




Impact Report 2023/24

SUPPORTING INDUSTRY COLLEAGUES 24/7

GroceryAid[®] 



93% increase in requests for support from colleagues

Allan Leighton GroceryAid President

Welcome to the annual impact report of GroceryAid. In the following pages, we're proud to share the remarkable achievements and transformative impact we've made over the last year.

The grocery industry plays a vital role in securing food security and fostering community resilience, so it is our mission to provide essential support and resources to those working tirelessly within this sector.

Last year, GroceryAid experienced a **93% increase** in requests for support from colleagues and we provided **over 78,000 incidents** throughout the year.

Our recent research of grocery workers in the UK, showed that **57% say help with cost of living** would benefit their household, and 21% need support in this area but either do not know where to go or cannot find what they need.

Providing colleagues with the right help at the right time is the driving force behind everything we do.

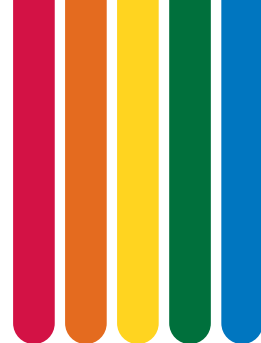
This was reflected in a **57% increase** in the number of financial grants GroceryAid awarded to colleagues last year.

GroceryAid works hard to ensure its fundraising success matches this growing demand for the charity's services. Last year, GroceryAid events were attended by more than **15,700 colleagues**, providing unrivalled opportunities for industry networking and brand awareness. Our D&I in Grocery programme also grew to **91 Partners** and delivered another sell-out LIVE! event which was attended by **1,365 colleagues**.

Through innovative programmes, strategic partnerships, and the unwavering dedication of the GroceryAid team and industry supporters, 2023/24 proved to be a year where the charity was able to support more colleagues facing the key challenges of today.

Thank you to everyone for your commitment and support.

Key Achievements:



More than
£6million
total welfare spend



78,000
incidents
of support



93%
increase in
incidents of support



5,926
children received a £150
school essentials grant



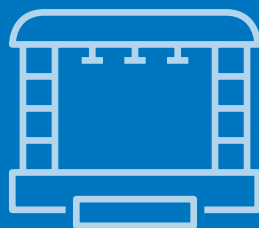
22%
increase in
calls to helpline



57%
increase in financial
grants awarded



440
GroceryAid Award
winners



15,700
colleagues attending
GroceryAid fundraising
events

D&I
IN GROCERY

91
D&I in Grocery
Partners



Financial Grants

The cost of living in the UK continues to significantly impact grocery colleagues

GroceryAid Grants Officers have dealt with a **57% increase in colleagues receiving non-repayable** financial grants this year, as the cost of living continues to impact lives. In 2023/24, more than **22,000 colleagues visited our cost-of-living web page**.

Every financial grant application is reviewed by our Grants Officers to ensure the right help is provided to colleagues and their household. When additional needs are identified, our Welfare Officers will call to understand more about a person's situation, which often results in us providing more than one service.

The housing crisis is affecting household incomes with colleagues spending a higher proportion of their income on rents and mortgages. Our grants have enabled many colleagues to remain in their homes and we also saw a **44% rise in grants awarded to support those leaving domestic abuse situations**.

Our School Essentials Grant meant that **5,926 children benefitted from a £150 grant, helping families ensure they started school in September with new uniform and equipment**.

For more complex issues, we partnered with **Shelter Plus who provided 184 hours of advice to support those colleagues with legal issues around housing**.



57%

increase in financial grants awarded



61%

increase in grants for caring households



5,926

children supported by School Essentials Grant

“ This grant application was easy from start to finish. My caseworker was so helpful and replied in a timely manner. I can’t tell you how much this will help me to make a start in changing my life. Thank you GroceryAid. ”

(Domestic Abuse Survivor)

Managing finances properly can have wide reaching benefits including the prevention of anxiety and insecurity caused by rising debts.

As well as providing financial grants, GroceryAid ensures colleagues are provided with the right information to help manage their finances moving forward. Last year, we issued **more than 5,000 Personal Action Plans (PAP)** containing advice and services available to help colleagues budget and plan, plus emotional and practical support.

Last year, **4,500 colleagues used the free online budget calculator**. There was a **281% increase** in colleagues signposted to StepChange for additional support with debt, and our online financial wellbeing hub, powered by MoneyHelper, was used by **more than 17,500 colleagues**.



17,500

colleagues used our online financial wellbeing hub



22,000

accessing cost-of-living advice



281%

increase in access to support for debt advice





Emotional Support

GroceryAid’s emotional support is free and confidential, so colleagues can be confident that sensitive information is not shared with employers.

We believe this removes an important communication barrier and encourages individuals to reach out for help.

The GroceryAid Helpline saw **an 11% increase** in in-the-moment **counselling sessions**, with a qualified counsellor. This service is accessible 24/7, 365 days a year, and each case is discussed on an individual basis. Callers are signposted to other services if more appropriate.



22%
increase in
Helpline calls



Over
5,000
in the moment
counselling sessions



11%
increase in in-the-moment
counselling support

“ I never expected this amount of help; it has exceeded my expectation. I really appreciate the support and have already reached out to use the other support you offered me. I can positively say that I believe you have helped me both financially and emotionally. ”

Counselling and Online Support

Our partnership with Relate, provides free and confidential counselling sessions for colleagues.

In addition to couples and relationship counselling, last year we introduced counselling for children aged 5 to 11 years who are accompanied by an adult, plus one-session therapy for over 18s. There was a **25% increase in family and relationship counselling**.

Children of grocery colleagues aged 11-18 years can also access Kooth, an online wellbeing community that GroceryAid recommends to young people aged 11 to 18 years. The most common reasons young people ask for help are anxiety and stress, family relationships and school and college. On the platform, young people can access free and confidential support through moderated online forums, journals and 1-1 online counselling.

Colleagues also accessed GroceryAid's online wellbeing platform more than **1,500 times last year**. Its library of online self-help information, in-depth wellbeing modules and self-guided CBT sessions, can help individuals make positive changes in their lives.



25%

increase in family and relationship counselling



1,500

colleagues accessing online self-help and CBT guided sessions





Workplace Support

Managers often carry significant responsibility for the performance and wellbeing of their teams. The pressure of handling conflicts and making critical decisions can take a toll on mental and emotional health, which is why GroceryAid provides enhanced support for people who manage colleagues as part of their role. **This support is accessed through the GroceryAid Helpline.**

Mental Health First Aiders (MHFA) also play a crucial role in supporting individuals with challenges in the workplace. The nature of these roles means an MHFA may benefit from additional support when dealing with the mental health needs of colleagues. Last year, our welfare team conducted more than **400 meetings** with Mental Health First Aiders, Wellbeing Champions and colleagues working in Human Resources.

There are also times colleagues need emotional support following a traumatic incident at work, such as violent robbery, the death of a colleague or a serious accident. Last year, we provided **23 on-site Workplace Critical Incident** trauma support visits.



As much as we are mental health first aiders, we are slightly limited on what we can do. I don't think I'd have been able to cope just me trying to help people, so it was great to have that different facility to say here's what they have to offer, it's up to you what you want to use. It's been a real eye opener and I know a lot of people have used GroceryAid for so many different things. It's been fantastic for Filshill and I'd recommended it.



Filshill colleague

Independent Retailers

Independent retailers and their employees can access all of GroceryAid's free and confidential services. We work with independent retailers to better understand the unique challenges facing business owners and their staff. [This year we supported 650 independent retailers with financial grants.](#)

A communication awareness kit was also launched. Retailers can order these free of charge to help raise awareness of our services amongst their teams.



We supported

650

Independent Retailers
with financial grants



£364,306

awarded in financial grants
to Independent Retailers





Practical Support

In uncertain times, colleagues can access free and confidential practical and legal advice, through the GroceryAid Helpline, to support with everyday issues.

Our recent research with grocery colleagues highlighted that legal advice is something they need but often don't know where to find it. Colleagues can access advice from qualified legal advisors through the GroceryAid Helpline. Last year, there was a **48% increase in demand** for this service, with one **in three cases related to family law**.

Incidents of practical support through our Telephone Information Specialists (TIS) also increased by **27% last year**, with **financial advice being the most common request**. A TIS is Citizens Advice trained and advises on a range of practical issues from family to tax and even death. Colleagues can access advice from a TIS between 08:00 to 20:00 through the Helpline.



48%

increase legal advice session



27%

increase in telephone information specialist calls



108%

increase in access for problem gambling support

“ I called and spoke to someone at Law Express, they clarified my position and answered all my questions. It eased my worries and put my mind at rest. It's a brilliant service and I would recommend it to anyone confused about their rights. ”

Law Express Testimonial

Accelerating a truly diverse and inclusive grocery industry

The D&I in Grocery Programme is managed by GroceryAid, with the support of the Strategy Steering Group and three workstream steering groups. It is a Programme truly created for the industry by the industry. Designed to be inclusive, the D&I in Grocery Programme is suitable for anyone who wants to start or progress their journey, whether they are a dedicated Diversity and Inclusion (D&I) practitioner or an ally wanting to drive change.

The programme experienced exciting YoY growth in 2023 including:



77 to 91
partners



130 to 327
partner
connections



334 to 400
mentors
and mentees



5,755 to 6,355
learning experiences



1,284 to 1,365
D&I in Grocery LIVE!
delegates



£950,000+
GroceryAid fundraising
donation



“ Having a partnership, a group of companies that are on the same journey as you, provides a wonderful opportunity to collaborate, learn from others and gain insight from people who have not only achieved success but also share any mistakes they’ve made to help us accelerate our journey. ”

Spencer Nash, Head of OD & Talent, KP Snacks, Major Partner



How we raise our funds

The contribution from our events is spent helping grocery colleagues in need.

Last year, more **than 15,700 colleagues** attended our **13 central events**, providing unique networking opportunities in many different environments, whether it's accomplishing a challenge at the cycles, or bonding with customers on the water at the beautiful Windermere Row. We also offer brands the unique opportunity to activate new and existing products to their important customers at all our events.

For the very first time, four of our fundraising events raised over £1million: Barcode Festival, Sporting Lunch, Asda Tickled Pink Gala Ball and Sainsbury's Big Bash and we continue to grow at a much-needed pace to help those in our industry needing support.

Building relationships is key to the Charity's success and last year GroceryAid's relationship management team continued to develop the largest network and strength of support with over **500 organisations**. Our various committees are made up of **over 300** senior industry leaders all making a difference to help steer the direction of the Charity. Our GroceryAid Engage webinars, attended by HR and Communication professionals, continued to grow and **were attended by 454 companies**, who learnt more about our welfare services and how to promote them.



15,700
colleagues
attending events



500
organisations
supporting GroceryAid



4x£1million
fundraising
events

The year ahead

Now that we have reflected on the past year's accomplishments, we invite you to join us in looking ahead to the future. Building on the 2023/24 journey of impact and transformation, we want GroceryAid to remain at the forefront of delivering the care and support to grocery workers and their families, when they go through difficult times.

It is essential to understand the welfare needs of people who work in the industry, therefore we will continue to conduct our in-depth survey of grocery workers needs, so we can better understand any changes and how we need to adapt our welfare offer in the future.

Although we continue to help more people year on year, we know more people could know about GroceryAid and the welfare services we offer; given a list of welfare providers only 18% of grocery workers said they were aware of the Charity. We also know if we could improve our awareness then we could help even more people. Of the workers who were unaware of GroceryAid, 10% were 'very likely' to use our services when they understood our offer. As there are about 2.6m workers in grocery, this means we could be helping up to 260k people.

We are very grateful that the support for GroceryAid continues to grow, so we can match the increase in the demand for our services. We are encouraged to see a record total of 440 GroceryAid award winners in 2023/24, and an astonishing 15,700 grocery colleagues attended our fantastic events.

To help more grocery workers and their families in need, we are asking our supporters to continue to attend our events, provide donations, and partner with us to drive an increase in the level of GroceryAid awareness throughout their organisations.

Kieran Hemsworth
CEO, GroceryAid



More than
£6million
total welfare spend



78,000
incidents
of support



10%
of grocery workers are
very likely to use
our services



SUPPORTING COLLEAGUES 24/7, 365 DAYS A YEAR

**Free and confidential financial, emotional and
practical support for all grocery colleagues**

**Call the Helpline on
08088 021 122
or visit groceryaid.org.uk**