



Frequently Asked Questions

Q: What is Fresh & Easy Neighborhood Market?

A: fresh&easy™ is a grocery market with stores open in California, Arizona, and Nevada. We offer fresh, high-quality food at budget prices right in the neighborhood. For more information, visit 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 and students at each eligible school may collect receipts from purchases made at any fresh&easy store within three miles of their school between September 15 and December 31, 2009. All receipts must be turned in to the school coordinator designated in the registration form. For every \$20 spent per visit at one of our fresh&easy stores, the school will receive a \$1 cash donation. For example, a single receipt totaling \$39.99 is worth \$1, while a single receipt for \$40.01 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: A: Your school can raise up to \$5,000 and is then 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.

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 California, Arizona, and Nevada, respectively, 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.

Q: What are the important dates for the Shop for Schools program during the 2009-2010 school year?

A: Early Registration Ends: Tuesday, September 1, 2009 (ensures you will receive materials by September 15, the program start date)

Program begins	Last day to register	Program ends	Receipts due
Tuesday, September 15, 2009	Thursday, October 1, 2009	Thursday, December 31, 2009	Monday, February 1, 2010

Checks distributed by: April 2010

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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 Shop for Schools Coordinator must fill out a Registration Form to enroll their school in the program. Ask your school or PTA/school fundraiser if you are already participating. For more information about participation, email shopforschools@freshandeasy.com, visit our website at freshandeasy.com/shopforschools, or call toll-free 1-800-334-7455.

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, 2009. Check with your school's PTA or fundraising coordinator to see if you already are 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, the registration time period ends on October 1, 2009. We want to be fair to all schools participating and 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 freshandeasy.com. The store locator box is at the top right of the home page.

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. We had to set limitations on this program and cannot have schools farther than three miles from a store 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 resources 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, and receipt collection box for your school. Online, we will have step-by-step instructions and a Completion Form.

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

A: No, the donation is based on the final amount you pay on the receipt.

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

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

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Q: What is Shopping Night for Schools?

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 Shopping Night. On the designated day, from 4pm to 8pm, the school will receive 5% of the store's sales. This is on top of the \$1 for every \$20 spent, which they will already be receiving by participating in the Shop for Schools program!

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

A: Once a school has indicated a desire to participate in a Shopping Night on the Shop for Schools Registration Form, the school coordinator will be contacted by a fresh&easy representative to schedule a Shopping Night. The school will be notified within a week after the event about how much they raised at their Shopping Night. The amount raised will be included in the school's final Shop for Schools check, which will be sent by April 2010.

Q: Does the money raised in Shopping Night for Schools count toward the \$5,000 bonus

A: awarded to each state?

The Shopping Night money will be added to the final Shop for Schools payout your school will receive. The money raised through your Shopping Night will not count toward the \$5,000 bonus consideration.

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

A: Schools program?

Each participating school will be given one check in April 2010, combining the totals of both the Shopping Night and amount raised through Shop for Schools.

Q: When will I receive information about Shopping Night for Schools?

A: After you register for Shop for Schools, you will be contacted by a representative who will give you more information about the program and your school's Shopping Night. You should receive materials to promote this fundraiser at least one week prior to your event.

Q: What materials will I receive for Shopping Night for Schools? And when?

A: You will receive a number of T-shirts for school volunteers to wear at your school's Shopping Night, stickers to handout to students the day of the event, and a handout to copy and send home with students the week before and the day of the event.

Q: I cannot get a hold of 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 and we'll help you out.