



Asda Foundation and the Asda Community Programme

Emma Riley

Asda Community and Customer Champion

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Customer and Community Champion in Asda St Austell

I have worked for Asda for 18 years

Currently undertaking a Fundraising Level 3 Diploma through Asda.

Raised over £5,000 for our Corporate Partners in 2024

Supported local groups in applying for over £40,000 in Asda Foundation Grants in the last two years.



AGENDA

- 01** Who are the Asda Foundation?
- 02** Recent Grant Rounds
- 03** Upcoming Grants
- 04** Other Support Available
- 05** Top Tips for Success

Who are the Asda Foundation?

The Asda Foundation is a charitable foundation funded by Asda. Focusing funding on the small grassroots organisations that make a positive difference in the heart of Asda communities. In 2024, we supported thousands of groups with grants ranging from £400 to £25,000.

From major investment in community spaces, to funding much-needed equipment and activities, to responding to the cost-of-living crisis, we are proud of the work we do to empower small groups to overcome challenges and meet the needs of their own community.

CHARITY NO. **1124268** COMPANY NO. **6480049**

ASDA

2024 Recap



Throughout the year, Asda Foundation gave 2,603 grants totaling £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.

Recent Grant Rounds

Outdoor Community Spaces Fund



Supporting grassroots community groups to improve safe and accessible outdoor spaces across the UK.

Young Peoples Fund



Supporting grassroots groups to improve mental health and wellbeing for teens and young people (13-21 years) to help build better futures.

Upcoming Grants

Places for People Fund

The application window for this grant opens Wednesday 7th May 2025, 10am and will close Wednesday 28th May 2025, 10am

This year we will be investing over £1 Million through our Local Community Spaces fund. This funding is available to community groups throughout the UK to provide a safe space for people to meet and be together.



Places for People Fund

Grants of between £10,000 and £25,000 are available

Previous local Grant Recipients:

White River Community Church

The Roseland Centre

Redwing Contemporary Art Gallery CIC

The Tolmen Centre – Constantine

The Old Bank Camelford



Foodbank Fundamentals

Re- launches June '25

Building resilient communities addressing local challenges and social needs.

Whether it's stocking up on essential food items that your group struggles to cover with regular donations, investing in new appliances that will increase the number of people your group can support each week, or being able to remunerate the volunteers that keep your group going, the foodbank fundamentals grant is for you.



Bringing Communities Together Fund

Launches Sept 25

Supporting groups to deliver social events and activities to connect and bring older/vulnerable people together



Other Asda Foundation Support Available

Emergency Donations

In the moment support for Community Emergencies.

Match Funding

If a colleague gives their own time to support you with fundraising events please ask them to get in touch!

Colleague Hardship Grants

Available for Colleagues working at Asda, to pay for Rent Arrears, Food Support, House Deposits, Funeral Costs.

If you know someone works at Asda advise them to reach out.

Other Types of Support Available:



Collection/ Awareness Slots



Donation of Goods



Outreach

Top tips for success...

Speak to the store!

Chat with us to discuss your project

Speak to the store!

Be open to other types of support

Thank you

Say Thank you.

We would love to have an ongoing relationship with you!

Asdafoundation.org



ASDA

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**THANK
YOU**

ASDA