



## Step-by-Step Instructions

It's easy to raise money for your school through fresh&easy's Shop for Schools program. Regardless of how many receipts you collect, simply follow the steps below and we'll make sure your school receives a check for your efforts.

**AWARENESS** – The more parents and teachers know about Shop for Schools, the more money you can help raise for your school. We've sent your school materials to help you promote this fundraising program. Make sure everyone is clear on the timing of the program and how it works.

**COLLECT** – Save all your receipts from Sept. 15 through Dec. 31, 2011, and send them to the appropriate address at the END of the program with the Completion Form. Shop for Schools will not accept more than one submission at the end of the program per school.

**COUNT** – Make sure each receipt has the number of "points" earned and is circled with blue or black pen in the top right corner. Each point is determined by the total amount [including tax] of the individual receipt. Remember for every \$20 spent on a receipt, your school gets a \$1 donation. For example, a single receipt totaling \$39.90 is worth 1 point, while a single receipt for \$40.01 is worth 2 points (1 point equals \$1). See the examples below.

**fresh & easy**  
Neighborhood Market

Rosecrans & Douglas  
STORE HOURS 8 AM - 10 PM  
310-536-9807

F&E FUJI APPLES 4CT		
TODAY'S SPECIAL	0.98	
F&E TERIYAKI BEEF	4.99	F
F&E CASHEW CHICKEN	4.79	F
F&E BICOLOR CORN 2CT		
TODAY'S SPECIAL	1.35	
F&E BICOLOR CORN 2CT		
TODAY'S SPECIAL	1.35	
BUXTED VALUE BF GRAL		
TODAY'S SPECIAL	4.06	
F&E TAPIOCA PUDDING	0.49	F
F&E TAPIOCA PUDDING	0.49	F
TOTAL	18.50	
Master Card	18.50	
[S] *****8343		
Auth # 09265Z Ref # 067472		
CHANGE DUE	0.00	

SUB TOTAL 18.50  
TOTAL TAX 0.00  
TOTAL 18.50

SUB TOTAL 18.50  
TOTAL TAX 0.00  
TOTAL 18.50

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F&E PITTED KALAMATA	3.98	F
F&E FRESH MOZZARELLA	2.98	F
POPCHIPS BBQ	1.99	F
F&E CLSSC MAC & CHS	3.59	F
F&E SB FRUIT PUNCH	2.98	F
F&E BOX GRAPE FINDER	2.98	F
ROMERO'S FLOUR TORT	0.98	F
KRAFT LGHT BLSCM PC	2.29	F
JD TRKY SSG CHS MFFN	4.99	F
F&E UNS APPL SC 6CT	1.55	F
F&E STIR FRY CKN	1.99	F
F&E STIR FRY CKN	1.99	F
ANIMAL CRACKERS	0.99	F
ANIMAL CRACKERS	0.99	F
CHEDDAR GOLDFISH	1.58	F
RICE KRISPIES TREAT	2.63	F
JD TRKY SSG CHS MFFN	4.99	F
F&E GRAPE TOMA 16OZ	2.28	F
F&E SWEET POTATOES	2.99	F
TOTAL	48.74	
Master Card	48.74	
[S] *****8343		
Auth # 79692Z Ref # 067473		
CHANGE DUE	0.00	

SUB TOTAL 48.74  
TOTAL TAX 0.00  
TOTAL 48.74

SUB TOTAL 48.74  
TOTAL TAX 0.00  
TOTAL 48.74

(continued on back)



**PREPARE** – Bundle receipts in stacks of 50 and secure them with a rubber band or place in a plastic zipper bag for safe handling. Completely fill out a Completion Form for the entire package of receipts, to be sent to Shop for Schools by February 1, 2012. Please keep a copy of the signed Completion Form for your records.

**SEND** – Package your receipts and Completion Form and send them to one of the addresses below. To ensure we receive your package, make sure to keep track of the date you send it and the shipping method.

**For USPS:**

FSI c/o Shop for Schools  
PO Box 43367  
Atlanta, GA 30336

**For FedEx/UPS:**

FSI c/o Shop for Schools  
7800 The Bluffs  
Suite C  
Austell, GA 30168

**PAYMENT** – Checks will be issued by May 2012 for schools that properly send in the Completion Form and receipts by February 1, 2012. Checks will be sent to the school in care of the designated Fundraising Coordinator. The money can be used for whatever your school needs most!

**QUESTIONS** – For more information on Shop for Schools, visit [freshandeasy.com/shopforschools](http://freshandeasy.com/shopforschools), call toll-free 1-800-334-7455, or email [shopforschools@freshandeasy.com](mailto:shopforschools@freshandeasy.com).



**SHOPPING NIGHTS FOR SCHOOLS** – On the Shop for Schools online registration form, there is a section where you can indicate whether or not you'd like to have a Shopping Night. If you choose yes, a Shop for Schools representative will contact you to schedule this fundraising event where your school will earn 5% of a local fresh&easy store's total sales from 4pm to 8pm on a designated evening. You will then be sent materials to promote your event along with further details

If you did not indicate that you would like to participate on the online registration form and would like to, please email us at [shopforschools@freshandeasy.com](mailto:shopforschools@freshandeasy.com).

**MONEY RAISED** – Our Shop for Schools team will let you know how much your school raised the week following your Shopping Night via email. In order to earn the 5% donation, your school needs at least five volunteers to participate during the event and to actively participate in the receipt portion of the program by submitting at least one receipt over \$20.

**PAYMENT** – The Shopping Night donation will be included in the final check your school will receive in May 2012, which will also include the money you raised through Shop for Schools receipt collection. The check will be sent to your school in care of the designated Fundraising Coordinator. The money can be used for whatever your school needs most!

**QUESTIONS** – For more information on Shopping Nights, visit [freshandeasy.com/shopforschools](http://freshandeasy.com/shopforschools), call toll-free 1-800-334-7455, or email [shopforschools@freshandeasy.com](mailto:shopforschools@freshandeasy.com).