



## FRIENDS OF WHITBY HEATH SCHOOL

Wyedale, Whitby, Ellesmere Port, Cheshire, CH65 6RJ.

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6<sup>th</sup> September, 2024

Dear Parent/Carer,

We've got some exciting news to share with you.

Parentkind – a charity that supports school PTAs - has 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, whenever somebody opts in to support our Primary school, Asda will give another £1 to the school Cashpot. Plus, it doesn't stop there – Asda also gives £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
2. Have the latest version of the app installed)
3. Choose our Primary School – either searching by name or postcode (CH65 6RJ)
4. 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 what 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!

For more details, visit [asda.com/cashpotforschools](https://asda.com/cashpotforschools)

Regards

Emma

**Friends of Whitby Heath - Chair**