

23rd September 2024



Dear Families,

We have signed up to the Joe Wickes ASDA Rewards Cashpot. Please see the information below which has been taken from ASDA's website.



"I'm on a mission with Asda to help raise money for primary schools in the UK, but we need your help.

Asda's new campaign, Cashpot for Schools, is inviting customers to join in with fundraising for their local primary school by shopping at the supermarket either instore or online. All you need to do is download the Asda Rewards app, opt-in, chose the primary school you want, then shop and scan your app at checkout. Asda will donate 0.5% of your spend to your chosen school.

Cashpot for Schools is very close to my heart. I've always been passionate about inspiring kids to keep moving and eat healthy, and I love spending time visiting amazing schools. Sadly, I do see the challenges some of them are facing. Many can't afford basic stuff like funding new kit, school trips and competitions.

That's where you come in. You can support your local community just by being an Asda customer. The more money you spend at Asda, the more money you raise for your nominated primary school that they can use in any way they like. Any publicly funded primary school can sign up. It's so easy to get involved.

So, by signing up for Cashpot for Schools, you continue to earn back pounds into your own Asda Rewards Cashpot each time you shop, and you'll be making a real difference to children's lives in primary schools up and down the country.

It really is as simple as that!

Get started

1. Download the Asda Rewards app Sign up for Asda Rewards and download the app on your smartphone. Opt into the Cashpot for Schools campaign through the app and watch your Cashpot start to fill up as you shop.

2. Choose your school Nominate a specific primary school to donate to or select 'Schools Most in Need'.

3. Shop in store across Asda and George, or online at Asda.com Asda will donate a percentage of your shop to your chosen school each time you shop with them. You'll also earn Pounds in your Cashpot across star products and missions that will go towards your own shops in the future.

4. Asda does the rest The money raised will be donated to schools to spend on what they need most, including books, tech or sports equipment. This is in addition to your own Cashpot; you won't lose out on any of your earnings on your Asda Rewards app, so everyone is a winner!

5. We'll support your chosen school from the beginning Asda will start every school off with a £50 donation, dependent on at least one customer earning on their behalf through Cashpot for Schools. Asda's campaign will run until 30 November.

Sign up to Asda's Cashpot for Schools."

Joe Wickes

