

Green Token Giving – how does it work?

Every year, Asda customers have the chance to vote for their favourite local good cause when they shop in store via our Green Token Giving programme.

Due to Covid, we are excited to announce that in summer 2021 Green token Giving will return via an online vote 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 digital Green Token Giving in 2021, to help thousands of local good causes.

The online vote will work 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.
2. No organisation can apply to multiple stores within the same calendar year.

Charity & Good Cause Eligibility

1. Green Token Giving is to support small, local, grassroots organisations only
2. They must have a positive impact on your local community to improve lives
3. The end beneficiaries must be people
4. Group must be not for profit
5. Group must have less than £10 million income per year
6. Groups must be able to provide the required documentation for their group (see next page)

Green Token Giving does not support:

- National charities
- International charities
- Animal charities/groups
- Individual people

Examples

- A 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 they are a national charity
- A cancer support group in the store town – successful as the group benefits local people

Required Documentation:

If the group you nominate is selected for the customer vote, your local Community Champion will be in touch to ask for extra information.

<u>Type of Group</u>	<u>Required Documents</u>	
A Registered Charity (documents must be up to date)	Charity number Constitution	A Bank Statement will be required from all groups to determine the correct payee details.
A Registered Company	Company number Memorandum of Association and Articles of Association	
Community Interest Company (CIC)	Company number Constitution Memorandum of Association and Articles of Association	
Unincorporated Club or Association	Constitution Club Rules	
Small Community Group	Written letter confirming you are a not for profit organisation together with your website/social media details	

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 and send by email to the Community Champion at your nearest Asda Superstore. You can find Community Champion contact details for your nearest Superstore at <https://storelocator.asda.com/>.

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

If your charity/good cause is successful, you will be notified by your Community Champion.

Once the vote has closed, you will be notified of the results, payments are made via cheque the month 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 your local Community Champion. Submitting a nomination is not a guarantee of success.