



Parentkind

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Hello

As one of the UK's largest federated charities, Parentkind has spent the last 68 years dedicated to supporting school fundraising. We are now thrilled to share that we are partnering with Asda on their **Cashpot for Schools** campaign. Asda is making millions of pounds available to every state primary school in the UK this autumn term and Parentkind will be distributing these funds to registered schools.

Between 2nd September and 30th November 2024, when customers shop with Asda using their Rewards app, they can choose a primary school to donate 0.5% of the value of their spend to. Plus, for every customer who chooses your school, Asda will put £1 into your Cashpot, and another £50 when your school's first opted-in customer spends in-store or online!

To take part, simply sign up for free using the QR code below or at parentkind.org/cashpot-for-schools

Along with access to this funding opportunity, you will also receive:

- A free download of our parental engagement framework, the Blueprint for Parent-Friendly Schools and Audit Tool to measure your school's parental engagement over time
- Free webinars for your parent community, with topics covering everything from succeeding in school to supporting anxious children

Sign up now at: parentkind.org/cashpot-for-schools

Or scan below:



If you have any questions about Cashpot for Schools, email info@parentkind.org or call **0300 123 5460**.

Best wishes

Jason Elsom
Chief Executive, Parentkind

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