



# ASDA Foundation,,

## OUR IMPACT IN 2022

Company number: 6480049

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**“ THE ASDA FOUNDATION REFLECTS THE PRINCIPLES OF A PLACE-BASED APPROACH AND IS A SHINING EXAMPLE OF SUPPORTING LOCAL COMMUNITIES AND MAKING A DIFFERENCE TO THE LIVES OF LOCAL PEOPLE.**

**TOM ARTHUR MSP, SCOTTISH GOVERNMENT MINISTER FOR COMMUNITY WEALTH AND PUBLIC FINANCE**



# A MESSAGE FROM OUR CHAIR



**2022 was another challenging year, with economic struggles, a rise in demand for community services and support for emerging communities as a result of international war.**

Community groups and charities demonstrated their resilience and resourcefulness, responding quickly to help people struggling or needing additional support.

The Asda Foundation charity continued to be there for local grassroots groups throughout.

Staying true to our commitment of building community resilience and supporting in times of crisis, our agile ability enabled our grant programmes to stay relevant and flexible to meet new emerging needs and to be there for communities.

We adapted our approach throughout 2022 in many different ways to meet the needs of the communities we serve:

In response to the invasion of Ukraine, we pledged an urgent package of support in partnership with Asda, which included grants to support refugees arriving in the UK to set up home and access the services and support they needed for themselves and their families.

In September, we announced £500k of funding to support community groups that were struggling with rising costs and increased demand for vital services, and for the creation of warm hubs.

Our responsive actions in moments of crisis strengthened our approach to supporting resilience in communities. Through our new higher value grant programme; Investing in Spaces and Places, we awarded 60 grants to create safe and inclusive spaces at the heart of local communities to bring people together. Over £700k was invested through our Better Starts grant programme, giving children the best start in life and our Empowering Local Communities grant programme funded equipment and resources to keep vital services and programmes open.

Following the pandemic, our communities' needs have changed and as a community funder, remaining informed and knowledgeable is very important to us. We made a commitment at the start of 2022 to understand more. Through launching a Community Tracker in conjunction with Asda, we listened to community groups, the general public and Asda Community Champion colleagues. Through this, we gathered a better understanding to inform our future grant making decisions. This ongoing quarterly insight strengthens our understanding of the future challenges we face across the UK.

Thank you to everyone who made the achievements in this report possible. Special thanks to Asda for your continued support and to our operational team for working tirelessly. Most of all, thank you to the thousands of grassroots groups and charities for your unwavering commitment to making a positive difference in your local communities.

We remain dedicated to empowering small, local grassroots community groups, enabling them to overcome challenges and meet community needs to have a positive social impact on community life.

**Jodie Tate, Interim Chair**

# WHO WE ARE

**The Asda Foundation is an independent charitable foundation funded by Asda.**

We're managed by a board of trustees made up of Asda employees and external subject matter experts and our work is delivered by an operational team of nine.

We value our relationship with Asda who respect our independence and trust us to make the right decisions to achieve the biggest impact for local grassroots communities.

We have been supporting local communities through grant giving for 35 years and we're proud to have awarded over £40 million to date.

We focus our funding on smaller, local, grassroots-led organisations making a positive difference in the heart of communities throughout the UK.

Our aims are simple – to empower small groups and organisations at a local level to enable them to overcome challenges and meet their own community needs.

Grassroots organisations are the experts delivering appropriate support for people in their local communities. That's why we keep local groups at the heart of every decision and aim to empower and enable groups to deliver their vital work.

Whilst staying true to our aims and mission, we also pride ourselves on being a responsive, agile funder. We constantly review and evaluate our grant programmes to ensure funding is relevant and having the biggest impact locally, which has been strengthened with the launch of our Community Insights Tracker.

We're not afraid to challenge and adapt our grant programmes if it's the right thing to do to support local groups and communities.

We give grants ranging from £200 to £25,000 and the scope of our grant programmes is broad and far reaching, enabling us to make a positive impact across a wide range of local communities and social issues.

We're proud to support thousands of local groups to deliver their important work year after year.



**“ASDA IS A BUSINESS INTRINSICALLY LINKED TO THE COMMUNITIES SURROUNDING OUR STORES. THE ASDA FOUNDATION FOSTERS THESE RELATIONSHIPS FURTHER BY SUPPORTING COMMUNITY GROUPS THROUGH FUNDING TO ENSURE THOSE LIFELINE SERVICES FOR MANY CONTINUES.**

**JODIE TATE, ASDA FOUNDATION INTERIM CHAIR AND VICE PRESIDENT CENTRAL RETAIL OPERATIONS AT ASDA**

# FUNDING

**Our work to support local communities is funded by an annual profit related donation from Asda. In 2022, we were gifted £3.6million to enable us to deliver our grant programmes.**

Asda's contribution isn't just financial. We have access to a breadth of gift-in-kind Asda support which further enables our work, including but not limited to Community Champion time, PR, design, HR support and office space. This means we can keep operating costs low to maximise our annual grant giving, providing funds to local communities at a time when they need it more than ever.

Due to the cost-of-living crisis in 2022, we made the decision to spend down on legacy reserves, which saw us increase our spend significantly in the second half of the year to ensure more groups were able to survive and continue supporting people, resulting in over £4.3million being granted during 2022.

We're proud to share that 91p in every pound spent in 2022 went towards achieving our ambitions through Asda Foundation activity.

**ASDA**  
*That's more like it*

**“THIS REPORT DEMONSTRATES THE BREADTH AND DEPTH OF THE IMPACT THE ASDA FOUNDATION MADE IN 2022. I'M PARTICULARLY PROUD OF THE SUPPORT THE FOUNDATION HAS GIVEN TO THE SMALL, GRASSROOTS GROUPS AND CHARITIES MAKING A HUGE DIFFERENCE IN THE HEART OF ASDA COMMUNITIES.”**

**MOHSIN ISSA CBE**  
**CO-OWNER OF ASDA**



## OUR FUNDING STRATEGY

Over the last few years, we have changed direction to focus on supporting small, grassroots groups, moving away from large partnership activities with national organisations.

Focused on small community groups, our theory of change has developed to focus on three key areas:

- Strengthening community resilience
- Building community inclusion and belonging
- Developing community amenities

At the heart of this local work are Asda's Community Champions, who help us achieve big impact on a local level.

# WORKING WITH ASDA COMMUNITY CHAMPIONS

**We're proud to support local community groups to deliver lasting change in every part of the UK.**

We achieve this by working alongside a network of almost 400 Asda Community Champions who understand local needs and challenges and help to deliver funding where it's needed most. Their time to help us curate grants is part of the gift we receive from Asda stores.

They are instrumental to our grant delivery, working closely with local community groups to build relationships and to ensure funding has the biggest impact at a local level.

We also aim to add value beyond funding by providing training, guidance, and resources to empower colleagues, supporting them to build a strong and connected community network.

The work of Asda Community Champions remains a lifeline for many community groups and charities and working in collaboration with this unique network drives real change in society.

**“ I'M SO PROUD OF OUR COMMUNITY CHAMPIONS WHO WORK TIRELESSLY TO BUILD RELATIONSHIPS AND SUPPORT LOCAL GROUPS WITH FUNDING FROM ASDA FOUNDATION. WITH THE INCREDIBLE KNOWLEDGE OUR COMMUNITY CHAMPIONS HAVE OF THEIR LOCAL AREAS AND WITH THE SUPPORT OF THESE AMAZING GRANTS FROM ASDA FOUNDATION, IT REALLY DOES MAKE A BIG IMPACT FOR LOCAL GROUPS AND THEIR COMMUNITIES - IT TRULY DOES HELP TO CHANGE LIVES FOR THE BETTER.**

**CRAIG DONALDSON, COMMUNITY LEAD FOR LANCASHIRE AND LAKES STORES AND ASDA COLNE GENERAL STORE MANAGER**



Lisa Staggs, Wakefield Community Champion shared her thoughts on being able to access funding to support local groups:

*“Asda Foundation grants are so important to the community programme – without Asda Foundation we wouldn't be able to make such a lasting impact in the local areas we work in.”*

*“During my 11 years in role, I've supported local grassroots groups to secure tens of thousands of pounds. Without this vital funding, many groups would have been unable to survive.”*

*“Asda Foundation grants are broad and constantly evolving, enabling us to respond to the biggest needs in our communities. Funding is available for a wide range of activities, from helping groups through a crisis with the essentials to larger grants helping to create long lasting community spaces.”*

*“In 2022, £38,600 was given through Asda Foundation grants to groups in Wakefield.”*

*“The two grants I am most proud of are The Clothing Bank that secured £2,000.*

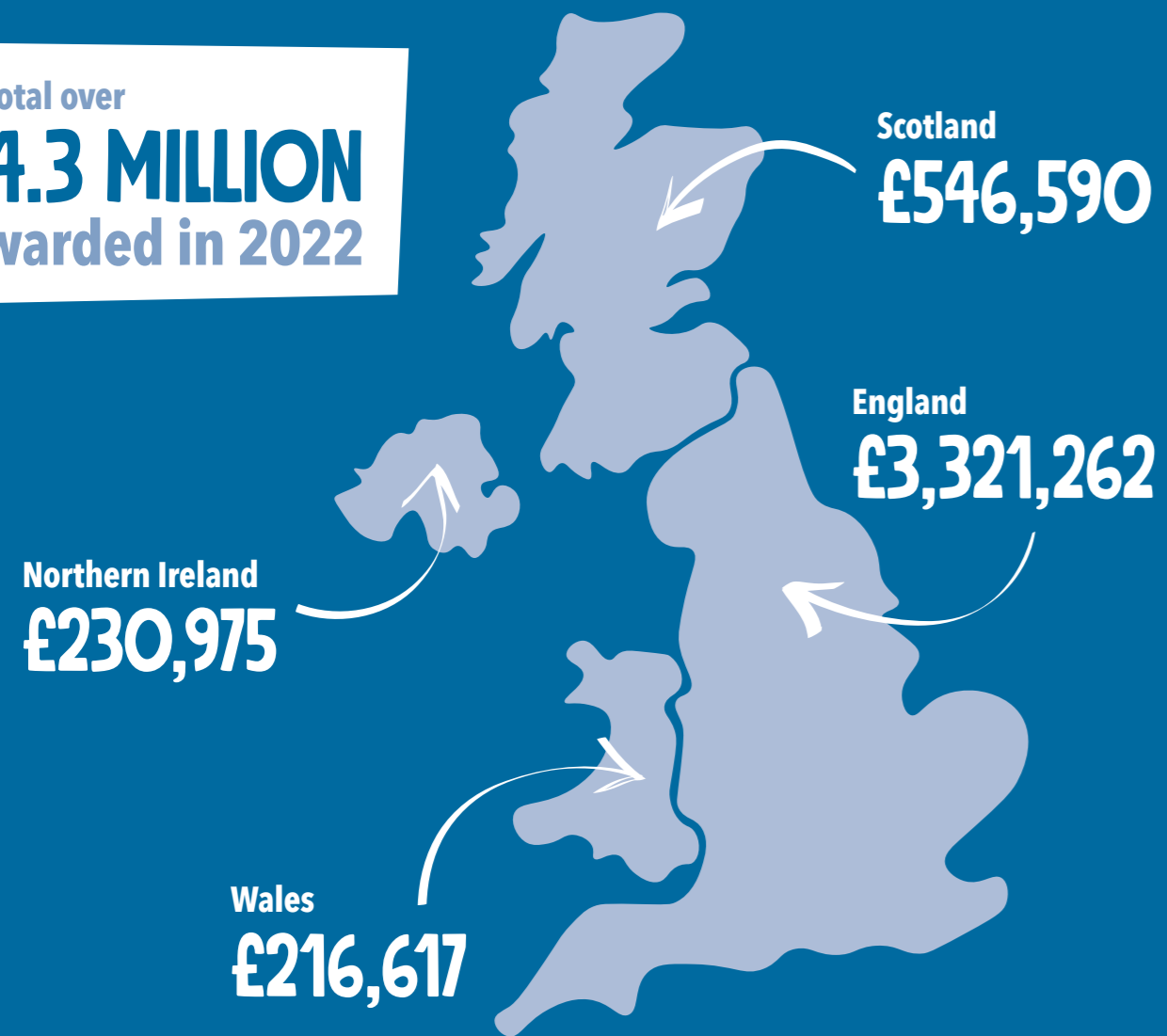
*They have been inundated with requests from families for clothing parcels and estimated that they handed out over 2000 parcels last year. They fundraised for a new storage unit and needed essential items like socks, underwear, nightwear etc for the clothing parcels. These made a huge difference to families who essentially are low wage earners, trying to pay bills and cannot afford to clothe their children or themselves.”*

*“The second one is the amazing Dream Time Creative that managed to secure £20,000 for the Chapel they were converting. They needed a new kitchen and essential building repairs in addition to creating an outdoor space and memory garden. This has been a lifeline for the many groups who use the Chapel, including support for women from abusive backgrounds who can meet in a safe space and feel safe within their surroundings. The group wanted to create a greenspace within the city as there was no other greenspace around, which they've done incorporating stories from a local female suffragette and writer who lived in 1850's Wakefield, bringing her stories to life in the garden.”*



# 2022 - OUR YEAR IN NUMBERS

In total over  
**£4.3 MILLION**  
Awarded in 2022



**7,119**  
GRANTS GIVEN

## HOW WE SPENT OUR FUNDS

**84%**  
BUILDING RESILIENCE  
(54% in 2021)

**16%**  
CRISIS RESPONSE  
(46% in 2021)

**91p**  
IN EVERY POUND  
SPENT ON GRANTS

# MONEY AWARDED BY GRANT



**£702,849**  
UNDER 18  
BETTER STARTS



**£542,270**  
COST OF LIVING



**£1,022,841**  
EMPOWERING LOCAL  
COMMUNITIES



**£107,366**  
COLLEAGUE  
MATCH FUNDING



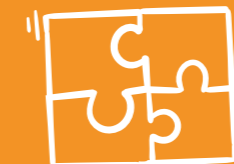
**£980,300**  
GREEN TOKEN GIVING



**£39,955**  
COLLEAGUE HARDSHIP



**£644,810**  
INVESTING IN SPACES & PLACES



**£165,596**  
PARTNERSHIPS



**£18,170**  
EMERGENCY DONATIONS



**£69,037**  
SUPERMARKET  
DONATIONS

# BUILDING RESILIENCE

**Our continued focus on building resilience in local communities enabled groups to grow and thrive throughout a year of continued uncertainty and new challenges.**

We distributed funding to get groups back on track, to improve resources, facilities and services, and we enabled groups to reach and support more people in their local communities.

Our focus was on strengthening communities by enabling groups to deliver their vital work and empowering them to respond, adapt, recover and survive.

We're proud of our broad and inclusive grant criteria which recognises and champions a wide range of groups and projects tailored to different local needs.

Under our building resilience aim were the following grants:

- Investing in Spaces and Places
- Empowering Local Communities
- Under 18 Better Starts
- Colleague Match Funding
- Green Token Giving



“ THANKS TO ASDA FOUNDATION’S SUPPORT WITH FUNDING TO REFURBISH OUR BUILDING, WE’VE BEEN ABLE TO PUT ON MORE ACTIVITIES AND EVENTS, INCLUDING A COMMUNITY CHOIR, STAND-UP COMEDY, TRAINING, FILM MAKING AND SPOKEN WORD.

HEADSPACE BOLTON CIC

”

# INVESTING IN SPACES AND PLACES

**Vital community spaces which provided places for people to meet and deliver services and activities faced rising costs and funding cuts.**

Community spaces are a lifeline for many, and we wanted to play our part in uniting communities and reducing loneliness, to build a sense of inclusion and belonging, by sustaining and improving community spaces for people to be together.

As a result, we launched a new higher value Investing in Spaces and Places grant enabling groups to create or develop safe and inclusive spaces in the heart of local communities.

£750,000 was awarded in 2022 providing investment for 60 community spaces, of which £644,810 was donated during the year and £105,190 is committed in 2023.

£750,000 AWARDED

60 COMMUNITY SPACES

## YOUTH AND COMMUNITY CONNEXIONS SUPPORTED BY ASDA EDMONTON

Youth and Community Connexions in Edmonton received a £24,650 grant to transform an abandoned retail unit into a usable warm and welcoming community space for hundreds of young people, offering free and affordable community activities, services, workshops and events.

Funding was used to carry out repairs and upgrade out of date rooms, creating vibrant community facilities including a new kitchen, computer room, studio and community workshop space.

The youth led charity was established in 2008 in response to escalating gang violence in the community and takes a fresh approach to youth work to support the varied and diverse communities of north London. The charity is passionate about helping young people become confident, informed, and empowered to be proud of who they are as individuals.

Adria Bennett, Youth and Community Connexions Director said: “The Asda Foundation grant has been instrumental in getting the new and improved space open for young people so early. We can now deliver a wide range of activities,

programmes, and workshops for young people here at the centre whilst also providing a sense of security for the elders and helping the community feel a much safer place. Thanks to this funding, we will be able to put on new activity and expand our services to help more young people, for example our new upgraded kitchen means we can run free after school clubs and healthy eating classes. We’ll also be better able to address equality, diversity and inclusion including employment and language classes.”



# THE GATEWAY COLLECTIVE CIC

## THE GATEWAY COLLECTIVE CIC SUPPORTED BY ASDA BOOTLE

Asda Foundation provided The Gateway Collective CIC a grant for £14,750 to transform an outdoor community space within North Park Community Garden. The group used the funding to build a kitchen and outdoor classroom within the garden space, so the group no longer needs to use hotplates to cook meals. The new learning space is used to educate the community on how to cook with what they grow.

The group runs a community garden space, growing vegetables which are shared with the community or cooked to give meals. The project helps to boost wellbeing, create social connections, tackle food poverty and makes Bootle a better place for everyone using the tool of gardening.

Ali Horton, Founder of The Gateway Collective CIC, said: "Thank you Asda Foundation, we were so pleased to receive your support! Cooking and eating together is an integral part of our sessions helping to create community togetherness and combating food poverty, however without a kitchen we relied on camping stoves and cooked outside. This grant funded a fully fitted kitchen which is ready to use and we're already seeing the benefits. We're now able to reach more people and we plan to open a café enabling us to use the space during the cold winter months. It has also enabled us to increase our range of cooking

options that were not possible on a camping stove and create new recipes from the food we grow. Our new facility also helps us to address the rising cost of living by reducing food poverty in our community, giving local people the tools to grow and cook for themselves."

Colette Johnson, Community Champion Asda Bootle, said: "I have been going to North Park Community Garden (where The Gateway Collective CIC is based) since 2016 and I have watched it grow and develop over the years. As the garden has expanded, new people have joined and benefited from it. It's more than a garden. It is a place for people to meet other people, to socialise and to work together. The food they grow and cook is just as an important part of the process as eating together. The garden was limited due to lack of facilities, but this new kitchen brings an important extra element and will help the garden become even more of a community hub where everyone is welcome and has a place to belong."

One gardener said: "Since I started coming to the garden, I've met some wonderful people I would never normally meet. It's been a joy and I now have a group of people I can call friends. The garden is an opportunity to change people's lives for the better and build a better community. Long may it continue!"



# EMPOWERING LOCAL COMMUNITIES

## Last year, we gave £1,022,841 to 1104 groups through our Empowering Local Communities grant – our most popular (and oversubscribed) grant of 2022.

We know by speaking to people in their local communities, that the specific needs in each local community are different, and wide ranging. We also know that local groups and charities are the experts in addressing those challenges and aim to support local people in the most appropriate way.

It's for that reason the criteria for this grant were purposely broad. We wanted to empower local groups to apply for what was important for them, enabling small local grassroots groups and organisations to deliver localised support and big impact. Groups could apply for funding to support a wide range of needs, from providing essentials, to connecting people through sport or improving a sense of belonging through community celebrations, to improving mental health and wellbeing.

## DENMEAD COMMUNITY CAFE SUPPORTED BY ASDA WATERLOOVILLE

Denmead WI Belles received an Empowering Local Communities grant of £500 to buy craft materials and supplies for their community café.

Lara, WI Member and Café Organiser said: "The community café was set up before the pandemic to reduce loneliness and isolation. We offer simple crafts, refreshments, cake and biscuits along with a very warm welcome. We've seen a huge increase in people visiting the café for a cuppa, or to join in with activities and meet others. This grant will make a huge difference to what we are able to provide at the café – thank you Asda Foundation!"



## THE ROYAL NATIONAL COLLEGE FOR THE BLIND SUPPORTED BY ASDA HEREFORD

The Royal National College for the Blind (RNC) in Hereford was supported with a grant for £810 to purchase height adjustable work benches to make outdoor activity more inclusive for wheelchair users and those with additional needs.

The aims of the organisation are to ensure blind and visually impaired young people are not disadvantaged because of their sight problems.

Thanks to Asda Foundation funding, all students, regardless of needs, are now able to experience the therapeutic benefits of gardening, growing plants from seeds and cuttings and learning about the cost and taste advantages growing their own food.

£1,022,841 AWARDED

1104 GROUPS SUPPORTED

# UNDER 18 BETTER STARTS

In 2022, we launched our Under 18s Better Starts grant aiming to give children under 18 the best start in life, aimed at tackling poverty, enabling inclusion and enhancing wellbeing.

We awarded £702,849 in total and provided funding for 796 groups to make a difference in four key areas:

**Providing essentials:** ensuring no child goes hungry and providing the basic essentials.

**Being active:** giving every child the opportunity to be active.

**Improving wellbeing:** activities supporting children's mental health and encouraging creativity.

**Celebrating and bringing children together:** enabling under 18s to be together to celebrate what's important to them within their community.

**£702,849  
AWARDED**



## CAFT SUPPORTED BY ASDA ALTRINCHAM

An Asda Foundation grant for £1,448 enabled the Children's Adventure Farm Trust (CAFT) to hold a winter wonderland experience throughout the festive period that was accessible to children living with illness, disability or social disadvantage.

Hannah Grahame, CAFT Fundraiser, said: "Thank you Asda Foundation for bringing the magic of the festive season to children who often find it difficult to access mainstream experiences. Your grant meant we could provide important and lasting memories for 85 children and their families."

CAFT charity provides the opportunity for adventurous play in a countryside setting, for children whose needs often prevent them from accessing the childhood experiences that most of us would take for granted.



**796 GROUPS  
SUPPORTED**

## LYTHAM ST ANNE'S YMCA FOOTBALL CLUB SUPPORTED BY ASDA BLACKPOOL

Lytham St Anne's YMCA FC received a grant for £1500 to support the team with new kit and equipment, enabling three teams to play matches throughout the summer period.

Under 8s Manager, Luke, said: "This grant enabled us to give girls and boys the chance to get active over summer, increasing physical and mental health. The new kit and equipment enabled us to facilitate training and match days and meant children felt a sense of belonging in a safe, fun and inclusive environment."

# JUBILEE CELEBRATIONS

Through our Empowering Local Communities and U18 Better Starts grants, we gave funding to over 250 groups so they could bring people together to celebrate The Queen's Platinum Jubilee.

From street parties to concerts, afternoon tea to outdoor festivals, community groups went above and beyond to connect their communities and create special memories to last a lifetime.

**"THE QUEEN'S PLATINUM JUBILEE WAS A WONDERFUL OPPORTUNITY FOR LOCAL COMMUNITIES TO COME TOGETHER. WE'RE REALLY PROUD TO HAVE AWARDED OVER £200K TO HELP 250+ LOCAL COMMUNITY GROUPS MARK THE HISTORIC MOMENT."**

ALEXANDRA PRESTON, ASDA FOUNDATION





# COLLEAGUE MATCH FUNDING

We recognise and celebrate the fundraising achievements of Asda colleagues through Match Funding.

From cake sales to marathons, sponsored walks to skydives, we matched up to £300 per colleague in 2022 to boost fundraising and make an even bigger impact for community groups and charities up and down the UK.

In 2022, we gave £107,366 in match funding to make colleague fundraising go further.

“IT’S GREAT TO HAVE A CORPORATE CHARITY COMMITTED TO SUPPORTING CAUSES CLOSE TO COLLEAGUE’S HEARTS.”

GARY HOLMES, ASDA SERVICE DESIGN & TRANSITION MANAGER

## GARY HOLMES SKYDIVE

Service Design and Transition Manager Gary Holmes completed a skydive from 15,000ft to support Kidneys for Life charity.

The charity is close to Gary’s heart, after his wife of 33 years, Julie, was diagnosed with Polycystic Kidney Disease (PKD) and her kidney function gradually deteriorated to just 12%.

Although Gary wasn’t a match for donating a kidney to Julie, he joined the Living Kidney Sharing Scheme and their lives changed overnight in October 2020 when they received a call to say they’d both been matched. In January 2021, Gary donated a kidney to someone, and Julie received a kidney.

To continue raising awareness and funds for Kidneys for Life charity based at the Manchester Royal Infirmary (where the couple had their operations), Gary signed up to do a skydive.

Gary said: “I can’t quite believe I did it from 15,000ft, or 3 miles up! It was a bit high as I exited the plane but the freefall at 120mph for 60 seconds was awesome and then the glide down to a safe landing even better, it’s another world up there with amazing views!”

£107,366 AWARDED IN MATCH FUNDING

“Huge thanks to the Asda Foundation for providing a Colleague Match Funding donation of £300 to boost my fundraising for this amazing charity which means so much to me. Between the five of us, we raised over £3,500 which will make a big difference for such a small charity.”



“THE FUNDRAISING I HAVE DONE MEANS THAT THEY CAN CONTINUE THE VALUED SUPPORT TO OVER 4000 KIDS IN SCOTLAND”

JOSEPH MCSHERRY, DELIVERY DRIVER FROM ASDA DUMBARTON

337 GROUPS SUPPORTED

## JOSEPH MCSHERRY ZIPLINE CHALLENGE

Delivery Driver Joseph McSherry from Asda Dumbarton, took part in a 150ft zip slide for Spina Bifida Hydrocephalus Scotland, raising £180. Asda Foundation doubled the amount raised through match funding which meant a total of £360 to Joseph’s chosen charity.

Joseph’s daughter was born with the conditions, and he wanted to raise money and give back to say thanks to the charity for its invaluable help and assistance.

Spina Bifida Hydrocephalus Scotland seeks to increase public awareness and understanding of individuals with spina bifida and / or hydrocephalus and allied conditions. It aims to support all those affected to identify their needs and to empower them to make informed choices and decisions.

Joseph said: “I have an irrational fear of heights so it was very challenging to take part but it was for a very good cause so I pushed my fear aside. The charity is so important to me as they have been an amazing help with my daughter who has Spina Bifida and Hydrocephalus and they do great work to help families who also have the conditions. The fundraising I have done means that they can continue the valued support to over 4000 kids in Scotland in a number of ways and the Matched Funding from Asda Foundation will make it go even further and we are grateful for your contribution.”



# GREEN TOKEN GIVING

## Last year, we celebrated ten years of Green Token Giving.

Since launching in 2012, we're proud to have given £10million to local communities through this programme alone, which gives customers the opportunity to nominate and vote online for their favourite local good causes.

Grants ranged from £200 to £500 and enabled grassroots groups to make a positive impact in their communities.

In 2022, we supported 2582 groups with £980,300 funding.



## COLLINGWOOD COMMUNITY CENTRE SUPPORTED BY ASDA QUESLETT

The Collingwood Community Centre in Birmingham has been offering a warm welcome for more than 25 years, providing facilities for a wide range of local groups to deliver services and activities for people from the local community.

In 2022, the centre received a Green Token Giving donation for £300 to help towards creating a community allotment.

Sharon Frogatt, Centre Manager, said: "We rely on donations to continue our programme of work here at the centre. The grant from Asda Foundation helped us develop our allotment space, creating an extra activity for local people to get involved with and improving health and wellbeing."

## RANDOM CAFÉ SUPPORTED BY ASDA WATFORD

The Random Café in Watford received £300 through the Green Token Giving scheme to help towards creating a community hub and garden.

The mission at Random Café is simple – to feed bellies, not bins. The group works hard to reduce waste and to create a more sustainable world, whilst providing a safe outdoor space for people in the local community to use.

Food is eaten on a 'pay-as-you-feel' basis which means customers can offer a financial donation of what they feel a meal is worth, give whatever they can, or recognise the value of a meal by donating their time, energy, skills and support.

Jane, Founder, said: "We rely on donations to cover running costs and achieve our mission. Every donation makes a real difference and we're very grateful for Asda Foundation's continued support."



# CRISIS RESPONSE

## In 2022, we continued to be there for local communities throughout times of crisis.

Not only were local communities still feeling the effects of the pandemic, but in addition, groups faced a drop in income and pressure costs due to inflation and the cost-of-living crisis. These challenges came at the same time as a rise in demand for services and activity.

We listened, responded, and pivoted our grant programmes to launch timely and relevant grants, such as a new Cost-of-Living grant to support local groups with essentials and funding for increased rent and utility costs.

Our crisis response activities included:

- Cost-of-Living grants
- Ukraine response and refugee support
- Emergency support
- Colleague Hardship grants

Our crisis support can consist of a cash payment in the form of a grant or product from Asda stores and depots funded by Asda foundation.

“ WE ARE COMMITTED TO SUPPORTING LOCAL COMMUNITIES IN TIMES OF CRISIS. THE RESPONSIVE APPROACH OF THE ASDA FOUNDATION GIVES US THE ABILITY TO REACT QUICKLY IN TIMES OF GREATEST NEED THROUGH THE NETWORK OF ASDA COMMUNITY CHAMPIONS. THIS ALLOWS US TO RAPIDLY MOBILISE AND DISTRIBUTE FUNDING IN TIMES OF EMERGENCY, ENABLING COMMUNITIES TO MEET THEIR IMMEDIATE NEEDS AND BEGIN THEIR RECOVERY FROM LOCAL CHALLENGES. ”

SUE HENNESSEY, INDEPENDENT, EXTERNAL ASDA FOUNDATION TRUSTEE



# COST-OF-LIVING

**As the cost-of-living crisis intensified, the need for help with the basics was loud and clear. Challenges varied from group to group - some required essentials to meet rising demand, whilst others needed support with rising bills to keep their doors open for their local community.**

As a result, we launched a new Cost-of-Living grant which offered support towards increased running costs – a new approach in response to new challenges. We simplified the application form and prioritised the most urgent applications so we could get funding quickly to the groups most in need.

We saw a record number of applications submitted after launching in September and in just a four-month period, we gave grants totalling £542,270 to 506 local groups.

We saw an increase in applications from foodbanks requesting support to meet unprecedented demand. Warm banks emerged to keep people warm and together, and some organisations started to offer hot meals alongside their usual services, to provide adequate nutritious meals for those who couldn't afford to eat.

## WOODLANDS FOOD TABLE SUPPORTED BY ASDA LARNE

In the run up to Christmas, we supported Woodlands Food Table based in Carrickfergus with a Cost-of-Living Grant for £1,000.

Since forming during the pandemic, the group has continued to support the Carrickfergus community through difficult times. Funding was used to create an extra 20 food parcels per week to help local people through the winter period.

Volunteer Wendy Boyd said: *"Times are really hard for people at the moment. As costs increase, families are having to choose between eating or heating their homes. This grant will make a huge difference and enable us to provide food for those struggling."*

*"It also gives us an opportunity to reach new people and to invite them in for a cuppa and a chat, to meet others and keep warm in the cold winter months."*

*"Thank you for helping us to provide ongoing support for those in need from our local community during such challenging times."*



£542,270  
AWARDED

506 GROUPS  
SUPPORTED



# COST-OF-LIVING

## CENTENARY METHODIST CHURCH SUPPORTED BY ASDA BOSTON

Centenary Methodist Church used Asda Foundation funding to meet increased utility and food costs and to help the group set up a new 'Warm Welcome' initiative, providing a warm and free safe space for hundreds of people struggling with the cost-of-living crisis.

Reverend Dr Val Ogden said: *"Everyone needs a good, hot, nutritious meal. When that's prepared with love by generous volunteers and shared without discrimination to all comers in a warm and friendly community space, that's a truly beautiful thing. We recognise the appalling reality that, for many in Boston, times are really tough and there isn't sufficient money or the resources to cook at home. Frankly, some don't have a home to go to."*

*Thanks to the Asda Foundation grant, which has been amazing, we've been able to maintain our current meal provision and expand to provide warm space throughout the cold winter months, when some were having to choose between heating and eating. We've been able to extend each sitting by four hours, with free tea, coffee, biscuits, conversation and activities to reduce isolation and alleviate some of the adverse impacts of hardship and spiralling costs. We're committed to serving our community and really appreciate Asda's support."*

**" THIS GRANT HELPED US MAINTAIN FOOD PROVISION AND EXPAND TO PROVIDE A WARM SPACE THROUGH WINTER, WHEN PEOPLE WERE HAVING TO MAKE A CHOICE BETWEEN HEATING AND EATING.**

REVEREND DR VAL OGDEN, CENTENARY METHODIST CHURCH

”



# UKRAINE RESPONSE AND REFUGEE SUPPORT

**Following an increase in refugee support at the end of 2021, it remained a key priority in 2022.**

In response to the invasion of Ukraine, we worked with Asda to pledge an urgent package of support, which included grants to support refugees arriving in the UK.

We wanted to play our part in helping groups to provide vital support services on the ground.

Funding was available for essential items such as food, hygiene, and clothing so groups could welcome refugees into the local community – giving them a starter pack and helping them to feel safe and welcome.



## LEEDS UKRAINIAN COMMUNITY CENTRE SUPPORTED BY ASDA KILLINGBECK

Community Champion Sarah from our Killingbeck store was so moved by the plight of the refugees fleeing war-torn Ukraine that she supported the group to secure a £1,000 Asda Foundation grant for Leeds Ukrainian Community Centre which went towards providing food, starter packs of clothes and school equipment and IT support for refugees arriving in the UK.

Sarah said: "It's heart-breaking what is going on over there and I wanted to help. The team at the Ukrainian Association are amazing. They are all volunteers and have never experienced anything like this before. It's all new to them."

She visited the centre to see first-hand the scale of the relief effort and to present the £1,000 cheque to Chairwoman Olga Callaghan and the team.

Olga said she couldn't thank Sarah and the Asda Foundation team enough.

She said: "The grant is wonderful. Every penny and every donation count. It's amazing how

*people have got together to help. The kindness and generosity of people never ceases to amaze. We've always been a community here; the centre has been here since the early 1950s.*

*"We want to help all Ukrainians who are coming into Leeds. We need to be a place where they can come, and we can provide somewhere where they can speak in Ukrainian. We do not want them to be isolated. We want the children to be able to mix with other Ukrainian children and maybe have a Saturday school so that they can continue to learn Ukrainian."*

*"We just want to help them when they come over here. You wouldn't want to lose your home, job and everything you've ever worked for and just come here with a rucksack."*

*"People keep saying what are your plans for the future and we don't really know. We've never done anything like this before. We are learning every day."*



**“ THANKS TO YOUR KINDNESS AND GENEROSITY, WE AT CANOLFAN FELIN FACH WILL BE ABLE TO SUPPORT FAMILIES WHO HAVE COME TO OUR TOWN PWLLHELI TO FEEL SAFE AND SECURE IN THEIR NEW HOMES. ”**

**SHARON JONES, SUPPORT WORKER AT CANOLFAN FELIN FACH CENTRE**

## CANOLFAN FELIN FACH CENTRE SUPPORTED BY ASDA PWLLHELI

Canolfan Felin Fach Centre in Pwllheli prepared support packages to give refugees a warm welcome using a grant from Asda Foundation for £1,500.

The centre is the first port of call for Ukrainian refugees arriving in the local and surrounding area. The group used funding to provide essential items such as hygiene products, clothing, bedding and food to ensure people felt safe and welcomed.

Sharon Jones, Support Worker said: "We are so grateful to Asda Foundation for this kind donation. Thanks to your kindness and generosity, we at Canolfan Felin Fach will be able to support families who have come to our town Pwllheli to feel safe and secure in their new homes."

Pwllheli Community Champion Jo said: "The support workers Sharon, Debbie, Sandra, Ciera, and Sami Lloyd the Centre Manager at Canolfan Felin Fach are all so friendly, kind and compassionate and help so many in our community who often get forgotten. Now with the help of this Asda Foundation grant, they are able to help refugees from the Ukraine with essential items, care packages and lots of support. I am so proud of this group and their kindness and the fun they bring and the welcome for all is outstanding to see!"



# EMERGENCY COMMUNITY GRANTS

**When disaster strikes, we're able to respond quickly and efficiently by getting essential items to people who need it.**

Working with Asda colleagues, Asda Foundation funds items from stores to support people quickly in times of crisis, such as local fires or flooding. Items include food, water, clothing and hygiene products.

In 2022, we gave 45 emergency donations totalling £18,170, supporting over 1000 people.

We provided emergency support to hundreds of local people who were impacted by power cuts and landslides after Storm Eunice devastated parts of the country early in the year.

In July, we responded to support people in need when a summer heatwave caused wildfires in parts of the country.



## ASDA DAGENHAM

Dagenham Community Champion Gemma Gray asked for support after people lost their homes and possessions in the devastating fires during the heatwave.

Gemma arranged £5,000 emergency funding from the Asda Foundation which bought food, bedding, toiletries, and clothes for residents whose properties were destroyed by out-of-control field fires. Donations went to Dagenham United Charity who were one of the organisations heading up the support for local people.

She said: "It's been absolutely heart-breaking – you just can't comprehend how this sort of thing can happen in your community, on your doorstep. It's just unthinkable. I'm just so glad that I was able to do something to help."

"The Asda Foundation were amazing by arranging the funding so quickly and giving advice. I can't thank them enough."



Peter Chand, Chairman of Dagenham United Charity and former Dagenham mayor, said: "It's been a really difficult day for the residents in Ballards Road in Dagenham."

"The wildfires have devastated homes and people's belongings. Dagenham United Charity along with Councillor Margaret Mullane have responded with essentials that residents may need. Thank you to Asda Foundation and Dagenham Asda."

# SUPPORTING COLLEAGUES IN CRISIS

**Our crisis support doesn't stop there. We also support Asda colleagues in times of unexpected financial hardship.**

Penny Bartlett, General Store Manager at Asda Highbridge said: "I feel really proud and humbled to work for a business that is able to support my colleagues through some really challenging times via the Asda Foundation. Being awarded these grants can be truly life changing for colleagues in addition to reducing the emotional stress they feel. I would recommend any colleague finding themselves in significant financial difficulty speaks to their manager to see what support could be given rather than continue to struggle on in silence."

Colleague hardship support is there for colleagues facing a wide range of personal circumstances. This might include support with rent arrears, an emergency essential food shop, or hospital travel costs.

**£39,955  
AWARDED**



**“ COLLEAGUE HARDSHIP GRANTS CAN BE A LIFELINE FOR COLLEAGUES WHEN THEY NEED IT MOST. ”**

**JASON MARTIN, ASDA FOUNDATION TRUSTEE AND SENIOR DIRECTOR, WEST SCOTLAND AT ASDA**

Here is some feedback from a colleague who received a grant towards a deposit and first month's rent after leaving an abusive relationship.

"I wanted to send a massive thank you to the Asda Foundation team for the overwhelming support and kindness you have shown me. A few weeks ago, I thought my world had fallen apart and that I was in a never-ending battle. With the help of store management, colleagues, and the Asda Foundation team, I have a new start to build on. I now have a lovely home I feel safe in and I'm sure I will be very happy in. I am so grateful and thank you from the bottom of my heart."



# WHAT'S NEXT

**We know funding and support for local communities is more important than ever.**

Local charities and community groups have seen income and volunteer hours drop, at the same time as demand for community services and activities has increased. We're committed to supporting these vital community provisions to ensure they remain a lifeline for local people in the years ahead.

Our Cost-of-Living grant made a significant difference in 2022. With continued uncertainty, this grant programme will remain a key focus for 2023. There is growing community need for food and essentials provision, which will also remain part of our programmes, in addition to help with increasing rent and utility costs.

We know a huge moment of celebration for local communities will be the Coronation of His Majesty the King. Whether that's a street party, a tea dance, or any other kind of celebration, we will support communities to come together, by providing funding.

Following the success of our inaugural year of our higher value Investing in Spaces and Places grants, this will return in 2023. This programme

will continue to address the sustainability of community spaces that are so vital for adding to the quality of life in local communities and delivering local services and activities.

Through our commitment to remain relevant and to provide the appropriate funding for groups to meet the needs in their local communities, we will review our Green Token Giving programme in 2023. As times have changed post pandemic, we will launch new grant programmes which will continue to deliver the biggest impact for community groups across the UK.

Finally, we will further strengthen our board in 2023 by appointing associate trustees to bring further subject matter expertise and lived experience to our leadership team.



# THANK YOU

Thank you to all the community groups who contributed to this report by giving their permission to share their stories. These groups continue to support their local communities, making a big impact and helping to bring Asda Foundation funding to life. Also, thank you to the Asda Community Champions who supported groups in applying for our funding and Asda colleagues who took part in fundraising challenges for their chosen charities.

**Be The Change Youth Project**  
**Canolfan Felin Fach Centre**  
**Canolfan Pentre**  
**Centenary Methodist Church**  
**Children's Adventure Farm Trust**  
**Collingwood Community Centre**  
**Dagenham United Charity**  
**Denmead Community Café**  
**Dream Time Creative**  
**Headspace Bolton CIC**  
**King's Church**  
**Leeds Ukrainian Community Centre**

Asda Bolton  
 Asda Pwllheli  
 Asda Tonypany  
 Asda Boston  
 Asda Altrincham  
 Asda Queslett  
 Asda Dagenham  
 Asda Waterlooville  
 Asda Wakefield  
 Asda Burnden Park  
 Asda Motherwell  
 Asda Killingbeck

**Lytham St Anne's YMCA Football Club**  
**Pendle Armed Forces Support Group**  
**Rotary Club of Radcliffe**  
**Random Café**  
**The Clothing Bank**  
**The Family Haven**  
**The Friendship Circle**  
**The Gateway Collective CIC**  
**The Royal National College for the Blind, Hereford**  
**Woodlands Food Table**  
**Youth and Community Connexions**

Asda Blackpool  
 Asda Colne  
 Asda Radcliffe  
 Asda Watford  
 Asda Wakefield  
 Asda Gloucester  
 Asda Trafford Park  
 Asda Bootle  
 Asda Hereford  
 Asda Larne  
 Asda Edmonton Green



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