

IGA Supporting Vinnies this Christmas

IGA is thrilled to be partnering with Vinnies again this Christmas. IGA Australia has supported Vinnies for 12 years and raised over \$3.1M **to help provide food and vital support to thousands of people experiencing homelessness and disadvantages across Australia.**

To support Vinnies, IGA Tasmania encourages shoppers to support the Vinnies Christmas appeal by donating \$2 as they go through the checkout during December 2022, with all funds raised going directly to Vinnies Tasmania.

How is IGA supporting those in need?

1. IGA Tasmania will donate \$2,000 in IGA Gift Cards
2. Customers are asked to make a \$2 donation at the checkout to add to this.

How does it all work?

Display the poster and scan the barcode to add a \$2 donation to the customer transaction and funds will be donated to Vinnies by TIR/IGA Tasmania in January 2023.

How will funds be used?

Vinnies will use all funds raised for their charitable purposes which will benefit your communities.

All funds raised will be donated to Vinnies Tasmania.

How will we track donations?

Manual Report from Stores

- A template (Vinnies Transaction Report) will be provided. Complete and send back to TIR (advertising@igatas.com.au) by Friday 20th January 2023. Instructions and template are on MYIGATAS.com.au

- A charge will be processed against your store for the total amount that has been raised from your store customer transactions.
- The payment will be donated to the Vinnies Appeal by IGA Tasmania/TIR.

We will have PR activity in early 2023 to communicate what was raised.

