



helps

Schools

RETAIL PROGRAM GUIDE

Welcome to the 2024 Hannaford Helps Schools program.

Now in its 25th year, the Hannaford Helps Schools program has raised over \$18 million for local schools!

How It Works

- Customers can shop the over 1,500 participating products and with every purchase of 4 participating items, they will earn 3 School Dollars (8 products = \$6, 12 products = \$9).
- Customers can buy any combination of products from participating vendors and can find participating items marked with shelf tags in-store.
- Each School Dollar printout will include a QR code that customers can scan to donate their School Dollars.
- The QR code will bring customers to our online redemption website, where they can donate their School Dollars directly to any participating school and download the Hannaford Helps Schools app. Downloading the app is not required but it stores the customers' information and school choice, making redemption even easier.
- Customers can also deposit their School Dollars in the collection tower in stores. All School Dollar printouts collected in stores will be compiled and evenly distributed among all participating schools.
- The distributed dollars from the collection tower will be added to the school-specific online donations and generate a payout list. We issue checks to schools per this tally.
- The top 200 schools that raise the most money will also receive a \$1,000 bonus check!

Please Note: All School Dollars will have a unique code that will prevent them from being redeemed more than once. The redemption website and app are separate from the Hannaford website and app.

How You Can Help

All we need you to do is remind shoppers earning School Dollars to donate those dollars. It's easy to do and they have the choice of either using the QR code on the printout to donate directly to a school or dropping it in the collection tower to support the overall program. Throwing out a School Dollar printout is the same as throwing out money; help us donate more to local schools by promoting the program.

Hannaford Marketing will work closely with stores to ensure the program is a success. We will have program information and signage in-store, shelf tags highlighting participating items, and we hope associates will engage our customers to remind them how easily they can support local schools. We will also promote the program via flyer, social media posts, digital marketing and on our website.

Store Leadership, cashier engagement and program signage execution are ALL key to Hannaford Helps Schools' success. Please ensure you hold micro huddles and connect with cashiers on the importance of showing the School Dollars to customers and educating them on their redemption options.

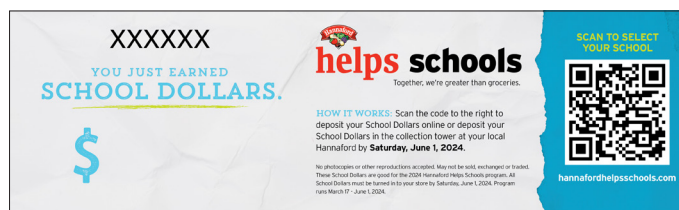
Important Dates

Hannaford Helps Schools timeline: **March 17 - June 1, 2024**

- **By March 14:** You will receive a Store Kit with signs and instructions, which will ship in one box.
- **By March 17:** Set up all in-store signage.
- **March 17 - June 1:** Ensure cashiers are letting customers know when they earn School Dollars: *"You've earned School Dollars for Hannaford Helps Schools! Be sure to donate to a school of your choice by scanning the QR code on the printout or drop them in the collection tower near the door on your way out to support all schools!"*



Shelf Tag



Catalina School Dollars

Program Wrap-up

Look for a Compass Project the week of June 1 with program wrap-up details:

- **Collection envelopes** will be sent to your store by **May 31**.
- **June 9:** Stores will be allocated time to remove School Dollars from the collection slot on the tower. Once removed, place the School Dollars in the envelope.
- **June 14:** Send all envelopes containing School Dollars to Tessa Brown via inter-office mail, MS 3500. More information and directions will be included with the program wrap-up.

FAQs

Hannaford Helps Schools timeline: **March 17 – June 1, 2024**

- **How can I tell if a school is registered?**

You can look for a full list of registered schools on hannaford.com/helpsschools.

- **What if a school wants to register?**

Registration is closed for this year's program, but if the school wants to register for next year, they can do so at hannaford.com/helpsschools.

- **How can a school check the total earnings they will receive?**

When counting is complete, Hannaford Marketing will post registered schools, final payouts and all bonus payouts on hannaford.com/helpsschools.

- **What if the tower slot gets too full?**

If the slot on the tower gets too full, take the School Dollars out and place them in an envelope marked for the program. Store that envelope in a safe place until the program ends. School Dollars should be treated like real dollars!

- **What if my Catalina machine doesn't print School Dollars and it should?**

Please direct any questions or issues with your Catalina machine to your Customer Service Manager and ask them to contact Catalina directly at 1-888-826-8766. You will also be issued paper School Dollars to substitute prints, should you have issues with your Catalina machine. These are to be kept in a secure place in the Front End, and if the School Dollars fail to print at the register, please use additional School Dollars in this kit. If you need more, please reach out via Marketing VOR.

This guide is meant to provide you with specific information regarding the Hannaford Helps Schools program. If you have additional questions, please contact Tessa Brown at tessa.brown@hannaford.com.