

ASDA Foundation,

OUR 2025 IMPACT REPORT



**TRANSFORMING
COMMUNITIES**



**IMPROVING
LIVES**

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MESSAGE FROM OUR CHAIR OF TRUSTEES



This year, Asda Foundation has supported thousands of projects that are addressing urgent local needs: creating safe spaces, reducing isolation, and helping communities with the challenges they face.

We launched our **Outdoor Community Spaces Fund** to transform outdoor areas where people meet, continued the transformative **Local Community Spaces Fund**, and expanded our **Foodbank Fundamentals Fund**, ensuring essentials reached those who needed them most. We also marked Asda's 60th birthday with our **Celebrating Communities Fund**, where Community Champions nominated groups for funding, and closed the year with the new **Better Together Fund**, tackling loneliness among the elderly and vulnerable.

Our **Community Insight Tracker** kept us focused on what matters most, making our programmes relevant and impactful.

Thank you to Asda for its unwavering support and funding, to our Trustees and operational team for their time and dedication, and most importantly, to the incredible community groups delivering change in their communities everyday.

Here's to building stronger, more connected communities in 2026.

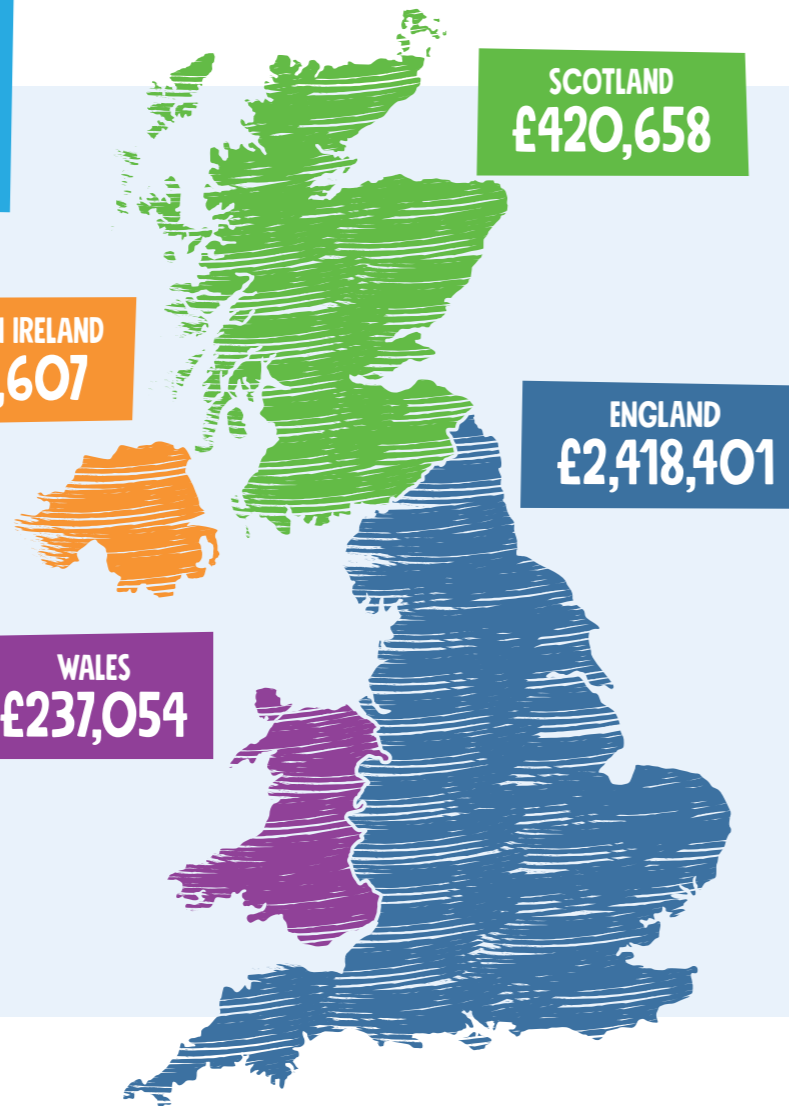
Karl Doyle

Karl Doyle
Chair of Trustees



OUR YEAR IN NUMBERS

£3,222,720
TOTAL AMOUNT AWARDED THROUGH 2,326 GRANTS



OUTDOOR COMMUNITY SPACES FUND
£529,977

YOUNG FUTURES FUND
£510,465

CELEBRATING 60 YEARS OF ASDA COMMUNITIES FUND
£74,500

LOCAL COMMUNITY SPACES FUND
£1,255,314

BETTER TOGETHER FUND
£401,400

FOODBANK FUNDAMENTALS FUND
£400,200

MATCH FUNDING
£13,291

COLLEAGUE HARDSHIP PROGRAMME
£37,573

HOW

ASDA Foundation, WORKS

For over 37 years, Asda Foundation has been committed to strengthening local communities through grant giving. Funded by a donation from Asda Stores, we've proudly awarded more than **£60 million** to charities and community groups across the UK.

Our current focus is on supporting smaller, community-led groups delivering vital services and activities where they matter most. Each year, thousands of local organisations benefit from our funding, helping tackle issues such as food insecurity, social isolation, and mental health and wellbeing.

Asda Foundation is managed by a dedicated team of nine colleagues, guided by a Board of Trustees, which includes Asda employed and independent experts. We also work closely with a network of nearly 400 Asda Community Champions, who understand local needs and help direct funding where it's needed most.

In 2025, funding ranged from **£500** to **£20,000**, enabling grassroots groups to make a real difference. Throughout the year, we funded projects that:

SUPPLIED ESSENTIALS TO FOOD BANKS

IMPROVED INDOOR AND OUTDOOR COMMUNITY SPACES

CREATED OPPORTUNITIES FOR PEOPLE TO CONNECT AND REDUCE ISOLATION



Our strategy is shaped by information gathered from the **Community Insight Tracker**, ensuring grants address the most urgent needs. Grant applications are submitted through an online grant management system that is hosted on our website, and we share our impact through social media channels and our newly introduced **Funding in Action Reports**.

OUTDOOR COMMUNITY SPACES FUND

Access to safe and welcoming outdoor spaces is vital for communities, helping reduce loneliness and isolation and improving mental health and wellbeing. Many local areas lack suitable spaces where people can come together, connect, and feel part of their community.

To address this, we launched our **Outdoor Community Spaces Fund**, supporting grassroots groups to transform and improve local outdoor areas. From creating greener spaces to enhancing community gardens and enabling clean-up projects, these improvements help bring people together and foster pride in local communities.

THE FRIENDS OF HEDNESFORD PARK

The Friends of Hednesford Park, Cannock, England, work to conserve and enhance the park for people and wildlife, while encouraging community involvement through activities that support wellbeing and biodiversity.

With the **£3,000** funding received, the group reduced the flood risk on a popular footpath by creating a soak-away and using the spoil to build raised beds for pollinator-friendly plants. Volunteers of all ages helped plant native species, install an interpretation board, and establish a new Bumblebee Walk to monitor and protect local pollinators.



Thanks to this funding, we've transformed a problem area into a space that benefits both the community and wildlife. It's been amazing to see volunteers come together to learn new skills and create something that will make a lasting difference.

**Lynn Evans, Volunteer,
The Friends of
Hednesford Park**



GERDDI RHANDIR CYMUNEDOL DWYFOR

Gerddi Rhandir Cymunedol Dwyfor, Pwllheli, Wales, is a volunteer-led group of carers who support people living with dementia and run activities alongside Dementia Actif Gwynedd. They have transformed an underused garden into a welcoming space for allotments and raised beds, giving local residents, including those with mobility challenges, the chance to grow, produce and connect with others.

With our **£500** funding, the group have been able to install hard standing for a future community pavilion and purchase an additional shed for tool storage, making equipment more accessible and freeing up space for community activities.

TORRIDGE GROWING TOGETHER CIC

TorrIDGE Growing Together CIC, Bideford, England, works with some of the most marginalised members of the community, offering supported volunteering opportunities that help tackle isolation, improve wellbeing and build skills. In partnership with Little Green Town Bideford, the group is enhancing Old Town Gardens, a small but well-used green space in an area of high deprivation, by creating raised herb beds filled with pollinator-friendly plants.

The **£500** Asda Foundation funding enabled the purchase of planters, compost and locally sourced herbs, as well as the creation of informative labels for visitors.



The funding has enabled us to transform a neglected space into something that benefits everyone – from volunteers gaining confidence and skills to local residents enjoying fresh herbs and a more welcoming environment. It's about creating connections and improving wellbeing through nature.

Caroline Gale, Director, TorrIDGE Growing Together CIC



YOUNG FUTURES FUND

Information from our Community Insight Tracker told us that support for teenagers and young people was a core priority for communities in 2025. Guided by this insight, we launched our Young Futures Fund, created to strengthen mental health, wellbeing and resilience, and help young people build brighter futures.

With grants ranging from £500–£1,000, we awarded £510,465 across 555 community projects, enabling a diverse range of vital initiatives including specialist workshops, crisis support,

sports equipment and essential items. Each grant helped create safe, positive opportunities for young people when they need them most.

GLOVES NOT GANGS

Gloves Not Gangs, Ellesmere Port, England, is a community boxing club that has become a vital hub for young people locally, offering a safe and supportive space for people of all ages to stay active, build confidence, and connect. Rooted in values of inclusion and wellbeing, the club has grown beyond sport, supporting local schools, collaborating with other community groups, and developing services that promote mental, emotional, and spiritual health.

With the £1,000 funding received from our Young Futures Fund, the club launched its Gloves Not Gangs campaign – an initiative

aimed at steering young people away from gang culture, knife crime, and antisocial behavior. The funding provided essential equipment including gloves, ropes, meditation mats, and resistance bands to support physical fitness and mental wellbeing.

The campaign engaged over 150 young people aged 13–21, offering them a positive outlet and a sense of belonging. Through boxing, mentoring, and structured activities, participants developed resilience, respect, and life skills that extend far beyond the gym.

“We’re not just teaching boxing - we’re building futures, restoring confidence, and giving young people a reason to believe in themselves and their community. This funding has helped us turn passion into purpose.”

Lee, Trustee and Coach, Gloves Not Gangs



OUR STREETS

Our Streets, Strabane, Northern Ireland, is a detached youth work service supporting young people who are often overlooked by traditional provision. By meeting young people where they are, the team builds trust, responds to emerging needs, and helps young people feel safer and more connected to their community.

Many of the young people they support face anxiety, mental health difficulties, and can struggle to attend school or other services. This can lead to isolation and risky behaviours.

With £1,000 of Asda Foundation funding, Our Streets delivered a programme of activities for 13–21-year-olds focused on building resilience, confidence, and overall wellbeing. For young people experiencing poverty, the team also provided healthy food, helping them look after themselves and develop positive habits for the future.

“We work with young people who often feel unseen. This funding helped us show them that they matter and that there’s a community ready to support them.”

Youth Worker, Our Streets



YOUNG FUTURES FUND

PEOPLE'S THEATRE COLLECTIVE

The People's Theatre Collective (PTC), Leamington Spa, England, empowers young people aged 13-21 (up to 25 for those with disabilities) through free, inclusive arts programmes, supporting mental health, confidence, and social connection. They work in some of the UK's most disadvantaged areas, where accessible opportunities are extremely limited.

They received **£1,000** to support their 'Amplify Community' outreach programme, which provides weekly free creative sessions in safe, welcoming spaces, reaching young people facing financial hardship, neurodiversity, and social isolation. Through their weekly creative workshops, they empower young people facing challenges and displacement, with trained facilitators leading drama, storytelling, and visual arts sessions.



This support didn't just provide creative opportunities - it helped boost confidence, connection, and overall mental wellbeing for every young person involved. We were able to fund skilled facilitators who delivered free, inclusive arts sessions to 102 disadvantaged young people across five communities.

**Tristan, Artistic Director,
People's Theatre Collective**



CELEBRATING COMMUNITIES FUND



To recognise Asda's 60th birthday, Asda Foundation awarded over **60 £1,000 grants to outstanding community groups and good causes across the UK. These 'diamond' groups were nominated by Asda Community Champions in recognition of the incredible work they do to support and strengthen their local communities.**

HEATON NORRIS COMMUNITY CENTRE

One of the groups who received funding was **Heaton Norris Community Centre (HNCC), Stockport, England**, nominated by Laura, Community Champion at Asda Reddish.

HNCC plays a vital role in supporting local families facing challenges linked to deprivation. They offer a wide range of weekly activities, from breakfast clubs to support groups. With the grant, HNCC delivered mental health support courses combined with cooking and baking classes, helping participants build confidence, develop practical skills, and create pathways to employment, while fostering a sense of belonging and self-worth.



I nominated HNCC because of Bernard, who volunteers at the centre and who is an unsung hero within the community. He goes above and beyond: visiting people in hospital, checking in on elderly residents and families, delivering food parcels, and bringing people to the centre for support. No matter the challenges he faces, Bernard greets everyone with an incredible smile and a warm welcome. His commitment is infectious, and together with HNCC, they have changed lives for the better.

**Laura,
Community Champion,
Asda Reddish**



INVESTING IN SPACES AND PLACES



In 2022
£750,000
Funded

In 2023
£616,051
Funded

In 2024
£1,225,782
Pledged

We launched the Investing in Spaces and Places grant in 2022 to help grassroots community groups improve the local spaces that matter most to them, offering high-value grants to support essential repairs and transformations such as fixing roofs and windows, upgrading heating systems and renewing floors.

Over its three-year lifetime, Investing in Spaces and Places pledged **£2,591,833** to **156** groups. Throughout 2025 and into 2026, we will continue to offer funding through a high-value grant fund.

Each year, our Impact Report highlights the groups we've funded. This year we wanted to look back at previous projects, sharing case studies that show how our funding has helped organisations make meaningful, lasting improvements in their communities.

YOUTH AND COMMUNITY CONNEXIONS

In our first year of this grant, we supported **Youth and Community Connexions, Edmonton, England**, in transforming a space in an underused shopping centre into a welcoming hub. The project created a safe place for young people and expanded the charity's ability to run free services, workshops and events.

With a grant of **£24,650**, the room was cleared and decorated, including new specialist flooring, and a local artist was commissioned to create a bespoke wall mural with motivational quotes to help inspire the young people who use the space. Now the space is used every week, helping the young service users meet, exercise and have fun.

We'd really like to thank Jess (Asda Community Champion, Edmonton Green) and Asda Foundation for all their hard work and the help they have given us because if it wasn't for them, we would not have been able to complete the room. The kids really appreciate what has been done and it makes a difference to them every day.

Cynthia Cobourn,
Chief Executive Officer,
Youth and Community Connexions



BATH SHED

The Bath Shed, Trowbridge, England, is a community group for people over 50 to connect, create and combat loneliness. After vacating their original workshop in 2023, they partnered with Bath City Farm to fund and build a new space. Thanks to a £15,000 grant from Asda Foundation, an empty shipping container was transformed into an accessible workshop with lighting, power, benches, storage, equipment and an outdoor covered area. The space is now a fully functioning hub where the community can come together and create.

Before



After



Having this space has made a huge difference to our community members. We can meet, be together, work on projects and give back to our amazing community. We're currently in discussion with a local playgroup with plans to build some outdoor play equipment.

Martin, Secretary,
Bath Shed



LOCAL COMMUNITY SPACES FUND

In 2025
£1,255,314
Funded

In 2025, we continued our commitment to improve and protect spaces at the heart of communities. We renamed Investing in Spaces and Places to Local Community Spaces Fund and in total, invested over £1.25 million to help fund 79 grassroots organisations across the UK. This funding, along with our previous Investing in Spaces and Places grants, means that the total funding pledged across both grant programmes totals £3,847,147.

Grants of **£10,000–£20,000** enabled groups to carry out essential repairs, renovate outdated facilities, enhance accessibility, and create welcoming places where local people can connect, participate, and access vital support.

This year's funding prioritised organisations facing closure or disruption, those serving areas of high deprivation, and groups providing inclusive, free to access services for people most at risk of isolation.

AUTISM ROCKS

Autism Rocks, Fife, Scotland, is a long-established SCIO providing dedicated support to autistic people and their families across Fife. Based in Buckhaven, their centre offers autism friendly groups, sensory sessions, family activities, and drop-ins, in a purpose built space featuring a large sensory room and garden. As the only autism support centre in Fife, they now welcome around 75 families every week, offering all services free of charge.

The organisation has recently taken on an adjoining church building to expand their support. Our **£17,640** funding will help transform this new space into a calm, sensory friendly environment. It will also provide essential safety fencing for their outdoor area, ensuring a secure play space for children. These improvements will allow Autism Rocks to grow their capacity, enhance their outdoor provision, and offer more families a safe, supportive place to thrive.



This funding will make a huge difference to the families we support. By creating a calmer indoor space and a safer outdoor area, we can welcome more people and offer the kind of environment autistic children truly need to feel comfortable and confident.

Liza, Founder, Autism Rocks

THE OPEN DOOR

The Open Door, Edinburgh, Scotland, has been a cornerstone of the community for over 40 years. Based in Morningside, it offers a welcoming café and accessible spaces for older adults and community groups, with lifts and accessible toilets ensuring inclusivity. Serving around 50 people weekly, they also host a wide range of groups – from spiritual and meditation circles to gambling support and career guidance.

The **£12,123** funding provided will significantly upgrade The Open Door's facilities. They'll replace worn flooring with a more hygienic, low-maintenance option that includes underfloor soundproofing and insulation for better energy efficiency. They'll also be able to improve the kitchen by installing easy-to-clean work surfaces and a modern commercial oven, boosting safety, hygiene, and cooking capacity.

Focused on reducing isolation among older adults, especially those facing bereavement or caregiving challenges, the centre fosters connection and support. It reaches across south Edinburgh, supporting residents from many different backgrounds.



Thanks to this funding, we can modernise a space that means so much to so many people in our community. These improvements will help ensure that everyone who walks through The Open Door feels welcome, supported and able to take part in activities that enrich their wellbeing.

Simon, Operational Manager, The Open Door

BETTER TOGETHER FUND

Loneliness and isolation remain significant challenges in communities across the UK, particularly for older and vulnerable people as well as those on low incomes. Many individuals lack opportunities to connect, leaving them feeling cut off from the world around them.

To help address this, we launched the **Better Together Fund**, aimed at supporting grassroots groups that bring people together and create inclusive spaces for connection. From warm banks and community events to essential items and food provision, these projects make a real difference in reducing isolation.

We're proud to have awarded **£401,400** across **568** local groups, enabling them to deliver activities that foster friendships and strengthen community bonds. These initiatives are vital in helping people feel supported and less alone.

PUDSEY COMMUNITY PROJECT

Pudsey Community Project, Pudsey, England, works to reduce isolation and strengthen community connections through a range of activities and support services.

With **£1,000** of funding from our Better Together Fund, the group hosted a community event bringing local families together and purchased craft materials to run inclusive sessions for all ages.



Asda Foundation's support enabled us to create a welcoming space where people can connect, share experiences and build friendships. The event and activities have helped foster a real sense of belonging in our community.

Richard Dimery, CEO, Pudsey Community Project



ANAND GROUP

Anand Group, Oadby, England, are a voluntary social group for older people in **Leicester**, many of whom live alone or face health challenges such as dementia. The group provides a safe and welcoming space where members can enjoy light exercise, healthy snacks, and social interaction to reduce isolation.

Our **£1,000** funding supported their annual Diwali and Hindu New Year celebration, covering hall hire, lunch, music, and flowers, creating an inclusive event that brought joy and connection to the community.



Seeing our members smiling, dancing, and sharing a meal together was priceless - it reminded us how important these moments are for wellbeing. This celebration truly lifted spirits and strengthened bonds within our community.



Vinod Ghadiali, President, Anand Group

FOODBANK FUNDAMENTALS FUND



Food poverty continues to be an issue facing communities, with food banks playing a vital role, aiming to ensure that no one goes hungry in the local area.

The **Foodbank Fundamentals Fund** was first established in 2024, providing funding to food banks and food providing organisations. This Fund continued in 2025, with grants used towards food, hygiene items, white goods, storage and fittings as well as helping to cover fuel costs for volunteers.

In 2025, **£400,200** was awarded across **652** food providing organisations, enabling them to continue supporting local people facing food insecurity and poverty.



HALESWORTH VOLUNTEERS

Halesworth Volunteers, Lowestoft, England, a group with almost 40 years of experience supporting older and vulnerable people, runs the Halesworth Community Larder with St Mary's Church. Open to everyone, the larder offers fresh food, household essentials, friendly guidance and a welcoming space that helps people make positive choices and feel supported in their daily lives.

Our **£600** funding helped local families by maintaining good stocks of fresh produce, staples and baby items, whilst also supporting cooking sessions in the new community kitchen.



Families tell us the Larder gives them the essentials they need without questions or judgement. One of our service users recently described the space as amazing and was able to take home fresh food for just a couple of pounds. Support from organisations like the Asda Foundation strengthens our work and helps us remain a trusted, caring place for local people.

Emma Healey, Director, Halesworth Volunteers



EMERGENCY DONATIONS



Together with Asda Community Champions we respond to local emergencies to deliver essential donations, such as, food, water, clothing, and toiletries.

In 2025, **£10,953** worth of goods was donated to over **40** groups through our emergency fund, providing a lifeline for local people. We are proud to stand alongside communities when it counts.

SWIFT ACTION. REAL SUPPORT. LASTING IMPACT.



In January 2025, Storm Eowyn created chaos in Northern Ireland with winds exceeding 90mph leaving thousands without power for an extended period of time.

Asda Foundation and **Asda Community Champions** stepped in immediately, providing critical support to local groups and delivering much-needed donations, with support totalling **£5,000** across the region.



When power was out I was able to support the community with hot drinks and charging their devices. Thanks to Asda Foundation funding, I was able to make donations to Down Leisure Centre, Ballymote Centre, Dan Rice Memorial Hall, Annsborough Community Hall, and Castlewellan GAA. It was great to coordinate this much needed support and through local groups and charities we made sure it went to the heart of our communities where it was needed most.

Linda Owens, Community Champion, Downpatrick



MATCH FUNDING

Our Matching Funding programme helps Asda employed colleagues to boost their fundraising efforts, by matching up to £500 for local causes.

In 2025, we supported **35** community groups with **£13,291** through this initiative.

From bake sales and fun runs to charity auctions and sponsored walks, Asda colleagues found creative ways to raise funds for causes that matter most in their communities!

MICHELLE AND LISA'S FUNDRAISER FOR MERCY'S MIGHTY FOUNDATION – TURNING STEPS INTO SMILES

In April, Michelle and Lisa who work at Asda Benton laced up their boots for a sponsored hike, raising funds for the inspirational Mercy's Mighty Foundation. Thanks to Asda Foundation's Match Funding, their efforts were boosted with an additional **£402** per Asda colleague, with a Match Funding donation totalling **£804**.

Mercy's Mighty Foundation was created in memory of six-year-old Mercy Cuthbertson, who bravely fought DIPG (Diffuse Intrinsic Pontine Glioma) for nine months. The charity now brings joy to children with cancer or brain tumours by sending them craft boxes, offering comfort and creativity during treatment.



We wanted to do something meaningful in Mercy's memory. Every step of that hike reminded us why we were there – to help bring a little joy to children facing the toughest battles. Seeing Asda Foundation match our fundraising was the icing on the cake.

Lisa, Asda Benton

COLLEAGUE HARDSHIP PROGRAMME

Asda Foundation's Colleague Hardship Programme provides vital, compassionate support to Asda employees facing unexpected financial hardship. Grants are awarded on a case-by-case basis, ensuring tailored support is available when it is needed most, often in response to sudden bereavement, significant life changes, or unforeseen costs.

In 2025, the programme supported over **40** people, distributing **£37,573** in grants and **£2,595** worth of emergency food shops to help ease financial pressure and provide stability during challenging times.



Over the past year, I have seen first hand how the Asda Foundation's Colleague Hardship Programme makes a real difference when colleagues are facing some of the most difficult moments of their lives. The programme provides timely, practical support to people at a point when financial pressure can feel overwhelming.

In one recent case, I supported a colleague who had experienced the sudden loss of their partner. Alongside the emotional impact of bereavement, they were faced with funeral costs and an immediate reduction in household income. Access to hardship funding meant we were able to ease some of that pressure in an incredibly challenging period.

**Graeme Mushrow,
Asda Bootle Orrell Lane**

As a Store Manager, knowing this support is available allows me to offer more than reassurance – it provides practical help and breathing space at a time when it matters most. Seeing the relief it brings reinforces the importance of the programme, not just financially, but in enabling colleagues to feel supported, valued and able to continue their working lives without the constant burden of financial stress.

Being able to help facilitate this support is a privilege, and I am proud to play a role in ensuring that colleagues can access help when they need it most.



2026 PLANS

In 2026, the Asda Foundation will continue to champion the vital work of local grassroots organisations, helping them to deliver projects and services that strengthen and uplift their communities.

Building on the success of our theme-based funding model, in 2026, we will again prioritise support that targets the issues local people tell us matter most. Our 2025 Community Insight Tracker highlighted three groups facing the greatest challenges: **young people, older people, and vulnerable individuals**. The survey also reinforced the continued pressure of **mental health concerns, the cost of living and access to essentials, and feelings of loneliness and isolation**.

Guided by this feedback, our 2026 funding will concentrate on these needs, ensuring our grants make the biggest difference where help is most urgently required. Our funding will continue to support grassroots groups through the following funds:

YOUNG FUTURES PROGRAMME

Healthy Teen Minds Fund, Active Young Lives Fund, and School Holiday Essentials Fund

LOCAL COMMUNITY SPACES FUND

FOODBANK FUNDAMENTALS FUND

BETTER TOGETHER FUND

EMERGENCY DONATIONS

MATCH FUNDING

COLLEAGUE HARDSHIP PROGRAMME



THANK YOU

TOGETHER, WE MAKE A DIFFERENCE

We're incredibly grateful to every community group featured in this report, and to the hundreds more who received grants in 2025. Your dedication and commitment to supporting local people is inspiring, and we're proud to play a small part in enabling the work you do every day.

We'd also like to thank our Asda Community Champions. Your local knowledge, enthusiasm, and support have been invaluable in helping groups navigate the application process and building the relationships that strengthen communities.

Finally, we extend our sincere thanks to Asda for its continued trust and investment. For more than 37 years, your support has enabled us to provide meaningful funding and help communities across the UK to thrive.



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 by 31st October, 2026.

ASDA Foundation,,



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