

Coles Little Athletics Banana Donations 2020/21 Centre Information Sheet



Q: What is the Little Athletics Banana Donation program?

Coles is delighted to once again be donating bananas to help little athletes run, jump, throw and grow this season. Coles has donated more than 3 million bananas to Little Athletics Centres across Australia to fuel little athletes since 2017. It's just Coles is helping kids to lead healthier, happier lives.

Q: How does the Banana Donation program work?

All affiliated centres within 50km of a Coles supermarket are sent a banana coupon redemption coupon book at the start of each season. If you haven't received your coupon book yet, please email communitysport@coles.com.au.

Q: When can I collect my bananas?

- Monday 21 September – Sunday 13 December 2020; and
- Wednesday 13 January – Sunday 28 March 2021

Due to stores being very busy over the Christmas trade period, there will strictly be no banana donations between 14 December 2020 – 12 January 2021.

Q: Where can I collect my bananas from?

Your coupons will only work at your allocated store as outlined in the letter you received with your coupons. We have aligned your centre to your nearest Coles store and/or your store from previous years. We encourage you to remain with the same store so that you can build on your relationships.

Q: How do the coupons work?

- **Take your coupon(s) to the store** - tear off the number of valid coupons you require for that week. Take note of the coupon's expiry date on the front and back of each coupon. There is a maximum of four coupons per transaction for all centres.
- **Present your coupon(s) to a Team Member at your allocated store**
- **Collect your banana boxes** - Collect your boxes from your Coles contact or a Coles Fresh Produce Team Member and take to the checkout or service desk (as agreed to with your store manager)
- **Scan barcodes** - A team member is required to help you scan one coupon barcode for every box collected to offset the cost of the banana box.
- **Destroy or return used coupon(s) to a team member**
- **Enjoy your bananas!**

Q: How many bananas does my centre get?

Each coupon equals one box of bananas up to a maximum of four boxes per week. The number of coupons your centre has received is based on participant registration numbers from last season. This roughly equates to one banana per athlete for 16 weeks.

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Q: Who do I speak to when I go to collect the bananas?

Please introduce yourself to the store manager either in person or by calling the store **at least one week prior to your first collection**. This way you can discuss the best times and process to collect bananas throughout the season. Ideally at this point you should agree to a **consistent pick up day and timeframe** to allow the store to prepare for your visit (e.g. to ensure there are enough banana boxes available and to notify team members).

Q: Who can collect bananas?

To ensure the banana donations go smoothly for both your centre and store team members, we ask that your centre appoint a dedicated volunteer for banana collections. We suggest you ask the Store Manager for a dedicated Team Member you can talk to each week when collecting your bananas at the chosen time. Swap names and details.

Q: What if I lose my coupons booklet?

Coles will not replace lost coupons booklets. The booklets should be treated as cash and kept in a safe place with a reliable person from your centre all season.

Q: What if I forget to bring a coupon with me or I accidentally bring in the wrong coupon?

The onus is on the Little Athletics centre to ensure a valid coupon is presented each visit when collecting their Little Athletics bananas. Our team members can only donate a banana box on presentation of a valid coupon, otherwise the transaction cannot be validated or recorded. There are 2 sets of barcodes – one for coupons dated 2020 and the other 2021.

Q: If I can't collect my bananas one week, can I get more boxes the following week?

There is a maximum of four coupons per collection and centres should limit their collections to one per week. If you miss one week and want to use these coupons at another time in the same donation period, please discuss this with your store manager in advance.

We also recommend you let your Store liaison know if you cannot collect in your collection window so the store can set aside the box(es) for you to collect at an alternate time.

Q: Can I collect outside of donation period?

Unfortunately, stores are very busy over the Christmas holiday period and hence will not be donating bananas from 14 December 2020 – 12 January 2021. We understand that centres may operate outside of the donation periods, however to ensure consistency and efficiency between all stores and centres, we have chosen the summer season period the majority of centres operate.

Q: Can I swap the bananas for other fruit?

The coupons are redeemable for bananas only. Bananas have been chosen for their health and nutrition benefits to little athletes and are a pillar of the Coles Little Athletics partnership.

Q: Can Coles provide a gift card or raffle item for our fundraiser?

In some instances, store managers at their discretion may be able to donate gift cards or items for a fundraiser or special event but they have limited budgets. Your store may also be able to support you in other ways throughout the season. Each store has their own [local community support program](#) such as store BBQ fundraising opportunities, gift card donations, community noticeboards, etc. These vary from store to store depending on size, location and property ownership, hence it is best to organise this at a local level. We encourage you to discuss all these opportunities with your store manager at the start of the season.

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Q: What can my centre do to promote the Coles banana donation?

Enclosed with your coupon book is a poster which can be displayed alongside your banana box each week or at the canteen. Ideally bananas are placed in Coles shopping baskets or on a table with the Coles Little Athletics tablecloth and alongside the Coles water container that your centre received in previous years.

It would be great if you can acknowledge the Coles partnership and donation in any centre communications – e.g. PA announcements, newsletters, yearly handbooks and social media. You can share photos with us on social media using the hashtag **#ColesLittleAthletics** and tagging in @Coles on Facebook or Twitter or @colessupermarkets on Instagram.

We have also developed some marketing collateral that centres can use for to highlight the banana donations. These can be downloaded from www.littleathletics.com.au under “Coles Partnership” ([marketing support](#)).

Q: If there are any issues who should I contact?

For week to week collection issues (e.g. if you want to change the day you are picking up bananas on), please contact your store manager or store contact person.

For general feedback, issues and requests such as extra coupons, coupon book not received, etc. please email the Coles Community Sport team via communitysport@coles.com.au.

