

OUR IMPACT REPORT



2024

**TRANSFORMING COMMUNITIES
IMPROVING LIVES**

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MESSAGE FROM OUR CHAIR OF TRUSTEES



Karl Doyle

For many grassroots groups and charities, 2024 was a year of significant change and challenges, but they stepped up again to show their commitment to supporting the most vulnerable in their local communities.

Throughout the year, Asda Foundation gave 2,603 grants totalling £3,229,392 of funding to enable community groups to address the issues that mattered most.

Grants were used for a wide range of activities – from keeping the lights on in community centres at risk of closing, to refurbishing outdoor spaces, to bringing people together to combat isolation and loneliness.

We continued listening to feedback through our Community Tracker Survey to ensure our grant programmes aligned with the most urgent and emerging local needs.

With food poverty highlighted as a key area of concern, we made the decision to launch a new Foodbank Fundamentals Grant for organisations focused on distributing food and alleviating food poverty. We awarded £265,000 of funding to 271 food distributors across the UK ahead of the winter months.

We're proud to have given £1,677,877 through our Grassroots Grant programme, which included Cost of Living grants, Under 18 Better Starts grants and Empowering Local Communities grants.

Through our higher value grant programme, Investing in Spaces and Places, we pledged 65 grants totalling

£1,225,782 to create safe and inclusive community spaces.

In addition, we delivered urgent emergency funding when it was needed and continued supporting Asda colleagues in times of need.

And finally, in 2024 we implemented a new user-friendly grant management system, simplifying the grant application process and allowing groups to apply directly.

I'd like to thank everyone who made the achievements in this report possible – to Asda for its continued support and funding, to our Trustees for their time and expertise, and to our operational team for their efforts towards achieving our mission.

Most importantly, thank you to the grassroots groups and charities who work tirelessly to make a positive difference for the people and communities who need it most.

We're proud of everything we've achieved together in 2024 and are looking forward to continuing our support for communities across the UK.

Karl Doyle
Chair of Trustees



WHO WE ARE AND WHO WE FUND



Asda Foundation is an independent charitable foundation funded by Asda.

We have been supporting local communities through grant giving for over 36 years and we're proud to have awarded over £57 million of funding to date.

Our funding is focused on supporting smaller, grassroots organisations making a positive impact at the heart of local communities throughout the UK.

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

The Asda Foundation operational team of nine colleagues receives direction from a board of trustees, which consists of Asda colleagues and independent subject matter experts.

We deliver our funding by working alongside a network of almost 400 Asda Community and Customer Champions who understand local needs and challenges, and help to signpost and deliver funding where it's needed most.



HOW OUR FUNDING WORKS



Through grants, Asda Foundation focuses on giving grassroots community organisations the funding they need to provide vital services and activities.

In 2024, we gave over 2,600 grants, ranging from £400 to £25,000 in value, to address a wide range of community and social issues.

From supporting foodbanks in purchasing vital supplies, to refurbishing local community centres, to bringing people together to combat social isolation, our funding enabled grassroots groups to make a positive impact locally.

Feedback and insight from our Community Tracker Survey drives our work and shapes our grants, ensuring they are relevant and address the most urgent community needs.

In addition to the annual donation we receive, Asda also provides us with a breadth of gift-in-kind support, including Asda Community and Customer Champions who are instrumental in our grant delivery. They work closely with local community groups to signpost and build relationships, ensuring funding is going to where it is needed most.

In 2024, we changed our way of working by implementing a new grant management system, which continues to be a huge success and helped us meet our aims of simplifying the application process for groups and improving the overall grant management process.

Groups were able to apply directly to Asda Foundation for the first time, allowing us to reach new groups that may not have been able to access funding before. The system provides a user-friendly interface for applicants and ensures the Asda Foundation team can review and process applications more quickly and efficiently.

“Straightforward and easy to navigate. We appreciate that, as applying for grants can be time consuming.”

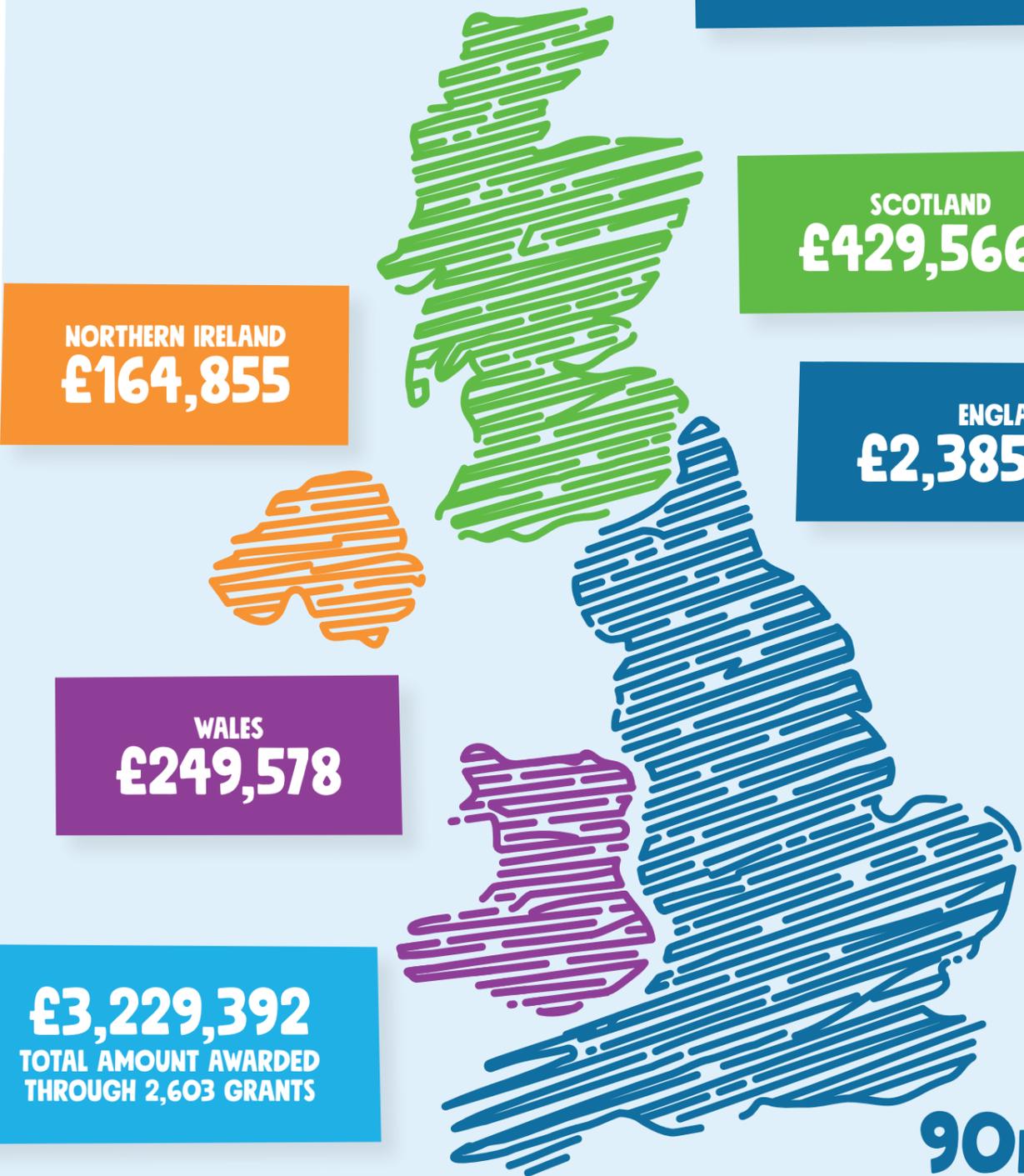
“I like the new portal – it makes applying so much easier and less stressful.”



OUR YEAR

IN NUMBERS

IN GRANTS



90p
IN EVERY POUND WAS
SPENT ON GRANTS

£1,225,782
INVESTING IN SPACES AND PLACES

£265,500
FOODBANK FUNDAMENTALS

£866,960
EMPOWERING LOCAL COMMUNITIES

£523,600
UNDER 18 BETTER STARTS

£287,317
COST OF LIVING

£7,481
EMERGENCY DONATIONS

£10,774
COLLEAGUE MATCH FUNDING

£41,978
COLLEAGUE HARDSHIP

INVESTING IN SPACES AND PLACES



ASDA FOUNDATION
£1.2
 MILLION
 PLEDGED IN 2024

In 2024, we're proud to have pledged £1.2 million to transform and improve 65 spaces at the heart of local communities where local people can come together and thrive.

Local community spaces can be a lifeline for many – our Community Tracker Survey told us that community groups were struggling to find the funding to maintain, develop and repair these spaces. In addition, loneliness and isolation was flagged as one of the biggest challenges faced by communities, with the survey also revealing people were deterred from using community spaces due to anti-social behaviour, vandalism, litter, lack of cleanliness and poor facilities.

We wanted to continue playing our part in uniting communities and reducing loneliness by improving community spaces for people to be together.

Grants awarded ranged between £10,000 and £25,000 – for renovations, repairs or transforming community buildings and outdoor spaces.

Since launching this higher value grant in 2022, we've pledged £2.5million in funding to transform 156 community spaces throughout the UK.

NEWPORT YOUTH CAFE PROJECT

Newport Youth Café Project in Shropshire, England, received an Investing in Spaces and Places grant for £23,202 to renovate their hub and carry out repairs, ensuring the group can continue to offer vital services to local people in Newport.

This local community project provides opportunities to address the educational, developmental and leisure needs of local young people in Newport, and the surrounding district. The group also provides training and work experience opportunities in the community café,

building social cohesion, self-confidence, and self-esteem. Asda Foundation funding will enable windows to be replaced, guttering work to be completed, and issues with electrics/automatic doors to be resolved.



The Hub is such an important asset, not just for the people of Newport but for the volunteers that receive training and vital employment opportunities. This Asda Foundation Investing in Spaces and Places grant funding is crucial.

Jacqui, Community and Customer Champion, Asda Donnington Wood



We want to do more to support our community, but our hub building is really in need of repairs. Asda Foundation is really going to help us future-proof and help us to grow as a charity. I am absolutely chuffed to bits!

Joanna, Community Officer, Newport Youth Café Project

SUPPORTING OUR COMMUNITY



Supporting Our Community is an award-winning local charity in Hamilton, Scotland, aiming to advance the provision of recreational facilities and activities through a social hub to enable local people to meet and pursue a range of hobbies.

Supporting Our Community received a £15,000 grant from Asda Foundation to transform vacant land into an accessible community garden to bring people together to connect, grow their own food and share skills.

The garden will help people build self-esteem and resilience, reduce stress and will be particularly beneficial to people who don't have an outdoor space of their own.



We are delighted to receive this grant from Asda Foundation. The funds will help transform this once unloved area into a thriving community space. This project is led by local people, and they have decided what they want and need from the garden, so we are thrilled to be able to support them in this exciting project. The area we're developing was a piece of waste ground and a bit of an eyesore. The group will be using the Asda Foundation funding to construct permanent pathways so that the garden will be accessible to all, as well as a communal seating area and a sensory garden.

Mark Rouse, Project Coordinator, Supporting Our Community



FOODBANK FUNDAMENTALS



Community Tracker Survey respondents ranked access to food and essential provisions as the most important thing they believed Asda Foundation could fund in 2024.

The cost-of-living crisis was still a reality for many and reliance on the vital support of local foodbanks, community pantries and other organisations was still very high. People were forced to turn to food banks because income did not cover the cost of essentials.

In response, we launched a new Foodbank Fundamentals grant, specifically for organisations with a core purpose to distribute food and alleviate food poverty.

Foodbanks and local food organisations provide support to some of the most vulnerable people in our communities when they face hard times. We know they are a lifeline to many, often facing high demand with the added pressure of shortages in donations and volunteers.

We're proud to have given £265,500 of funding to support 271 community groups throughout the UK, with grants of £500 or £1000.

COURTYARD PANTRY ENTERPRISE

Courtyard Pantry Enterprise in Glasgow, Scotland, received a grant for £1,000 to purchase food and hygiene items for their pantry.

The group aims to reduce the effects of poverty in Glasgow, using food as a vehicle for change, and by creating secure, well paid jobs and training opportunities at their food enterprise for those most at risk of long-term unemployment.

Funding from Asda Foundation will make a massive difference. Food insecurity in the area we work in has trebled in recent years, and demand for affordable food has significantly increased as a result. Support to help us meet that demand will make a big difference in the community in which we serve.

**Dale, Group Representative,
Courtyard Pantry Enterprise**



PENWORTHAM FOODBANK



Penwortham Foodbank based in Penwortham in England, received a £1,000 grant to purchase food for local families facing financial hardship.

The group gives out food parcels, toiletries, and other household essentials through its Friday Foodbank which distributed 3,000 food parcels last year.

By handing out parcels directly, it allows volunteers to speak to people and signpost them to other support services for help with financial matters, advice and assistance.



Penwortham Foodbank supports some of the most vulnerable people in our community when they are facing hard times. It was great to pop by to present the cheque and see all the great work they are doing. The fact this grant can also be used for hygiene items and essentials is fantastic and means groups can tailor support according to what's needed. This funding means so much to local organisations, especially throughout the cold winter months.

**Jo Hilton, Community and Customer Champion,
Asda Clayton Green**



The impact of inflation and increased utility costs continues to negatively impact local residents, and hence demands on our foodbank remain high. The Foodbank receives fantastic support from our local community, but it doesn't cover everything. Fresh food donations fluctuate week-on-week and therefore, having a buffer of stored items is essential. This grant will allow us to purchase food, such as corned beef or pasta, helping us to balance all food stocks over the course of the month.

Michael Hasnip, Trustee, Penwortham Foodbank



GRASSROOTS GRANTS EMPOWERING LOCAL COMMUNITIES



We know that community groups and charities are the experts in identifying and addressing the issues that matter most in their communities.

Empowering Local Communities was our broadest grant of 2024, enabling groups to apply for a wide range of services and activities.

In 2024, we gave £866,960 of funding across 1,139 grants through our Empowering Local Communities grant.

From sensory gardens to improve wellbeing, to bringing people together for celebrations that reduce isolation – funding was used to make a positive change for local people and strengthen communities throughout the UK.

THE WEEKEND DAY CENTRE

The Weekend Day Centre for Dementia in Stockport, England, provides support, personal care and entertainment; offering families and loved ones a break, whilst knowing they are being cared for in a safe space. For many, this service allows those who have been diagnosed with dementia the ability to stay in their own homes, which can have a positive impact on wellbeing and creates a sense of security during times of anxiety.

The group used Asda Foundation funding for an open day for service users and their families and purchased a television to use on quiet days.



The funding we received has brought our users together to support and to raise awareness of the support our group offers. The purchase of a TV has provided a source of stimulation and a chance for people to reminisce whilst watching old films.

**Joanne Davis, Centre Manager,
The Weekend Day Centre**



GRASSROOTS GRANTS UNDER 18 BETTER STARTS



Support for children and teenagers remained a key focus in 2024 through our Under 18 Better Starts grant, aimed at giving children the best start in life, tackling poverty, promoting inclusion and wellbeing.

We awarded £523,600 across 668 grants to support a wide range of initiatives, from breakfast clubs and music nights, to sensory sessions and sports activities.



The funding has allowed us to purchase kit and equipment for the entire team to utilise during training sessions, including agility ladders, cone drill set, footballs and boundary poles, etc, all of which help the players build their skills, speed and agility.

Michelle, Treasurer, Stenhousemuir FC



STENHOUSEMUIR FC

Stenhousemuir FC 2016's team received an Under 18 Better Starts grant for new kit and equipment.

The group based in Scotland, provides youth football sessions with a focus on both player enjoyment as well as player development. They are a community team with many parents getting involved in kids vs parents games, encouraging engagement. Stenhousemuir FC also offers community programmes to support social, physical and mental wellbeing.

GRASSROOTS GRANTS COST OF LIVING



Our Cost of Living grant continued for a third year, supporting groups who deliver essential services for the most vulnerable.

Grassroots groups continued to be impacted by cost of living challenges, with many seeing increased demand for their services at the same time as a decline in income and rising operating costs.

Through our Community Tracker Survey, respondents told us that access to food and essentials was one of the biggest issues locally, with one in five sharing that they may need to ask for help with access to food and essentials in the future.

We wanted to enable groups to continue their vital work, enabling them to respond to increased need and continue supporting people who needed it most.

In 2024, we gave 331 Cost of Living grants totalling £287,317 to help groups with rent and utility bills, providing essentials and volunteer costs.

IN THIS TOGETHER



In This Together based in Belfast, Northern Ireland, received funding to purchase food items and hygiene essentials for their social supermarket.

The group aims to combat poverty and social isolation in East and South Belfast through food and hygiene provision.

In addition, the group offers budgeting, counselling and other support services to provide a holistic approach to combatting food poverty.



This funding has really helped to alleviate financial strain on weekly stock reserves. The need for essential items is growing and we remain dedicated to supporting people in financial hardship. We're currently supporting 800+ households from the local community and we never turn anyone away, we know anyone can fall on hard times. Thank you, Asda Foundation, for helping us to continue making a difference.

Christina Henderson, Volunteer, In This Together



LOCAL COMMUNITY EMERGENCY DONATIONS



We're proud of our responsiveness and being there for local communities in times of crisis.

Working with Asda stores, we support when disaster strikes by providing essential items such as food, water, clothing and toiletries in the 48 hours following an emergency. In 2024, we gave 26 emergency donations, which totalled £7,481, this enabled community groups to support local people in their time of need.



FIRE IN DAGENHAM

Following a fire in a tower block local to Asda Chadwell Heath, Community and Customer Champion, Shahla, responded with Asda Foundation Emergency Donations totalling £1,000.

Shahla's quick thinking meant that families displaced by the fire could still have school uniforms and essentials needed to get back to school.

FLOODING IN BLACKWOOD

Lorna, Community and Customer Champion at Asda Blackwood, acted quickly to secure Asda Foundation emergency support to help her local community after Storm Bert caused widespread flooding in South Wales.

When Storm Bert struck, it left hundreds of properties in the UK flooded and some communities needing help. One of the groups who took action to support local people during this time was Llanhilleth Miners Institute, who received an emergency donation of £750.



As soon as I heard the news, I went straight to the leisure centre where the residents were evacuated to see how Asda and Asda Foundation could help. It was so awful that people lost everything, we wanted to do what we could to support.

Shahla, Community and Customer Champion, Asda Chadwell Heath



Residents who had their homes damaged by the flood could go to the institute for food parcels, cleaning products, hot food and advice. The community spirit was incredible. Thank you to every community member that came together to support others.

Lorna, Community and Customer Champion, Asda Blackwood



COLLEAGUE MATCH FUNDING FOR LOCAL CAUSES



Asda Foundation Colleague Match Funding gives Asda colleagues the chance to boost fundraising for local causes by matching up to £500.

In 2024, we supported 26 local community groups with £10,774 through Colleague Match Funding. It was great to see Asda colleagues taking part in a wide range of activities to raise funds - from coffee mornings to quiz nights, zip wires to skydives!

LUKE'S FUNDRAISER FOR SUNFLOWERS CHILDREN'S ACTION GROUP

In June 2024, Asda Grimsby Service Colleague Luke Germaney raised an incredible £2,481 for Sunflowers Children's Action Group with a charity football match. The event was a huge success and Asda Foundation gave an extra £500 through match funding to boost the donation to £2,981.

The charity means a lot to Luke's family, and Luke was fulfilling the goal of his cousin Harry, who sadly passed away before he was able to carry out the event.

Sunflowers Children's Action Group is a local, volunteer-run charity in Grimsby, England, creating special, inclusive events and activities for children who suffer from life-limiting and/or life-threatening conditions.



This event blew us away with the amount of support and fundraising from beginning to end. On behalf of myself, Harry's parents, brother, and all close friends and family, I would like to say a massive thank you to participants and anyone that helped with donations. This charity was very close to Harry's heart. Harry came up with the idea of a charity football match whilst struggling in hospital, showing what a giving and loving person he was.

Luke, Service Colleague, Asda Grimsby



We are truly staggered at the amount raised in aid of Harry. We know and appreciate all the efforts that everyone put into raising this sum, and the generosity of those who supported fundraising. The funds raised made a difference to local children with life-limiting conditions, we're so grateful for your support!

Joanne Wright, Founder, Sunflowers Children's Action Group



COLLEAGUE HARDSHIP PROGRAMME



The Asda Foundation Colleague Hardship Programme is designed to support Asda colleagues who experience challenging times.

Assessed on a case-by-case basis, the programme focuses on providing assistance to colleagues facing financial difficulties, offering vital support when it's needed most.

In 2024, the programme provided £41,978 in 77 hardship grants, supporting colleagues in times of need.



I've had the privilege of supporting Asda colleagues through the Asda Foundation Colleague Hardship Programme and I cannot stress enough the tremendous impact it has had, providing support through difficult times.

If needed, the Colleague Hardship Programme can be a lifeline, offering financial assistance and helping to improve mental wellbeing. It is a humbling experience to see the relief and gratitude from supported colleagues, knowing that they can continue with their lives with less worry and stress.

The Colleague Hardship Programme is a fantastic initiative and it's reassuring to know that this support is there when colleagues need it most.

Paul, Asda Store Manager



2025 PLANS



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

In 2025, we will move to a theme-based funding approach, prioritising grants to support specific community needs based on our Community Tracker Survey and feedback from communities.

Through our 2024 Community Tracker Survey, three key groups emerged as most in need – teenagers and young people, older people and the vulnerable. Key concerns were mental health, cost of living, the environment, and loneliness and isolation.

Through our new strategy, we aim to increase the impact that our funding has on a local level, supporting groups that are focused on tackling the needs identified in our Community Tracker Survey.

Implemented in 2024, our grant management system will continue to make the application process easier for groups and through the introduction of digital payments in 2025, we're aiming to get funding to groups even quicker. The system will also enable us to gain better insight and measure outcomes and impact more effectively.

We're excited to deliver our 2025 programme. If you'd like to find out more, you can follow us on social media pages or keep an eye on our website, where we will communicate funding opportunities and share updates on the impact of our funding.

In 2025, we will support communities with the following grant programmes:

- OUTDOOR COMMUNITY SPACES FUND
- YOUNG FUTURES FUND
- LOCAL COMMUNITY SPACES FUND
- FOODBANK FUNDAMENTALS FUND
- BRINGING COMMUNITIES TOGETHER FUND
- CELEBRATING COMMUNITIES FUND
- COMMUNITY EMERGENCY FUND
- COLLEAGUE MATCH FUNDING
- COLLEAGUE HARDSHIP FUND



THANK YOU



A heartfelt thanks goes out to all the community groups featured in this report (listed below) and to the hundreds more that received grants in 2024. Your dedication and commitment to your local communities is inspiring and we are delighted to support your work.

Thank you to Asda Community and Customer Champions for being experts on local issues and needs, building relationships with local organisations and signposting and supporting groups through the application process.

And finally, a special thank you to Asda for its continued funding and trust which has enabled us to deliver our grant programme for over 36 years.

We look forward to working together again in 2025 to make a positive impact in the heart of local communities!



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The figures in this report are unaudited. For audited figures, please refer to the Asda Foundation statutory accounts which will be published via the Charity Commission website on 31st October 2025.



SCAN TO FIND OUT MORE!



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