Dear Educators and Parent Organizations:

Hannaford is excited to bring Hannaford Helps Schools to your community for the spring of 2020! Since the program's inception, we have raised almost $13 million for local schools and are looking forward to a bigger and better program this year. You are receiving this kit because you are a registered participant. Within it, you'll find lots of great details and tools you can use to make the program more successful for you.

As a reminder, this program raises FREE money for your school! We encourage you to use the tools we've provided to spread the word about the program, and gain support from parents and your local community.

Please direct any questions about the kit or program to our customer service line at (877) 574-1205 between 9 a.m. and 7 p.m., or email hannafordhelpsschools@hannaford.com.

Hannaford is so proud to support our local schools and help make a difference in the communities we serve. We look forward to making 2020 the best year yet!

Sincerely,
Beth Geary
Hannaford Marketing Specialist

shop
Look for the shelf tags on more than 1500 participating products to earn money for your school!

check out
Get 3 School Dollars for every 4 participating products you purchase.

deposit
Deposit your School Dollars in the collection tower in store.
2020 Hannaford Helps Schools Program

Hannaford Helps Schools has been raising funds for local schools since 1999!

Basic Program Info

When: March 1 - May 16, 2020
How do I help? Buy 4 participating products and earn 3 School Dollars
Where: Your local Hannaford store or on hannaford.com/helpsschools

How does Hannaford Helps Schools work?

For every 4 qualifying Hannaford Helps Schools items you buy, you will receive a “3 School Dollars” printout at the register. This means that:

- 4 products purchased = 3 School Dollars
- 8 products purchased = 6 School Dollars
- 12 products purchased = 9 School Dollars
- 16 products purchased = 12 School Dollars

Note: All products must be purchased in a single transaction. Products will be identified with the helps schools tags in stores.

If you earn School Dollars, you can deposit them in the slot marked for your preferred school in the collection tower at the front of the store. You may also turn them in at your local school, which will turn them in to Hannaford at program end.

In addition to a payout check for School Dollars earned, the school with the highest number of School Dollars earned per store receives an additional $1,000 donation from Hannaford! This is an amazing opportunity to bring the community together to raise funds for school supplies, after-school programs, sports equipment upgrades and more!

Each school is only registered at one Hannaford location, so make sure you know which store your preferred school is registered with.

Your Involvement

Be sure to spread the word about the program to friends and family, so they can be aware of the shelf tags in-store and the Helps Schools Apple icon online when they shop! PTA meetings, social media and everyday conversations are great ways to engage your community and raise money for your school.