

GROCERYAID AWARDS 2025

The Awards are based on each company's contribution to spreading awareness and raising funds for GroceryAid, helping us to achieve our purpose of supporting grocery colleagues and their families through difficult times.

The 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, attends GroceryAid Engage, and regularly interacts with GroceryAid colleagues.
- **Promote the welfare services internally:** Actively communicate GroceryAid welfare support within your organisation.
- **See an increase in welfare support usage:** See a year-on-year increase in your organisations colleagues accessing GroceryAid welfare support.
- **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 fundraising events raises funds and can meet business CSR, networking and brand building objectives.

- **Attend a GroceryAid event:** This includes all GroceryAid central events; GroceryAid Ball, Golf Day, Barcode Festival, Pedal the Peaks, London to Amsterdam, Sporting Lunch, Leadership Dinner, D&I in Grocery LIVE! or regional and branch events.
- **Attend a GroceryAid led retailer event:** This includes all sponsored events; Morrisons Big Night Out, Co-Op Windermere Row, Waitrose & Partners Garden Party, Booker Dragon Boat Race, Tesco Clay Pigeon Shoot, Asda Tickled Pink Gala Ball, Sainsbury's Big Bash and the Tesco Glitz Ball.
- **Activate at a GroceryAid event or GroceryAid led retailer event:** Activate your brand at any GroceryAid event throughout the year.
- **Make a donation:** Make a financial donation, service donation, or provide a gift in kind to GroceryAid.

GROCERYAID DAY RAFFLE

GroceryAid Day 2025 is taking place on the 8th May. This year there will be a raffle to raise funds and spread awareness.

- **Donate a prize to the GroceryAid day raffle:** Donate an approved product, service, or experience to be given away in the 2025 GroceryAid day raffle.
- **Purchase tickets for the GroceryAid day raffle:** Tickets purchased from at individuals at your organisation for the GroceryAid Day Raffle.

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GOLD
8+ points

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SILVER
6 - 7 points

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BRONZE
4 - 5 points

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RECOGNISED SUPPORTER
3 points

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