

Monday 23rd September 2024

RE: Asda Cashpot for school

Dear Parents/Carers,

Parentkind has joined forces with Asda to launch the 'Cashpot for Schools' initiative, which will donate millions of pounds to primary schools across the UK. To support our school, simply opt in through the Asda Rewards app, shop at Asda, and Asda will donate 0.5% of your purchase value to the school.

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. Additionally, Asda will give an extra £1 for each person who opts in, and they will also provide £50 to every participating school.

Get started with 3 simple steps...

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 in addition to the existing Asda Rewards benefits, so everyone benefits.

For more information, visit asda.com/cashpotforschools for more details.

Kind regards,

Mrs S Patel

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