

Dear South San Francisco Business Owner:

Congratulations, your business is invited to participate in “**Genentech Goes to Town**” 2024! We’re excited that this year’s program in South San Francisco will take place **September 9 – 22, 2024**.

*Genentech Goes to Town* is a community engagement program sponsored by Genentech and operated in partnership with the South San Francisco Chamber of Commerce. Since the program’s inception, Genentech has invested more than **\$4 million** to support local businesses. Our goal is to extend a bridge between our employees and your business!

**How it Works**

- Locally-owned or operated businesses are invited and confirm participation.
- In 2024, Genentech will give employees \$25 in special “GenenMoney” with a list of participating businesses.
- Participating businesses are reimbursed by the SSF Chamber of Commerce for the GenenMoney they collect from Genentech employees.

**Important Dates**

<b>Wednesday, August 21</b>	<b>Confirm Participation in the Program:</b> Your participation is completely free and voluntary. If you choose <b>not</b> to participate, please contact the Chamber <b>no later than Wednesday, August 21</b> .
<b>Monday, September 9</b>	<b>First day of the program</b> Display your <i>Genentech Goes To Town</i> Poster in your window. Ensure your staff are aware that your business is participating.
<b>September 9 ~ 22</b>	<b>Program duration:</b> Accept GenenMoney and make change in U.S. currency. A voided sample of this year’s GenenMoney will be provided for reference to avoid counterfeit. <b>You must make change to participate in this program.</b> For example, if a Genentech employee buys \$23.15 worth of merchandise, you will accept \$25 in GenenMoney and return \$1.85 in cash. The full \$25 will be reimbursed to you by your local Chamber.
<b>Sunday, September 22</b>	<b>Last day of the program</b> Please remove your <i>Genentech Goes To Town</i> Poster Bring the GenenMoney collected to the Chamber for reimbursement
<b>Friday, October 18</b>	<b>Last day to receive reimbursement of GenenMoney</b> Any GenenMoney brought in after October 18 will NOT be reimbursed by your Chamber. Chambers will not accept GenenMoney from prior years.

**Next Steps**

1. Unless we hear from you, we will include you on this year’s merchant list. Participation in the program is completely **free and voluntary**. If you choose not to participate, please contact the Chamber immediately, **no later than Wednesday, August 21**.
2. Make a note of the important dates and share the program information with all staff members.
3. Contact the Chamber if you need additional posters to display, or have questions about the program.
4. GenenMoney will be machine-counted at the Chamber for reimbursement; please do not staple or tape the bills together. **NO REIMBURSEMENT AFTER OCTOBER 18.**

Thank you, and we look forward to working with you on this year’s *Genentech Goes to Town*!

Sincerely,

Mary Prem  
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