

## Newsletter Promotion - School

Parentkind – the 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 – all you have to do is, opt in through the Asda Rewards app, choose our primary school and shop and scan in store or shop online at Asda.com, between 2<sup>nd</sup> September and 30<sup>th</sup> November 2024

Asda will donate 0.5% of the value of your shop to our Primary school. Also, every time somebody opts in, 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.

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

*Optional - Asda does the rest, all money raised will be donated to schools to spend on the things they need the most, such as (Blank – for schools to input what they want)*

**INTRODUCING  
CASHPOT  
FOR SCHOOLS**

You scan we donate ££s

**CASHPOT  
FOR  
SCHOOLS**

Only with  
**ASDA  
Rewards**

Download and  
opt-in today

Parentkind

**ASDA**

THAT'S MORE LIKE IT

Select store terms. Minimum spend £2+. Excludes apply including Asda Express & George.com. Subject to availability UK 18+. 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 912333. Full T&Cs at [asda.com/parentkind/schools](https://www.asda.com/parentkind/schools). Rewards T&Cs at [asda.com/rewards/terms](https://www.asda.com/rewards/terms). Ends 30/11/24

## **PTA Letter**

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 PTA, all you have to do is opt-in through the Asda Rewards app, choose our school, 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. We are aiming to spend our donations on xxxx

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](https://asda.com/cashpotforschools)