



Frequently Asked Questions

Q: What is fresh&easy Neighborhood Market?

A: fresh&easy is a grocery market with stores open in Arizona, California and Nevada. We offer fresh, high-quality food at affordable prices right in the neighborhood. For more information, visit www.freshandeasy.com.

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 if it 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.

Q: How does Shop for Schools work?

A: Parents, students, teachers and school administrators at each eligible participating school may collect receipts from purchases made at any fresh&easy store between September 15, 2010, and December 31, 2010. All receipts that total \$20 or more must be turned in to the school coordinator designated on the registration form. For every \$20 spent per visit 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.

Q: How much money can our school raise?

A: Your school can raise up to \$5,000 through Shop for Schools and is eligible for the \$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 towards the \$5,000 cap or the \$5,000 bonus.

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

A: Yes, keep fundraising! The participating school that raises the most money in Arizona, California and Nevada will receive an additional \$5,000 cash 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.



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Q: What are the important dates for the Shop for Schools program during the 2010-2011 school year?

Registration Ends	Program Begins	Program Ends	Receipts Due	Checks Distributed
Friday, October 1, 2010	Wednesday, September 15, 2010	Friday, December 31, 2010	Tuesday, February 1, 2011	May 2011

Q: How do I sign up?

A: A Registration Form has been sent to most schools within a three-mile radius of each fresh&easy store. Each school coordinator must fill out a Registration Form to enroll their school in the program and either fax or email it to us. Ask your school or PTA/school fundraiser if you are already participating. If your school is eligible and did not receive a Registration Form, please email us at shopforschools@freshandeasy.com.

Q: Was a Registration Form sent to my school?

A: A Registration Form was included in a mailing we sent to most schools within a three-mile radius of each store. For more information about participation, email shopforschools@freshandeasy.com or call toll free 1-800-334-7455.

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

A: Any eligible school can participate if registered by October 1, 2010. 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, 2010, and to be fair to all schools participating we want to give them the same amount of time to collect receipts.

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 qualify.

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.



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

A: Your coordinator will be sent a Shop for Schools Welcome Kit that includes a poster, banner, handout, a ream of paper to print the handouts on and a receipt collection box for your school. Online at www.freshandeasy.com/shopforschools, we will have the step-by-step instructions, frequently asked questions and completion form available.

Q: Does the total before coupons count for the total towards points?

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

Q: Where do we send our receipts at the end of the program?

For USPS:	For FedEx/UPS:
Graphcom/Shop for Schools PO Box 250089 Atlanta, GA 30325	Graphcom c/o Shop for Schools 2300 Defoor Hills Rd. Atlanta, GA 30318

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

A: The check will be addressed to the school, in care of the Shop for Schools coordinator. It will be sent in May 2011 via FedEx. If you would like for 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 concluded?

A: The receipts are not returned at the end of the program. If you would like to make copies for your own records, please feel free to do so before sending them in.





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Q: What are Shopping Nights?

A: Every school participating in Shop for Schools is eligible to participate in a Shopping Night at fresh&easy. These schools will be assigned a specific date to organize a fundraising event at their local store. During this designated evening from 4pm to 8pm, the school will receive 5% of the store's total sales. They do 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: Once a school has indicated that they want a Shopping Night on their Shop for Schools Registration Form, the coordinator will be contacted by a fresh&easy representative to schedule this fundraising event.

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 to receive the fundraising money. These can be teachers, parents and friends.

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 consideration.

Q: Will we be given two separate checks, one for our Shopping Night and one for the Shop for Schools program?

A: Each participating school will be given one check in May 2011, combining the totals for both their Shopping Night and money raised through Shop for Schools. The school will be notified about how much they raised at their Shopping Night within a week after the event.



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Q: When will I receive information about Shopping Nights?

A: After you register for Shop for Schools and note on the Registration Form that you want a Shopping Night, you will be contacted by a representative who will give you more information, schedule the Shopping Night with you, and then send you 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 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 to promote it, stickers to hand out to students the day of the event 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 Champion that can help you coordinate your Shopping Night. If you do not know who your Store Champion 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 representative will be in touch with you to answer any of your questions and to help get you in touch with your store.

