



March 16 - June 7, 2025  
(603) 380-9353  
hannafordhelpsschools.com

### Dear Educators and Parent Organizations:

Hannaford is excited to bring **Hannaford Helps Schools** to your community for the spring of 2025. Since the program's inception, we have raised **over \$19 million** for local schools and are looking forward to a bigger and better program this year.

This year we are making improvements to the program to better support participating schools and shoppers. One of the more noticeable changes is the elimination of the in-store collection towers. This year, School Dollars can be redeemed online, or schools can collect hard copies. Each School Dollar has a QR code that easily allows the shopper to donate to any participating school. Schools will also be provided with pre-paid collection envelopes and you can mail in any physical copies of the School Dollars you have not redeemed online. The other major change is **all participating schools will receive a minimum donation of \$300!** You do not need to do anything to receive this minimum donation and it will be included in each school's total at the end of the program.

Schools can raise additional dollars by encouraging students' friends and family to shop the over 1,500 participating products. 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 or an apple icon online.

We encourage you to visit **hannafordhelpsschools.com** for additional tools and resources to help spread the word about the program, and gain support from parents and your local community. Please direct any questions 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 2025 the best year yet!

Sincerely,

Tessa Brown  
Hannaford Marketing

Look for  
shelf tags  
in-store



Find the  
apple icon  
online



School Dollar  
printout

