



Frequently Asked Questions

Q: What is fresh&easy Neighborhood Market?

A: fresh&easy is a grocery store that offers fresh, high-quality food at affordable prices right in the neighborhood. All fresh&easy brand products do not contain any artificial colors or flavors, added trans fats, high-fructose corn syrup and only use preservatives when absolutely necessary. In addition, fresh&easy stores use 30% less energy than a typical supermarket. You can find stores throughout Arizona, California and Nevada. For more information, visit www.freshandeasy.com.

Q: Why did fresh&easy start Shop for Schools?

A: Shop for Schools was created in spring 2009 as a way to help local schools that were experiencing large budget cuts. We designed the Shop for Schools program to give back to the neighborhood by helping schools easily raise money for whatever they need most. To date, schools have raised over \$2 million through Shop for Schools!

Q: How does Shop for Schools work?

A: Parents, teachers, school administrators, friends, neighbors or anyone who would like to support participating schools can collect receipts from purchases made at any fresh&easy store between September 15, 2011, and December 31, 2011. All receipts that total \$20 or more should be turned in to the school's fundraising coordinator.

For every \$20 spent per transaction at one of our fresh&easy stores, a participating school will receive a \$1 cash donation. For example, a single receipt totaling \$39.99 is worth \$1, while a single receipt for \$40.00 is worth \$2, but a receipt for \$18.50 is not eligible. You cannot combine the total of the receipts.

But wait, there's more! This year, every school that raises \$500 or more through receipt collection will get an additional \$50 bonus!

Q: Can any school join Shop for Schools?

A: Any accredited public, private or parochial school within a three-mile radius of a fresh&easy store may participate in Shop for Schools, if the school has any class with students from kindergarten to 8th grade. Accredited home school associations are also eligible to participate if they contain any class with 15 or more students from kindergarten to 8th grade.



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Q: How much money can our school raise?

A: Your school can raise up to \$5,000 through receipt collection plus the \$50 bonus for reaching \$500, and is eligible for a \$5,000 state bonus. If two or more participating schools in a state raise the maximum fundraising amount of \$5,000 for submission of receipts, the participating school with the highest dollar value of receipts will receive the \$5,000 cash bonus. If your school participates in a Shopping Night, you can raise additional funds for your school. This additional amount does not count toward the \$5,000 cap or the \$5,000 bonus.

Q: How do we receive the \$50 bonus?

A: This year, we'll donate a \$50 bonus to every school that raises \$500 or more through Shop for Schools receipt collection. This is a onetime cash bonus when participating schools raise their first \$500. Money earned through Shopping Nights is not eligible toward earning the \$50 bonus. If your school hits the \$5,000 cap, the \$50 will be added to it.

Q: Does my school get a benefit for continuing to participate after we reach the \$5,000 cap?

A: Yes, keep fundraising! The participating schools that raise the most money in Arizona, California and Nevada will receive an additional \$5,000 bonus. If two or more participating schools in a state raise the maximum fundraising amount of \$5,000 for submission of receipts, the participating school with the highest dollar value of receipts will receive the \$5,000 bonus.

Q: What are the important dates for the Shop for Schools program during the 2011-2012 school year?

Registration Ends	Program Begins	Program Ends	Receipts Due	Checks Distributed
Saturday, October 1, 2011	Thursday, September 15, 2011	Saturday, December 31, 2011	Wednesday, February 1, 2012	May 2012

Q: How do I sign up?

A: Registering for Shop for Schools is easier than ever! Shop for Schools is now online, so please visit www.freshandeasy.com/shopforschools, and click on "registration form." From there you will be prompted to enter your zip code to find your school. If your school is eligible to participate, but not yet in our database, please fill out the online form with your school's information. After registering, you should receive a confirmation email indicating you have successfully signed up. If you have any questions, please email us at shopforschools@freshandeasy.com.

Q: We never received any information about this program; can we still participate?

A: Any eligible school can participate if registered by October 1, 2011. Check with your school's PTA or fundraising coordinator to see if you are already participating. If you would like further information, please email us at shopforschools@freshandeasy.com or call toll free 1-800-334-7455.

Q: If registration is closed, can my school still participate?

A: Unfortunately, no. Registration ends on October 1, 2011.



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Q: How do I find out which fresh&easy store is closest to me?

A: The easiest way to find a store near you is to visit us at www.freshandeasy.com. The store locator box is at the top right of the home page. Please type your address or zip code and the website will display your nearest store.

Q: Can we use receipts from stores outside our designated store?

A: Receipts from any fresh&easy store will count toward your school's fundraising efforts!

Q: We are outside the three-mile radius, can my school participate?

A: Unfortunately, no. Schools farther than three miles from a store are not able to participate.

Q: Who is the coordinator for my school?

A: It depends on the school, but it is most often the PTA or fundraising chairperson. The coordinator is designated by the school, not by fresh&easy.

Q: What materials will our coordinator receive to promote the program to our parents?

A: A Welcome Kit will be shipped to your school, to your coordinator's attention. The Shop for Schools Welcome Kit includes program info and tips, a poster, banner, handout and a receipt collection box for your school. We will also have step-by-step instructions, frequently asked questions and a completion form available online at www.freshandeasy.com/shopforschools.

Q: How can I get more information on the program beyond what's online and sent to us?

A: Like us on Facebook, www.facebook.com/shopforschools, for tips and additional program information to help your school raise as much as possible! We'll also be sending you periodic emails with updated info and reminders to help support your fundraising efforts. And you can always email us at shopforschools@freshandeasy.com with any questions you might have.

Q: Does the total amount on my receipt before coupons count for the total toward points?

A: No, the donation is based on the final total on your receipt.

Q: Where do we send our receipts and completion form at the end of the program to get our donation?

For USPS:	For FedEx/UPS:
PO Box 43367, Atlanta, GA 30336	FSI - 7800 The Bluffs, Suite C, Austell, GA 30168

Q: How will the check be addressed and when will it arrive?

A: Your donation check will be addressed to the school, in care of the Shop for Schools fundraising coordinator. It will be sent in May 2012 via FedEx. If you would like the check to be addressed to your PTA or a different school name, please email shopforschools@freshandeasy.com. The money can be used for whatever your school needs most!

Q: Are the receipts returned after the program has ended?

A: The receipts are not returned at the end of the program. We recommend making copies of your receipts before sending them in, for your records.





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Q: What are Shopping Nights?

A: Shopping Nights are fun fundraising events where your school can raise even more money! Every school participating in Shop for Schools is eligible to have their own Shopping Night at their local fresh&easy store. During a designated evening from 4pm to 8pm, the school will receive 5% of the store's total sales. The school does NOT need to collect receipts to receive this money, but can collect receipts on top of the 5% donation to get an additional \$1 for every \$20 spent per transaction.

Q: How do I sign up for a Shopping Night?

A: Make sure to click the Shopping Night box on the online registration form found at www.freshandeasy.com/shopforschools. After your school is registered, the fundraising coordinator will be contacted by a Shop for Schools representative to schedule your Shopping Night.

Q: Are Shop for Schools and Shopping Nights separate programs?

A: No, Shopping Nights are just an additional component of the overall Shop for Schools program.

Q: Does my school have to actively participate in Shop for Schools to have a Shopping Night?

A: Yes, your school must participate in Shop for Schools by submitting at least one receipt over \$20 in order to be eligible to receive the donation from a Shopping Night.

Q: Am I required to have a certain amount of volunteers at my Shopping Night to receive the money raised?

A: Yes, you must have five adult volunteers from your school attend the Shopping Night from 4pm to 8pm to receive the fundraising money. These can be teachers, parents, school administrators and friends.

Q: What are the volunteers' responsibilities on our Shopping Night?

A: Volunteers can help out by greeting customers, bagging groceries, passing around samples, promoting the school, collecting receipts, holding raffles, etc. We have included a tips sheet in your Shopping Night kit with fun ideas for the volunteers to make your school's Shopping Night a success.

Q: Can I invite other organizations I belong to, to come shop that night?

A: Yes! This is your Shopping Night—the more people that shop means more money for your school. We suggest promoting your Shopping Night through other organizations you belong to and inviting friends and family to come out and join the fun.



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Q: Does the money raised through Shopping Nights count towards the \$5,000 bonus awarded to one school in each state?

A: The money raised through your Shopping Night will not count towards the \$5,000 bonus.

Q: Will we be given two separate checks, one for our Shopping Night and one for the receipts we've collected through Shop for Schools?

A: Each participating school will be given one check in May 2012, combining the totals for both their Shopping Night and money raised by collecting receipts through Shop for Schools. The school will be notified about how much they raised at their Shopping Night within a week after the event.

Q: When will I receive information about Shopping Nights?

A: After you register for Shop for Schools and click the box on the online registration form indicating you want a Shopping Night, you will be contacted by a Shop for Schools representative. The representative will give you more information, schedule the Shopping Night with you and then send materials to promote the event, which you'll receive at least two weeks prior. A video on Shopping Nights, which can give you more information on these fundraising events, can be found at www.freshandeasy.com/shopforschools.

Q: What materials will I receive for Shopping Nights? When?

A: You will receive a list of tips to help make your Shopping Night successful, along with T-shirts for school volunteers to wear at your school's Shopping Night, a poster to hang in your school, stickers to hand out to students the day of the event, a volunteer sign-in sheet and handouts to send home with students the week before and the day of the event. You'll receive these items at least two weeks prior to your Shopping Night.

Q: Is there someone at the store that can help me coordinate my Shopping Night?

A: Yes, each fresh&easy store has a Shop for Schools Store Champion and a Regional Coordinator that can help you coordinate your Shopping Night. If you do not know who your Store Champion or Regional Coordinator is, please email us at shopforschools@freshandeasy.com.

Q: I cannot contact my local store and my event is coming up. How can I get in touch with them?

A: Please email us at shopforschools@freshandeasy.com. A Shop for Schools representative will be in touch with you to answer any of your questions and to help get you in touch with your Store Champion or Regional Coordinator.

