a purchase of ten dollars fifty cents (\$10.50)
16 could be rounded up to sixteen dollars fifty cents (\$16.50),
17 with the five-dollar (\$5.00) difference between the purchase
18 price and the total donated to a designated charitable or
19 nonprofit organization; and

20 WHEREAS, in 2018, more than four hundred eighty-six
21 million dollars (\$486,000,000) was raised in the United States
22 by seventy-nine point-of-sale fundraising campaigns, according
23 to statistics compiled by engage for good; and

24 WHEREAS, companies such as Walmart, Sam's club, PetSmart
25 and Goodwill industries offer point-of-purchase charity

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1 programs; and

2 WHEREAS, national nonprofit charitable organizations,
3 including save the children and the American red cross, are
4 recipients, as well as local nonprofit organizations such as
5 the Santa Fe watershed association and habitat for humanity;
6 and

7 WHEREAS, in addition to charitable organizations,
8 businesses can designate count-up funds for specific school
9 music and sports programs, food banks, homeless shelters,
10 classroom supplies, animal shelters, domestic violence shelters
11 and other worthy causes; and

12 WHEREAS, businesses that participate in count-up programs
13 gain customer recognition and loyalty; and

14 WHEREAS, organizations such as the New Mexico chamber of
15 commerce, the New Mexico retail association, the better
16 business bureau serving New Mexico and southwest Colorado, the
17 New Mexico grocers association and think New Mexico would be
18 valuable resources for educating New Mexicans about the
19 advantages of donating through count-up programs; and

20 WHEREAS, during the coronavirus disease 2019 pandemic,
21 count-up programs provide an opportunity for people to increase
22 their altruism to help their fellow New Mexicans;

23 NOW, THEREFORE, BE IT RESOLVED BY THE SENATE OF THE STATE
24 OF NEW MEXICO that businesses and consumers be encouraged to
25 support charitable giving by offering and donating to charity

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1 checkout programs; and

2 BE IT FURTHER RESOLVED that copies of this memorial be
3 transmitted to the president and chief executive officer of the
4 New Mexico chamber of commerce, the president of the New Mexico
5 retail association, the chair of the board of directors of the
6 better business bureau serving New Mexico and southwest
7 Colorado, the board chair of the New Mexico grocers association
8 and the executive director of think New Mexico.