

AppleFund K-12 Program Guidelines Overview Q & A

On January 1, 1996, the revised K-12 AppleFund Program will become effective. These revisions to last year's Program have been made to provide Apple's Sales Agents and the Education Districts more flexibility in the use of AppleFund dollars.

Q: [What are some of the changes that have been made to the AppleFund Program for FY'96?](#)

Q: [Will Sales Agents continue to receive Advance AppleFund Payments?](#)

Q: [How will the change to monthly accruals affect the way Sales Agents receive Advance AppleFund payments?](#)

Q: [Will Direct Deduct remain unchanged?](#)

Q: [What procedure should be followed if planned activities change during the quarter?](#)

Q: [Will Apple audit the use of AppleFund dollars?](#)

Q: [What happens if a Sales Agent cannot provide complete proof of purchase documentation or is found to have used the Apple logo, name, and trademarks incorrectly?](#)

Q: What are some of the changes that have been made to the AppleFund Program for FY'96?

A: Although the Program remains basically the same, below are examples of revisions that have been made:

- Changes will become effective on January 1, 1996.
- Up to 50% of AppleFund dollars may be deferred no later than the following quarter. Payment of deferred accrual amount will be made in the month when funds are actually spent.
- Changes to the AppleFund Activity Plan no longer need AppleFund approval. In all cases, the District Manager must approve all changes.
- Any focus on THIRD PARTY CPU, Personal Digital Assistant, Solutions, Printer or Monitor will not be considered eligible for AppleFund reimbursement except for non-competing Solutions at seminars and events. Any questions regarding whether a solution is non-competing will be determined solely by Apple.
- All printed materials not supplied by Apple Computer requires prior approval from AppleFund.

Q: Will Sales Agents continue to receive Advance AppleFund Payments?

A: Yes, the method of payment remains unchanged and Sales Agents will continue to receive Advanced AppleFund payments.

Q: How will the change to monthly accruals affect the way Sales Agents receive Advance AppleFund payments?

A: A Sales Agent must still submit a quarterly AppleFund Activity Plan no later than the quarterly deadline shown below to become eligible for advance payments. A Sales Agent who does not submit an Activity Plan by the designated due date will not receive advance payments. At Apple's discretion, the Sales Agent may be permitted to receive advance payments at a later time after an activity plan is received and approved by AppleFund. The first FY'96 advance payment will be made during the last week of November 1995.

Quarter	Activity Plan due to AppleFund by:	Payments		
		First Month	Second Month	Third Month
Q1 1996	November 27	November	December	January
Q2 1996	January 15	February	March	April
Q3 1996	April 15	May	June	July
Q4 1996	July 15	August	September	October

Q: Will Direct Deduct remain unchanged?

A: Direct Deduct for Sales Agents will remain unchanged.

Q: What procedure should be followed if planned activities change during the quarter?

A: Should there be any changes to the Activity Plan after it has been submitted to AppleFund, the Sales Agent must obtain the District Manager's approval in writing. Changes over \$1,000 require AppleFund approval.

Q: Will Apple audit the use of AppleFund dollars?

A: Yes. Apple will audit the use of AppleFund Advance Payments in two ways:

- 1) The DM will review the prior quarter's actual spending of AppleFund dollars prior to approving the new quarter's Activity Plan.
- 2) Use of AppleFund dollars will be subject to audit at Apple's discretion. If the Sales Agent is selected for audit, AppleFund will request proof of purchase documentation to confirm that AppleFund dollars are used to promote the sales of Apple products. In addition, the Sales Agents will also be audited to ensure correct use of Apple logo, name, and trademarks.

Q: What happens if a Sales Agent cannot provide complete proof of purchase documentation or is found to have used the Apple logo, name, and trademarks incorrectly?

A: Failure to provide proof that AppleFund dollars were spent according to the Program Guidelines and/or failure to comply with the correct use of Apple logo, name, and trademark guidelines will result in penalties as outlined in the guidelines. Additional penalties may include termination of participation in the Program.