



## Cashpot For Schools With Asda Rewards App

### Calling All Schools, PTA's, Parent's, Guardian's and Friends

From the 2<sup>nd</sup> September to 30<sup>th</sup> November Asda will be working in partnership with Parentkind to help raise much needed funds for our schools PTA's.

Every PTA will need to register their interest with Parentkind to be part of this scheme – details of this new adventure is on their homepage so just follow the link.

### How it Works:

Every time a customer shops in our store and scans their Asda Rewards App!!

0.5% of their total shop will be allocated into the Cashpot for Schools

This can be directed to a nominated school or a general cashpot which will be split between schools most in need

**This will not come out of their own cashpot it is being donated directly from Asda itself.**

ie £20 shop will donate 10p -£30 shop will donate 15p - £40 shop will donate 20p

**(Going Live on Monday 2<sup>nd</sup> September)**

The customer can go to the C45 link on the rewards app and choose which school they would like to help from the drop down bar

Every time a new customer opts into a Primary School we will give an additional £1 to that schools cashpot

A further £50 will be donated to the schools cashpot after the first transaction