



March 17 - June 1, 2024
(603) 380-9353
hannaford.com/helpsschools

Together, we're greater than groceries.

Dear Educators and Parent Organizations:

Hannaford is excited to bring **Hannaford Helps Schools** to your community for the spring of 2024. Since the program's inception, we have raised over \$18 million for local schools and are looking forward to a bigger and better program this year.

Once again, we will be collecting donations using online redemption and the in-store collection towers. Using online redemption and the Hannaford Helps Schools app, School Dollars can be donated directly to any participating school. Stores will continue to have a collection tower by the registers and all School Dollars collected here will be combined and evenly split among the participating schools. You can find more details on the program in your kit.

You are receiving this kit because you are a registered participant. Within it, you will find lots of great details and tools you can use to make the program more successful for your school. As a reminder, this program raises **FREE** money for your school! We encourage you to use the tools we have 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 (603) 380-9353 between 8 a.m. and 5 p.m., Monday through Friday, or email info@hannafordhelpsschools.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 2024 the best year yet!

Sincerely,
Tessa Brown
Hannaford Marketing

A collection of school supplies including colored pencils, paper clips, pushpins, and a ruler is scattered on the left side of the dark background.

RAISING FUNDS FOR A BRIGHTER FUTURE.



SHOP

Look for the shelf tag on more than 1,500 participating products that will help earn money for your school.



CHECK OUT

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



DONATE TO YOUR SCHOOL

Deposit your School Dollars in the collection tower at your store, or donate online to any participating school of your choice.