



Impact Report 2024/25

PROVIDING RELIEF THROUGH TOUGH TIMES

GroceryAid[®] 



139,000+
incidences of support
provided to colleagues

Rami Baitiéh 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.

In the last 12 months, GroceryAid has redefined its vision, purpose and values for the long term, which in turn is shaping a new program of focus and activity towards 2030. The refreshed vision is simple – to help more grocery workers by providing relief in tough times.

To be able to do that, we know we need to work harder at letting the people who need the support in grocery know about our services, through a refreshed Marketing program. We know we also need to adapt our Welfare offer, whilst we continue to offer excellent core programs. And to be able to achieve this, we must also continue to raise vital funds with our supporters through continued evolution of our strong fundraising program.

All of this will be underpinned by refreshed infrastructure in the charity, modernising digital capabilities and engaging the GroceryAid employees more and more strongly.

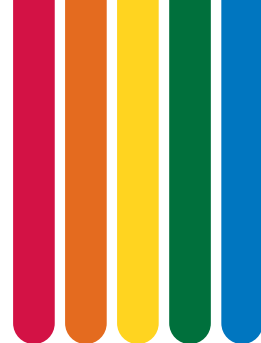
This vision has begun to be implemented throughout the last year, and 2024/25 saw the Charity continue to support more and more grocery colleagues facing some of the key challenges of today. I am pleased to share the key results through this report today.

In 2025, GroceryAid also assumed responsibility for the welfare funds of the former Tobacco Trade Benevolent Association, extending the Charity's reach and giving current as well as former tobacco industry workers access to GroceryAid's wide range of welfare services.

I have been delighted to take up the position of President of GroceryAid this year, and will work with the GroceryAid teams to serve more grocery colleagues with energy and passion, and look forward to your continued support in the next year.

Thank you,
Rami Baitiéh, GroceryAid President

Key Achievements:



76%

increase in incidences of support



12.5%

increase in children receiving
a £150 school essentials grant



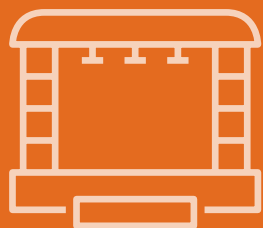
3%

increase in calls to the Helpline



23%

increase in financial grants awarded



14%

more colleagues attending
GroceryAid fundraising events

D&I
IN GROCERY

12%

more 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 23% increase in colleagues receiving non-repayable financial grants this year. In 2024/25, our cost of living webpages received over 52,000 page views, with colleagues seeking advice and guidance on how to manage their finances

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. For more complex issues, we partnered with Shelter Plus who provided 165 hours of advice to support those colleagues with legal issues around housing.

Our School Essentials Grant meant that **12.5% more** children benefitted from a £150 grant, helping families ensure they started school in September with new uniform and equipment.



8,504

financial grants awarded
23% increase on the previous year



523

financial grants awarded
to caring households
35% increase on the previous year



6,667

children supported by the
School Essentials Grant
12.5% increase on
the previous year

“ This was the shortest most straight forward application I have ever completed in my life. It is also the most helpful grant I have ever received thanks a million ”

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



Our financial wellbeing hub was used more than

5,800 times



52,000+

views on cost of living advice webpages

136% increase on the previous year

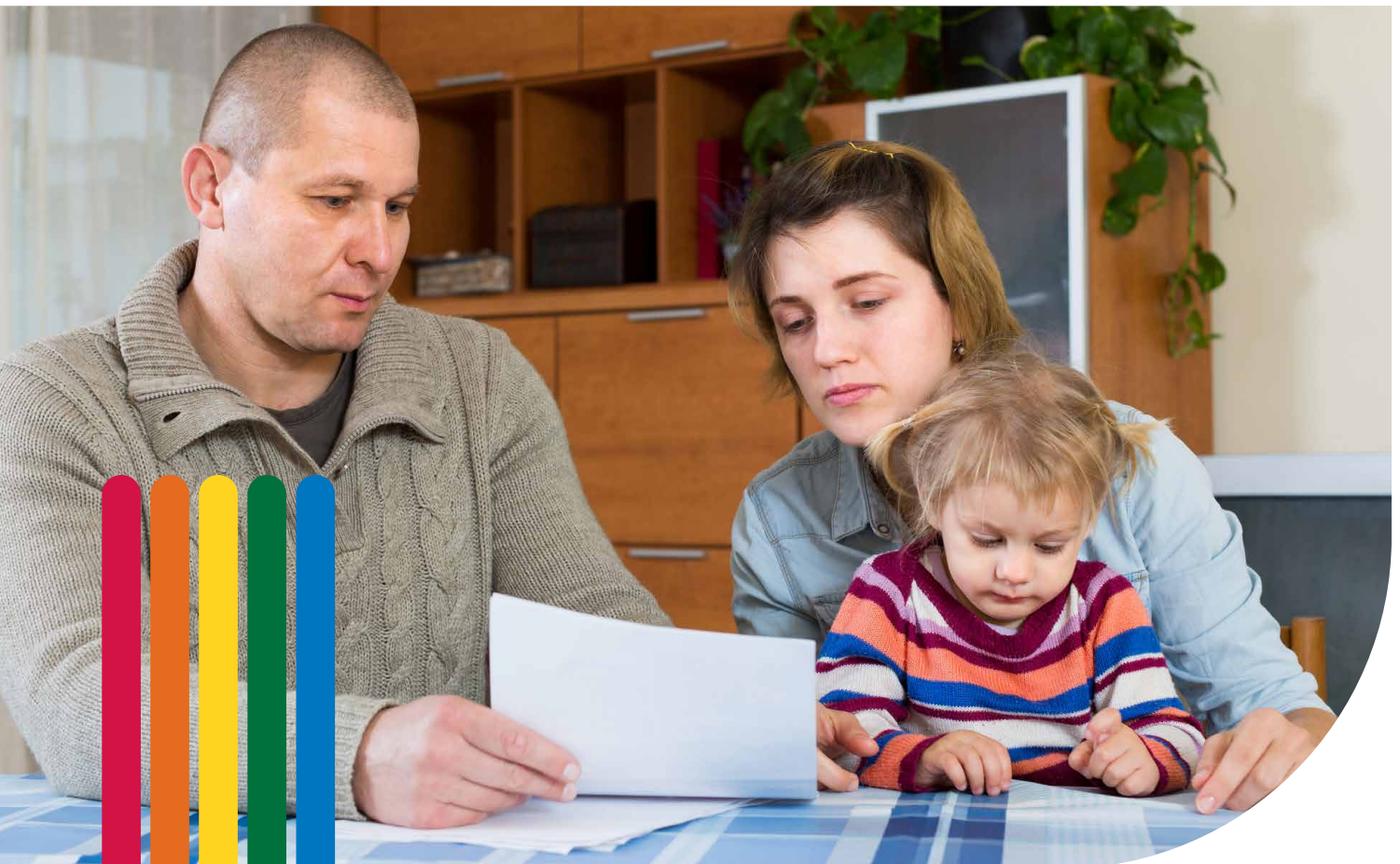


Debt advice was accessed more than

15,200

times

151% increase on the previous year





12,300+

calls to the Helpline
3% more than the previous year



5,300+

in-the-moment
counselling sessions



1,128

colleagues received structured
counselling support
67% increase on the previous year

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 provided more than 5,300 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.

“ Just wanted to say thank you for everything that you have done to help me. I am so grateful for the help from all those involved at GroceryAid. The helpline really helped me at a time when I truly needed it. ”

Counselling and Online Support

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

In addition to couples and relationship counselling, last year we enhanced our counselling support for children and young people to start from age 5 through to 18 years. There was a 33% increase in family and relationship counselling.

“Our whole experience of our Relate journey has been absolutely phenomenal! We are a better couple and are so happy we made that step and I encourage anyone to use this service who have doubts and concerns as they really are amazing and can’t thank them enough”

Over 1,900 colleagues also accessed online self-help and guided CBT sessions through GroceryAid’s online health and wellbeing platform 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.



2,110+

colleagues received family or relationship counselling
33% increase on the previous year



1,900+

colleagues accessed online self-help and CBT guided sessions
26% increase on the previous year





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 380 meetings, reaching over 1,980 Mental Health First Aiders, Wellbeing Champions and colleagues working in People Teams.

There are also times colleagues need emotional support following a traumatic incident at work, such as violent robbery, the unexpected death of a colleague or a serious accident. Last year, we provided **147% more** on-site Workplace Critical Incident trauma support visits, **than the previous year.**



520

legal advice sessions were delivered by Law Express
60% increase on the previous year



171

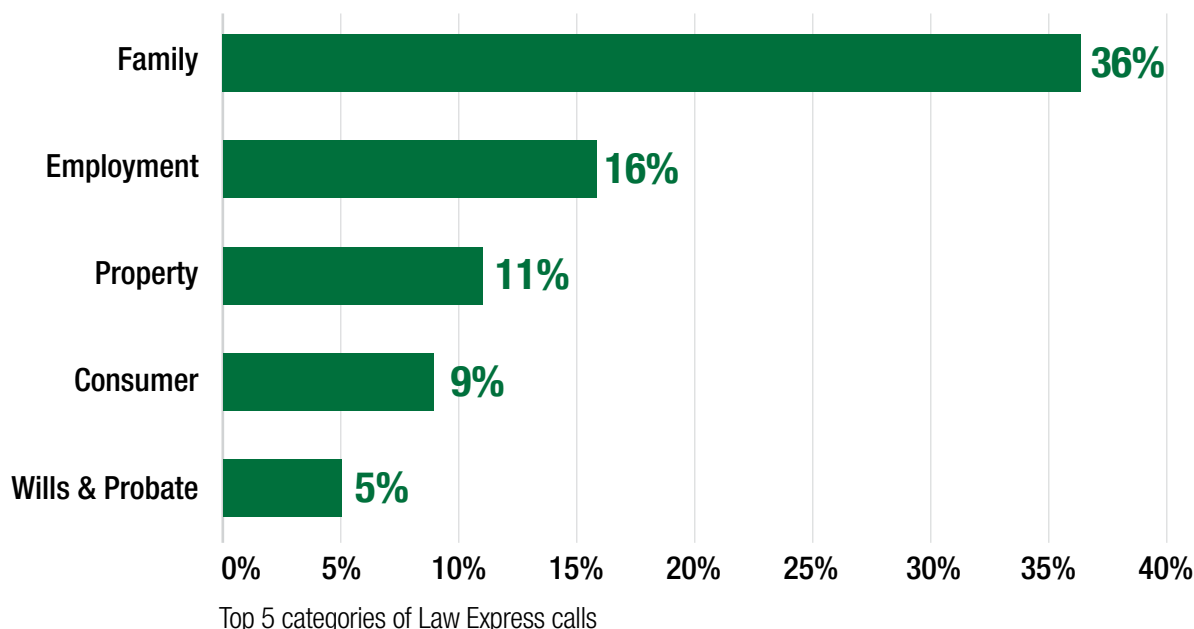
sessions were around family law
73% increase on the previous year

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 Law Express via the GroceryAid Helpline.

Last year, there was a 60% increase in demand for legal advice and the leading category of support was family law.



Accelerating a truly diverse and inclusive grocery industry

GroceryAid's D&I in Grocery Programme is supported by the Strategy Steering Group and three Workstream Steering Groups to ensure the Programme is meeting the current and future needs of its Partners. Underpinned by insights from the D&I in Grocery Maturity Model, the Programme supports Partners in areas that require focus and development, to continue to drive change both at a company, and industry level.

The programme experienced exciting YoY growth in 2024, including:



102

Programme Partners
12% increase on the previous year



553

Partner connections
69% increase on the previous year



440

mentors and mentees
10% increase on the previous year



7,630

learning experiences
20% increase on the previous year



9%

increase in industry-wide
maturity model score
(Jan 2024 to Jan 2025)



£1million+

fundraising contribution
to GroceryAid
5% increase on the previous year



Amidst mounting pressure to deprioritise D&I efforts and in the face of geopolitical and economic pressures the role of the D&I in Grocery Programme has never been more critical. We have never had a clearer mandate to deliver on our vision to accelerate a truly diverse and inclusive grocery industry. Following a successful launch of our Maturity Model, we have shaped our programme to face into the most pressing topics and therefore have the greatest impact for our Partners; keeping us relevant, motivated and with a clear direction of travel.

Simon Smith, Go-To-Market Operations Director, Kellanova

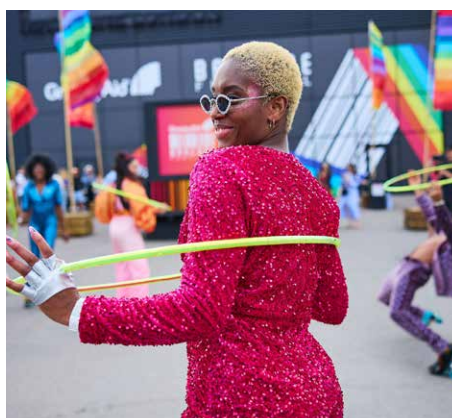


How we raise our funds

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

Last year, we saw an increase in the percentage of colleagues attending our 16 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 The Co-operative Windermere Row. We also offer brands opportunities to activate new and existing products to their important customers at all our events. For the very first time, five of our fundraising events raised over £1 million: Barcode Festival, Sporting Lunch, Asda Tickled Pink Gala Ball, Tesco Glitz and Sainsbury's Big Bash and we continue to match the growth in demand for our welfare services.

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 770 organisations. Our various committees are made up of over **120 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 **164 companies**, who learnt more about our welfare services and how to promote them.



The year ahead

The results in this report show our continued success in delivering the charities' vision and goals, and I am delighted to share them and congratulate all the teams and supporters involved in helping more grocery workers.

Looking towards the year ahead, we will continue to drive our refreshed 2030 vision and strategy forwards, ensuring GroceryAid is best positioned to help more grocery workers, by providing relief in tough times.

Although we are pleased to have recently seen a 5% increase in the number of grocery workers who are aware of GroceryAid, when given a list of welfare providers, this still only sits at 23% so there is still a lot of work we need to do to drive awareness with colleagues which will be a key focus for the coming year.

It is essential to understand the changing welfare needs of people who work in the grocery industry, to be able to adapt our welfare offer in the future and serve more people who need our help, which highlights a second priority for us in 25/26.

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 an astonishing 14% more grocery colleagues attending our fantastic events.

Kieran Hemsworth
CEO, GroceryAid



£6.5m

welfare spend

8% increase on the previous year



139,000+

incidences of support

76% increase on the previous year



5%

increase in the number of
grocery workers who are
aware of GroceryAid



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](https://www.groceryaid.org.uk)