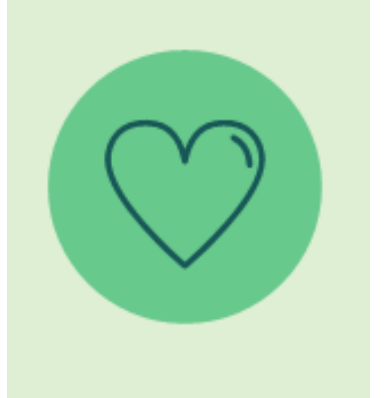


YOUR **COMMUNITY.**
OUR **COMMUNITY.**



Tickled
Pink

ASDA
**Better
Starts**

ASDA
Foundation,

ASDA
**SPACES
& PLACES**

Community sits within our ESG programme



Our promise to build a better world
and a more sustainable future through
all that we do



Carbon
Nature
Waste
Customer Value



Health and Nutrition
Community
People Policy
Human Rights



Corporate Governance
Ethics and Compliance

How we show up



Underpinned and delivered by Asda Community Champions

Enabling local communities to thrive





Being there in times of crisis

Raising awareness and fundraising for our national charity partners

Enabling kids to reach their full potential

Providing a safe inclusive space to meet in every community

To be number one locally, we will:

	Enable togetherness, connections and resilience in Asda communities			
PILLARS				
	Tackling barriers to kids getting on; Food poverty, Inclusion, Wellbeing	A safe, inclusive space to meet in every Asda community	Disruptive charity partnerships	Support Communities to thrive and to be there for colleagues and communities in times of crisis.
ENABLERS	Community Champions			
	School based delivery through partnerships	In store space	Fundraising	Grant making
ASDA FOUNDATION ACTIVITY	Mid value grants for grass roots communities focusing on supporting kids	Supporting communities without a space in store through high value grants	Supporting Tickled Pink with Match Funding for colleague fundraising activities.	Supporting communities to thrive and supporting through crisis via grant programmes
OUTCOMES	Improve outcomes for 5 million kids in Asda communities	Boost community togetherness through in-store Community Rooms	£100m by 2026 ; increase awareness; drive behaviour change	Empower 7,000 community groups per year to tackle issues in their local community
	Enhance reputation	10 million additional visits	Product innovation; drives sales	Enhance reputation of Asda business through Asda Foundation initiatives

Our aim is simple - to champion local communities to help them thrive.

We do this by helping to build long-term community resilience and being there in times of crisis in your local community.

- The Asda Foundation

Our charity has aligned with the strategy for the first time

What is the Asda Foundation?

Our mission is to:

Empower local communities to help them thrive.

Asda's charity, Asda Foundation has a strong heritage in charitable giving

Historically, we have given large donations to national charities but in the last 2 years we have changed our priorities to:

1. Focus on local communities surrounding Asda stores
2. Fund grass roots projects which build resilient communities and support during a crisis.
3. End large national partnerships

Our ambition is:

Give the community a reason to shop at Asda because the charitable work Asda is committed to, directly and visibly benefits them, their families & friends.



- Corporate Charity providing over 8,000 grants to local UK communities each year
- Funded by 0.05% Asda operating profit (3 year agreement)
- Independently governed by trustee board
- Bespoke grant making to empower local communities to thrive, curated locally through Community Champions
- Agile in response to crisis & immediate community change

Asda Foundation Support

The Asda Foundation offers support to local communities through a number of different programmes

Higher Value Grant

Investing in Spaces and Places grant - once per annum grant

Mid Level Grants

3 different grant rounds throughout the year, each with a different focus

Green Token Giving

3 rounds throughout the year

On pause from 01.05.23 due to a programme review

Local Community Emergency Donations

Always on

Colleague Match Funding for Local Causes

Colleague focused - always on

Colleague Hardship

Colleague focused - always on

These programmes focus on building resilient communities and aim to make a long term difference to your community. From investing in the spaces and places where people can be together to giving children the best start in life, the Asda Foundation offers different grant rounds throughout the year with the aim to focus on different parts of your community

How Asda Foundation adds value to the strategy



Better Starts



Better Starts Grants will support children focused grassroots projects in Asda communities.

Grants between £500 and £1,500

Aiming to fund over 1,500 groups in 2022

Spaces and Places



Investing in Spaces and Places Grants will invest in community spaces to provide a safe inclusive space for communities to be together.

Grants between £5,000 and £25,000

60 projects supported in 2022

Match Funding



Asda Foundation Match Funding will contribute towards colleagues personal fundraising for any other causes close to colleagues hearts.

Mid Level Grants

In Summary

Our mission is to transform communities and improve lives throughout the UK, complementing Asda Stores' ambition to be at the heart of local communities, through building long-term community resilience and being there in times of crisis.

The Foundation supports grassroots organisations in making a real impact, and supports local communities in emergencies, reacting quickly to help people in the immediate hours following a disaster.



Empowering Local Communities

Supporting Local Communities to:

Connect Together



Transform/ Improve



Provide Essentials



ASDA Better Starts

We want to help kids reach their full potential, so we're tackling the barriers that children face to help them get on in life.

We know that a healthy diet and proper nutrition is essential for children's development so we're fighting childhood **hunger**.

We know more can be done to celebrate diverse cultures and we want children to be seen and represented so we're focused on supporting **inclusion** and promoting the importance of diversity and equality.

Lastly, we want to help children better understand and communicate their feelings to fulfil their potential and lead happy lives so we're boosting kids' **wellbeing** through participation and connection.

By tackling these 3 barriers that children face, we hope to improve the lives of 5 million kids in Asda communities across the UK.

ASDA Better Starts

In Our Stores



Providing the essentials needed to tackle barriers

In Our Schools



Providing life skills and emotional tools to tackle barriers

In Our Community



Providing grants that support grass root organisations

ASDA Better Starts



Providing safe, inclusive spaces in every Asda community



In Our Stores



Providing free to use spaces in store for local community groups

In Our Community



Community Champions supporting local organisations with hands on support and providing Asda Foundation grants that support local community spaces

In Our Home Offices



Enabling all colleagues to support their local communities through volunteering



In 2022 White River Community Church was awarded £6500 to regenerate their car park into a safe inclusive play are for their family group. The old building and the multi - use site provided added challenges to the project and we look forward to continuing to see the site develop this summer.



ASDA

community

Outreach Volunteering



Donations of Goods



Collection Spaces



Raising awareness and cash for Tickled Pink



In Our Stores



Funding the expansion and measurement of breast check awareness in the UK and opportunities to raise vital funds

In Our Community



Providing new and innovative ways to share breast check education resources

In Our Home Offices



Enabling all colleagues to support through fundraising challenges, supplier CRM opportunities or education events

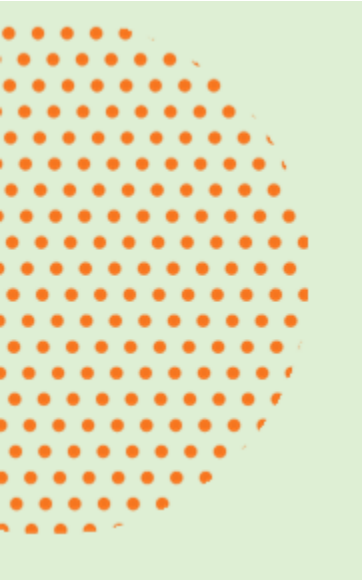
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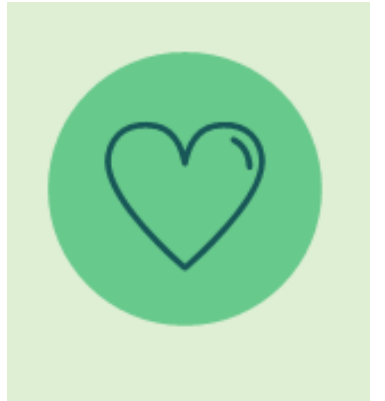


Children in Need are the second of ASDA's charity partners with our store colleagues fundraising every November. Local groups who have received funding directly from Children in Need include The Wave Project, Childrens Hospice South West, Kernow Youth CIC and Wild Young Parents.





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