

10th September 2024

Dear Parents/Carers,

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 help support our partner primary schools; Leagrave, The Meads, Wauluds, Parklea or Pirton Hill, 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 2nd September and 30th 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 one of our partner Primary schools, 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 one of our partner Primary Schools; Leagrave, The Meads, Wauluds, Parklea or Pirton Hill – 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 partner schools.

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

Yours sincerely



Mr J Burridge
Headteacher

INTRODUCING CASHPOT FOR SCHOOLS

Download and opt-in with Asda Rewards
and we will donate ££s to schools.

**CASHPOT
FOR
SCHOOLS**



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. Maximum spend £25. Exclusions apply including Asda Express & George.com. Subject to availability. 18+ only. App & Opt-in required.
0.2% of the value of a customer's eligible shop is donated. Publicly funded primary schools, must register with Parentkind charity 1073811.
Full T&Cs at [asda.com/rewards/terms](https://www.asda.com/rewards/terms). Rewards T&Cs at [asda.com/rewards/terms](https://www.asda.com/rewards/terms). Ends 30/11/24