

ASDA cashpot for schools



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 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 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!



**INTRODUCING
CASHPOT
FOR SCHOOLS**

You scan we donate £££

**CASHPOT
FOR
SCHOOLS**

Only with
**ASDA
Rewards**

Download and
opt-in today

Parentkind

ASDA
THAT'S MORE LIKE IT

Selected stores. Minimum spend £24. Exclusions apply including Asda Express & George.com. Subject to availability in UK 18+. App & Opt-in required. 0.9% of the value of a customer's eligible spend is donated. Publishing limited primary schools. Must register with Parentkind charity 1072663. Full T&Cs at [asda.com/cashpotforschools](https://www.asda.com/cashpotforschools). Rewards T&Cs at [asda.com/rewards/terms](https://www.asda.com/rewards/terms). Ends 30/11/24

The poster features a man with long hair and a beard holding a smartphone displaying the 'CASHPOT FOR SCHOOLS' app. In the background, a woman is holding a stack of books. The background is green with a yellow star graphic on the smartphone screen.