

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](https://www.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.



Look for these shelf tags in-store on more than 1,500 participating products.



Look for this apple icon when you shop online.

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.