



OUR IMPACT REPORT 2023



TRANSFORMING COMMUNITIES
IMPROVING LIVES

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MESSAGE FROM OUR CHAIR OF TRUSTEES

The Asda Foundation's focus for 2023 was to provide support to grassroots community groups and charities through grant giving, enabling them to overcome local challenges and support their community's most pressing needs; and we are proud to have delivered this.

We continue to be inspired by the incredible difference these groups and charities make, and how they work with determination and tenacity to maximise the impact of their funding, to ensure they can provide the greatest level of support to local people in their communities.

To ensure our grant programmes aligned with the most urgent and emerging needs, we actively listened to community feedback throughout the year, using our Community Tracker insight report developed in partnership with Asda. Based on this, we made the strategic decision to close certain programmes within the year, such as Green Token Giving and our pre-existing partnerships with national charities. This approach allowed us to respond effectively to evolving local challenges and deliver meaningful support through our grants.

We allocated the funds to our Grassroots Grants programme, expanding the criteria for our Cost of Living grants and continuing with both our popular Under 18 Better Starts programme, which aims to give children the best start in life, and our Empowering

Local Communities programme, which funds equipment and resources to keep vital services and initiatives running.

Through our higher value grant programme, Investing in Spaces and Places, we awarded 31 grants totalling £600,000, to create safe and inclusive spaces to bring people together in the heart of local communities. As we see the impacts of these projects and those from 2022, we plan to increase the level of funding allocated for this grant in 2024.

Finally, I'd like to extend my heartfelt thanks to everyone who made the achievements in this report possible. Thank you to Asda for its continued support and funding, to our trustees for their dedication, time, and expertise, and to our operational team for working tirelessly to achieve our mission. Most importantly, thank you to the grassroots groups and charities whose commitment to making a positive difference in their communities inspires us all.

Karl Doyle

Karl Doyle
Chair of Trustees

WHO WE ARE

ASDA FOUNDATION FUNDING
£54 MILLION+
 AWARDED TO DATE

The Asda Foundation is an independent charitable foundation, funded by an annual profit-related donation from Asda Stores Ltd. In 2023, we were gifted £3.6million to enable us to deliver our grant programme.

We have been supporting local communities through grant giving for over 30 years and we're proud to have awarded over £54 million to date. We focus our funding on smaller, grassroots-led organisations making a positive difference at a local level.

Whilst staying true to our aims and mission, we also pride ourselves on being a responsive and agile funder. We constantly review and evaluate our grant programmes to ensure funding is relevant and creating the biggest impact locally, and this has been strengthened by our Community Tracker (this is a regular insight survey gathering feedback from community groups, Community and Customer Champions and Asda customers). 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 £400 to £25,000 and the scope of our grant programmes is broad and extensive, 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.

We are managed by a board of trustees consisting of Asda employees and external subject matter experts, and our work is delivered by an operational team. In addition to the donation we receive, Asda also provides us access to a breadth of gift-in-kind assistance which further enables our work. This means we can keep operating costs low to maximise our annual grant giving.



WHO WE FUND

At the Asda Foundation 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 and Customer Champions – colleagues who understand their local needs and challenges and help to deliver funding where it's needed most.

Asda Community and Customer Champions 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. Champions help to signpost grants as part of the gift-in-kind we receive from Asda Stores.

In order to identify which groups to support in their area, we share localised insights gathered from our Community Tracker with Champions. This insight provides an overview of the key challenges facing communities at that given moment, enabling us to help facilitate grants that look to tackle these challenges.

In 2023, we provided funding to a wide range of community groups who support people dealing with a variety of societal needs. The groups that our funding supports use every penny to deliver their services and meet local needs, and we're very proud of their important work and its far-reaching impact.



OUR YEAR IN NUMBERS

NORTHERN IRELAND
£149,056



SCOTLAND
£384,724



ENGLAND
£2,444,986



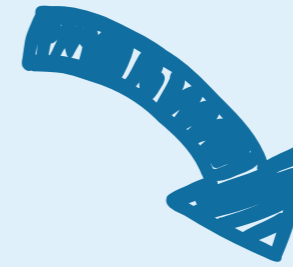
WALES
£179,369



£3,158,135
TOTAL AMOUNT AWARDED
THROUGH GRANTS

87P
IN EVERY POUND WAS
SPENT ON GRANTS

OUR YEAR BY GRANT



£616,051
INVESTING IN SPACES & PLACES



£632,157
EMPOWERING LOCAL COMMUNITIES



£438,738
UNDER 18 BETTER STARTS



£460,537
COST OF LIVING



£706,766
GREEN TOKEN GIVING



£16,047
EMERGENCY DONATIONS



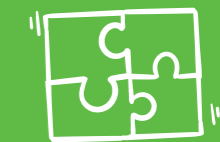
£50,443
COLLEAGUE MATCH FUNDING



£60,999
COLLEAGUE HARDSHIP



£48,897
IN STORE DONATIONS



£127,500
PARTNERSHIPS

INVESTING IN SPACES AND PLACES

We believe every community needs a safe and inclusive space for people to be together.

Accessible community spaces can be a lifeline to many, but often desperately need funds for repairs and developments.

We want to continue playing our part in uniting communities and making sure groups have appropriate spaces to deliver vital services and activities, for generations to come.

That's why in 2023, we made a further £600,000 of funding available for our Investing in Spaces and Places grant programme.

Grants were between £10,000 and £25,000 and could be used for renovations, repairs or transforming spaces.

Projects ranged from creating an outdoor community café training vulnerable adults and bringing people together, to renovating a community hub to deliver services to improve mental wellbeing. In 2023, 31 Investing in Spaces and Places grants were awarded to community groups across the UK.

Since launching our higher value grant in 2022, we're proud to have supported 91 community spaces, investing more than £1.3 million.



£1.3 MILLION INVESTED SINCE LAUNCH

CHAMPIONS COMMUNITY SPORT & HEALTH CIC

Champions Community Sport & Health CIC were awarded £21,225, via Asda Middleton, to transform their hut and outside space into a revitalised place for community activities, so children and young people can be together, overcome adversity and thrive.

The group was set up in 2020 on a mission to make sport available to all children and young people, regardless of age, ability or background. A large proportion of children were unable to access traditional sports clubs due to financial limitations and were becoming inactive, hungry, socially isolated, and in some cases, involved in anti-social behaviour. To address this, the group launched free turn up and play football sessions which included breakfast and lunch. The sessions were a huge success and things grew from there.

“ Thank you Asda Foundation for putting your faith in our little project and allowing us to flourish. Sport is so important to children and young people in our local community, helping to build community spirit, improving physical and mental health, creating connections and breaking down barriers. This funding will help take our support for the local community to the next level, the enhanced space will help us to provide a better-quality service and support more people from the local community, including older people.

Sam, Champions Community Sport & Health CIC



VALLEY VETERANS

Valley Veterans received an Investing in Spaces and Places grant, via Asda Tonypanydy. The group is run by volunteers and provides mental health and physical support to vulnerable ex-Armed Forces members.

Funding was used to refurbish the group's community hub; creating a peaceful and welcoming multi-use space for members to use as a meeting space, or to relax.

“ With the fantastic support of The Asda Foundation, we created a warm, welcoming space which helped us expand the use of the facility and create a true 'Community Hub'. The support and funding allowed us to increase our engagement with Veterans, plus the local community, and supply hot food and drinks to help reduce the cost of household bills, including heating and lighting.

Nigel, Valley Veterans



GRASSROOTS GRANTS EMPOWERING LOCAL COMMUNITIES

Our Empowering Local Communities grant supported a wide range of initiatives, enabling groups to address the issues that matter most in their communities.

This grant provides funding to groups who deliver services and support for people of all ages. From Pride celebrations to accessible toilets, to sensory gardens – our funding aimed to empower groups and strengthen local communities.

In 2023, we gave £632,157 through this grant, supporting 979 groups.



JUBILEE CHURCH HULL

Jubilee Church Hull received an Empowering Local Communities grant to deliver 'cooking on a budget' courses, teaching people new skills and educating people on how to cook nutritious meals on a low budget.

The group provides informal education opportunities for those who are long-term unemployed and want to move forward in life. They offer free courses which provide new skills as well as improving confidence and self-esteem.

The Empowering Local Communities Grant really helped us to make a difference in the lives of those who are going through a difficult season in life. The cookery courses enabled 12 individuals to gain vital skills, learning how to cook and also created a sense of friendship and connection to the wider community.

Dan, Jubilee Church Hull



SENSORY TRUST

Sensory Trust helps create meaningful and lasting connections between people of all ages and abilities and the natural world. Creative Spaces is Sensory Trust's inclusive dementia walking and nature activity project, with nine groups throughout Cornwall from Newlyn to Bude.

Partnered with Potager Garden near Falmouth, our Potager Peas group meet monthly to explore the garden and enjoy accessible nature-based activities, which help members reduce their social isolation and enhance their physical and mental wellbeing. An Empowering Local Communities Grant enabled the Potager Peas to purchase new gardening gloves, a cooking stove for making soup together and large boards to support with signposting to their activity location in the garden.

I love Potager Peas! I love nature and how it changes. I love the garden which is designed with different routes to keep me safe. I love the way that everyone is lifted up, even if they have problems. The staff accept my needs. Visitors treat us like normal people. When I'm there, I don't think or hear about dementia. Thank you.

Service user, Sensory Trust



SWINGS & SMILES

Swings & Smiles in Thatcham, Berkshire, used funding to purchase cooking equipment, art and craft supplies, snacks, messy play supplies and sensory toys; allowing children to take part in a range of new activities.

Swings & Smiles offers support for disabled children and their families in a unique and accessible environment, without the pressures often experienced in wider community settings. Support is varied and tailored to the needs of the individual.

We found ourselves able to be a 'normal' family without worrying about what other people were thinking and being self-conscious. We have got to meet families who are in similar situations to us and, as a result, feel less isolated.

Parent of a service user, Swings & Smiles

On behalf of our children, we extend our deepest gratitude to The Asda Foundation for their generous funding. Your support has made a significant impact, providing our children and young people with opportunities and resources that will shape their futures. Thank you for believing in our mission and helping us make a difference.

Rhonda, CEO at Swings & Smiles



GRASSROOTS GRANTS UNDER 18 BETTER STARTS



Support for children and teenagers was highlighted as one of the biggest community needs for 2023 through our Community Tracker.

As a result, we continued our Under 18 Better Starts grant programme, investing £438,738 for 668 groups to deliver initiatives supporting this age group.

Grants were used for a wide range of activities, from addressing poverty to improving wellbeing and promoting inclusion – leading to stronger communities and brighter futures.



MILL HILL COMMUNITY CENTRE

Mill Hill Community Centre in Blackburn supports children through various projects – from toddler groups to after-school clubs. The centre gives children, parents and carers a safe space to be together, play and learn.

In 2023, the group received funding to upgrade equipment and toys, as the current ones were worn and unusable.

Towards the end of the year, Asda organised a surprise Christmas celebration for children attending the after-school club. The club was turned into a magical winter wonderland filled with games, treats and even a giant snow globe.

“The party was totally out of this world. It was such a magical afternoon. I don't think the kids will see anything like that again.”

Sue, Mill Hill Community Centre



GRASSROOTS GRANTS COST OF LIVING



Our Cost of Living grant programme continued in 2023, focusing support on groups who deliver essential services and activities for the most vulnerable.

Many groups faced an increased demand for services while struggling to keep up with operating costs. Our funding enabled them to continue their vital work.

We added volunteer support as a new element within this grant programme, helping groups to strengthen their volunteer network and continue to deliver

their services by recruiting, training and retaining volunteers.

Through our Cost of Living grant programme, we gave £460,537 to 565 groups to help with rent and utility bills, proving essentials and volunteer costs.

LANARKSHIRE CANCER CARE TRUST

Lanarkshire Cancer Care Trust provides volunteer drivers to transport cancer patients to hospital appointments, clinics, and day-care facilities.

They received an Asda Foundation grant to support volunteer fuel costs. Without amazing volunteers giving their time, this group would not be able to run this essential service for those who have no other way to attend crucial appointments.

“Following the increases in the cost of living, the total fuel costs for our group increased by nearly £10,000 per annum. This Asda Foundation funding went a long way to supporting our volunteers, who dedicate their own time to supporting cancer patients in the local community.”

Frank, Lanarkshire Cancer Care Trust



LOCAL COMMUNITY EMERGENCY DONATIONS

The Asda Foundation aims to be there for local communities when disaster strikes.

In 2023, we gave £16,047 in emergency grants to enable 24 groups to support their communities in times of crisis, such as floods and fires. We worked with Asda Stores to provide the relevant aid communities needed within 48 hours of the emergency happening. We funded essential items from stores such as food and clothing or cleaning products and equipment.

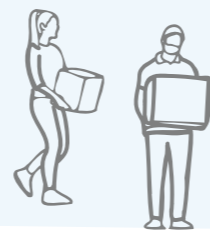
SWANSEA, WALES

Colleagues from Asda's Swansea store were quick to apply for support for people affected by a gas explosion in the city, and were able to donate food and essential items.

Sadly, one man died and three others needed hospital treatment after the explosion in a house in the Morryston area of the city. A further 100 people had to leave their homes for safety reasons with a rest centre set up at Morryston Memorial Hall to support people until they were able to go home.

“ The explosion was only half a mile from the store, and we heard it. Once we found out what had happened through social media, we got in touch with The Asda Foundation to see what could be done to help people affected. I managed to secure funding of £643 and then liaised with the team at Morryston Memorial Hall to arrange food and essential items.

**Christian, Community and Customer Champion
Asda Swansea** ”



DOWNPATRICK, NORTHERN IRELAND

In November, Storm Ciarán had a devastating effect on the town of Downpatrick in Northern Ireland. It caused the River Quoile to burst its banks, and the town acted as a bowl in collecting the floodwater with nowhere for it to drain to. As disaster hit, local groups and charities stepped up to support the community in its time of need, distributing essential items and providing safe spaces for people to be together.

Central to this response was Asda's Community and Customer Champion Linda Owens and the Downpatrick store team, who secured emergency funding of over £8,000 from the The Asda Foundation to help groups respond quickly, from providing food and coal, to cleaning up supplies for community spaces.

“ The whole town had been devastated - the businesses, the residents. It was a complete shock all round. Even though our store was closed, we knew there was still a way to serve our local community and get help to those who needed it. I contacted The Asda Foundation and managed to secure emergency funding for items groups desperately needed.

Linda, Community and Customer Champion, Asda Downpatrick

Linda has constantly been a great help to us in the foodbank and when the flooding happened, I was amazed she was able to secure instant funding from The Asda Foundation and arrive to the foodbank with over £1000 worth of food – it was amazing and it meant we were immediately able to help those affected by the flooding.

Shirley, Fountain Foodbank ”



COLLEAGUE MATCH FUNDING FOR LOCAL CAUSES

Through Match Funding, we give Asda colleagues the opportunity to boost fundraising for local causes close to their hearts.

From bake sales to marathons, raffles to sponsored head shaves, The Asda Foundation matches up to £500 to enhance fundraising efforts and local impact. In 2023, we gave £50,443 to support 115 local community groups and charities through Match Funding.

MHAIRI'S FUNDRAISER FOR SHIRLEY'S SPACE

In September 2023, Asda Kiosk Colleague Mhairi Robertson did a sponsored head shave to raise money for Shirley's Space, a local mental health charity based in Aberdeenshire. Mhairi raised an incredible £838.49 and the Asda Foundation provided an extra £500 in match funding to boost the donation.

Shirley's Space is a free walk-in centre, offering people suffering from mental health issues the ability to have a discreet and non-stigmatising route to potential help.

We were absolutely delighted that Mhairi chose us to benefit from her fundraiser. Shirley's Space was started five years ago and thanks to local heroes like Mhairi, we've been able to support an average of 65 people with 1:1 sessions weekly, groups and offer psychotherapy sessions when required. We have supported 98 individuals in crisis to change their decision to end their lives to choosing to live. Mhairi has undoubtedly played a major role in providing funding for us to support many people. Well done Mhairi, your donation means so much to so many!
Fiona, Shirley's Space



COLLEAGUE HARDSHIP PROGRAMME

In 2023, our Colleague Hardship Programme supported 67 Asda colleagues and their families, with funding totalling £60,999.

The Colleague Hardship Programme provides Asda colleagues access to essential support during challenging times. Each case is carefully assessed on an individual basis to determine the most effective assistance for colleagues in financial distress. Support may be available for a variety of circumstances, including help with funeral expenses, financial challenges, and even the provision of emergency food shops.

SUPPORTING ASDA COLLEAGUES

When one of our colleagues was facing financial difficulties, I reached out to The Asda Foundation for assistance. They responded promptly and explored various ways to provide support. The Colleague Hardship Programme helped alleviate the challenges they were experiencing. We are all so grateful for this support – it made a significant difference for our colleague.
Carl, Asda Store Manager



2024 PLANS

In 2024, The Asda Foundation remains committed to supporting local, grassroots groups, empowering them to deliver activities and initiatives that create positive change in their local communities.

SUPPORTING LOCAL COMMUNITIES THROUGH GRANT GIVING

We will continue to deliver funding through the following activities:

- Grassroots Grants
 - Empowering Local Communities
 - Under 18 Better Starts
 - Cost of Living
- Investing in Spaces and Places
- Local Community Emergency Donations
- Colleague Match Funding
- Colleague Hardship

And we plan to introduce a new grant, aimed at supporting foodbanks, with funding to provide essential food, hygiene items and white goods.

IMPLEMENTING NEW SYSTEMS AND BUILDING A DATA-LED APPROACH

2024 will see us implement a new grant management system which will simplify the process for groups and reduce the time from application to payment being made, enabling groups to receive funding more quickly and address community need.

The new system will allow us to enhance our data-led approach to grant giving, ensuring we remain relevant and deliver greater impact for local communities.



THANK YOU

A huge thanks to the community groups who contributed to this report (listed below) – all stories and photos featured groups supported with Asda Foundation funding.

And thank you to the hundreds more that received grants in 2023. These amazing groups continue to support their local communities, creating positive change and delivering a big impact with their Asda Foundation funding.

Thank you to Asda Community and Customer Champions for supporting groups through the application process and to Asda colleagues who fundraised for charities close to their hearts.

And finally, a special thank you to Asda for providing the funding to enable The Asda Foundation's work to continue for more than 35 years.



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- CHAMPIONS COMMUNITY SPORT AND HEALTH CIC** (PAGES 1, 5, 8 & 9)
- CORTON YOUTH FOOTBALL CLUB** (PAGE 19)
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WHY NOT FOLLOW US?



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