

Date: 2-10-24

Dear Parent/Carer

We've got some exciting news to share with you.

Parentkind – a charity that supports school PTAs - have teamed up with Asda, who is making millions of pounds available to donate to primary schools across the UK through their 'Cashpot for Schools' initiative. To support our school, all you have to do is opt-in through the Asda Rewards app, shop and scan in store or shop online at Asda.com.

Between 2<sup>nd</sup> September and 30<sup>th</sup> November 2024 – every time you shop with Asda using your Asda Rewards app, Asda will donate 0.5% of the value of your shop to your chosen Primary school. Also, every time somebody opts-in to support our Primary school, Asda will give an additional £1 to the school Cashpot. Plus, it doesn't stop there – Asda are also giving £50 to every school to get them started.

The supermarket has joined forces with Joe Wicks to support the initiative – look out for the TV advert, radio ads and social media coverage!

### **It's as easy as 1,2,3**

1. Download the Asda Rewards app, register and opt-in to Cashpot for Schools (make sure you have the latest version of the app installed)
2. Choose our Primary School – either searching by name or postcode
3. Shop instore across Asda and George, or online at Asda.com and start filling your Cashpot as you shop

Asda does the rest, all money raised will be donated to schools to spend on the things they need the most.

Remember, anyone can sign up – so start spreading the news and raising funds for our school.

This initiative is on top of the existing Asda Rewards benefits you get as a shopper – so you won't lose out on any of your own earnings or Cashpot, so everyone is a winner!

For more details, visit [asda.com/cashpotforschools](http://asda.com/cashpotforschools)

Kind regards,  
Ms Newland



The graphic features a green background. On the left, a yellow shield contains the text 'CASHPOT FOR SCHOOLS'. Below it, a dashed yellow arrow points to a smartphone. The phone screen displays 'Only with ASDA Rewards' and 'Download and opt-in today' above a QR code. To the right of the phone, a notepad with a blue header 'HERE'S HOW:' lists five steps. An orange pencil is shown at the bottom right of the notepad, with a green smiley face icon next to it. At the bottom left, there is a 'RECYCLE WITH CARE' logo. At the bottom center, small text provides details about the program, including store selection, minimum spend, exclusions, and the charity involved.

**CASHPOT FOR SCHOOLS**

Only with **ASDA Rewards**

Download and opt-in today

With **Parentkind**

**HERE'S HOW:**

- 1** Download the Asda Rewards app and opt-in to Cashpot for Schools.
- 2** Choose your primary school
- 3** Shop in-store across Asda & George, and scan your Asda Rewards app at the checkout.
- 4** Shopping online? Simply log in to Asda.com using the same details as your Asda Rewards account.
- 5** We'll do the rest! We donate ££s to your chosen school every time you shop, so they can spend it on exactly what they need.

Selected stores. Minimum spend £2+. Exclusions apply including Asda Express & George.com. Subject to availability. UK 16+. App & Opt in required. 0.5% of the value of a customer's eligible shop is donated. Publicly funded primary schools, must register with Parentkind charity 1072833. Full T&C's at [asda.com/cashpotforschools](http://asda.com/cashpotforschools). Rewards T&Cs at [asda.com/rewards/terms](http://asda.com/rewards/terms). Ends 30.11.24