



Green Token Giving – how does it work?

Green Token Giving supports small, local, grassroots organisations making a positive impact in their local community.

Each year, Asda customers have the chance to nominate and vote for their favourite local good cause via our Green Token Giving programme.

In store Green Token Giving remains on pause. However, in 2021, we took Green Token Giving online meaning you can vote from the comfort of your home whether you shop in person at Asda, online or click and collect. Wherever you are, you can support your chosen cause.

We know local good causes need support now more than ever and the Asda Foundation is committed to giving over £1million to local communities through Green Token Giving each year to help thousands of local good causes.

The online vote works in a similar way to store voting. Each superstore will feature three community projects online that have been nominated by customers and colleagues. They will all be local, grassroots organisations having a positive impact on their local community. The group with the most online votes will receive a £500 donation with second and third place each receiving £200.

Who will you nominate to be considered for the vote?

Group Guidance - Criteria

1. Groups can only be nominated once every 12-month calendar year. The calendar year for Asda is 1st January to 31st December
2. For local branches of larger organisations, we can only accept one nomination per quarter in each Asda region and evidence of *local* service delivery must be provided

Charity & Good Cause Eligibility

Groups must meet *all* the following criteria:

- The end beneficiaries must be *people*
- Groups must be not for profit
- Groups must have less than £10 million income per year
- Groups must have a presence within the community local to store and its work must benefit that local community

Green Token Giving does not support:

- International charities/charities benefitting people outside the UK.
- Animal charities/groups
- Individual people
- Schools themselves cannot apply however nominations for non-profit organisations associated with a school (e.g. PTA’s, Parent Councils, “Friends of…” groups) are welcome

Examples

- A local charity which trains hearing dogs – successful as the dog will help a person
- A donkey sanctuary – unsuccessful as the end beneficiary is not a person
- Cancer Research UK – unsuccessful as it has an annual income above £10m
- A cancer support group in the store town – successful as the group has annual income below £10m and it benefits *local* people

How do I nominate a local good cause close to my heart?

Simply fill in a ‘Nominate A Cause Form’ available on www.asdafoundation.org/how-to-apply and send by email or drop into the Community Champion at your nearest Asda Superstore. You can find Community Champion contact details for your nearest Superstore [here](#).

Nominations will be shortlisted and selected by colleagues in each store and are then submitted to The Asda Foundation for due diligence and approval.

Required Documentation:

If the group you nominate is shortlisted for the vote, your local Community Champion may be in touch to ask for extra information which helps us perform due diligence and ensure the donation cheque is addressed to the correct payee name. You may be asked for a redacted bank statement or paying in slip for us to be able to verify your payee name. We do not need to see transactions; we just need to be able to verify the payee name in order to address the cheque correctly.

When to nominate a group

Nominations can be made throughout the year, but think carefully about when the best time is, as each group can only be on the vote once per year per store. Things to think about:

- Is there a particular project the group needs help with?
- In a sentence, can you really sell your group? Colleagues will help decide which groups are placed on the vote.

2022 Voting Periods

	Nominations Welcome	Online Vote Live
Customer Vote 1	Up to 31/10/21	01/02/22 – 31/03/22
Customer Vote 2	01/11/21 - 31/12/21	01/04/22 – 30/06/22
Customer Vote 3	01/11/21 - 31/03/22	01/07/22 – 30/09/22
Customer Vote 4	01/11/21 - 30/06/22	01/10/22 – 31/12/22

Please note that we are not able to support all nominations submitted. Submitting a nomination is not a guarantee that your nominated cause will be shortlisted and chosen for the live vote.

What happens if my group is successful?

If your charity/good cause is successful, you will be notified by your Community Champion and receive tools and tips on how to maximise the opportunity and encourage your supporters to vote.

Once the vote has closed, we will then verify the results. Around 28 days later, your result will be confirmed and payments will be made via cheque around 28 days after the customer vote has ended.

Good Luck!

Terms and Conditions

- Asda Foundation reserves the right to change the terms and conditions of the vote at any time and to reject or remove any nominations or entries if it so wishes.
- Funding is not guaranteed until you have received confirmation from the Asda Foundation. Submitting a nomination is not a guarantee of success.
- Past period results are subject to auditing and verification and therefore, results and donation amounts may change.
- *Full terms and conditions available on request*