

GROCERYAID AWARDS

The Awards are based on each company's contribution to three critical pillars: Awareness, Fundraising & Volunteering.

GroceryAid Awards is an inclusive initiative that enables all supporters to be recognised for their valuable contribution to the charity.



AWARENESS

Help raise awareness of the charity so that all colleagues know about the support available to them.

- **Have an active HR/Comms Contact:** Have a key contact within your organisation who shares GroceryAid communications internally and regularly interacts with GroceryAid colleagues.
- **Promote the welfare services internally:** Actively communicate the GroceryAid welfare services within your organisation, ensuring colleagues know how to access them.
- **Take part in GroceryAid Day:** Help raise awareness by participating in GroceryAid Day, to ensure everyone in your company is aware of the support on offer.
- **Showcase your GroceryAid Award to the industry:** It's never too late, log onto the website, download your toolkit and share with the industry via LinkedIn, your email signature, on your website etc.

FUNDRAISING

Attending events raises funds and can meet business CSR, networking and brand building objectives.

- **Support a central or regional event:** This includes all GroceryAid events; GroceryAid Ball, Golf Day, Clay Pigeon Shoot, Barcode Festival, Checkout Scotland, the Cycle challenges, Sporting Lunch, D&I in Grocery or regional and branch events.
- **Support a third-party event:** This includes all sponsored events; Co-Op Windermere Row, Waitrose Garden Party, Asda Tickled Pink Gala Ball, Sainsbury's Big Bash, President's Fundraising Committee Dinner and the Tesco Glitz Ball.
- **Run a fundraising activity for GroceryAid:** Let us know about any fundraising activity you have run, from bake sales to sponsored runs.
- **Make a donation:** This could be a monetary donation from fundraising activity, or a gift in kind such as a prize for an auction, a room for a meeting, or products for an event.

VOLUNTEERING

Our volunteers are key contributors to the charity.

- **Be part of an Awareness Network or Fundraising Branch:** Be an active contributor to a GroceryAid Awareness Network or Fundraising Branch, helping to spread awareness and raise funds.
- **Be part of a committee or provide expertise to GroceryAid:** Be an active member of a GroceryAid committee, or share expertise which could be through the Diversity & Inclusion in Grocery programme.

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GOLD
7 activities across 3 pillars

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SILVER
5 activities across 2 or more pillars

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BRONZE
4 activities across 2 or more pillars

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RECOGNISED SUPPORTER
2 activities

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