

IMPACT REPORT 23

SUPPORTING INDUSTRY COLLEAGUES 24/7





“... LAST YEAR GROCERYAID PROVIDED MORE THAN 40,000 INCIDENTS OF SUPPORT TO COLLEAGUES...”

ALLAN LEIGHTON

GroceryAid President

GroceryAid is here for every colleague working in the grocery industry, offering access to free and confidential emotional, practical and financial support all day, every day. We have been doing this for over 165 years.

More colleagues than ever before are coming to GroceryAid for support, and last year GroceryAid provided more than **40,000 incidents of support to colleagues: a **44% increase** compared to the previous 12 months. This reflects the increasing number of grocery businesses engaging with the charity and telling colleagues about how to access our support.**

Providing this unprecedented level of support is only possible because organisations within the grocery industry help us by fundraising and raising awareness. We saw a 30% increase in the number of supporters receiving a GroceryAid Award this year in recognition of such support.

We understand the challenges that the industry is facing and the importance of our services remaining relevant.

We have the agility to introduce grant programmes and services in response to external factors when we recognise how these are affecting colleagues. In March 2022, we opened a programme of support for colleagues impacted by the Ukraine War and introduced a Cost-Of-Living grant in January 2023, to run alongside our ongoing financial grants programme.

Keeping our services free and confidential, 24 hours a day, 365 days a year, is our priority so we can continue to be the most relevant and easily accessible source of help to everyone in the grocery industry who needs us. We can only do this by running incredible fundraising initiatives and events which raised more than **£14.6 million** for the charity last year, thanks to the industry's support.

Thank you once again for helping us achieve this.



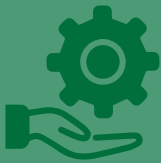
£5.6m
total
welfare
spend



44% increase
in the number
of incidents
of support
provided



£642k
awarded
in School
Essentials
Grants



34,958
incidents of
emotional and
practical help



Over **10,000**
calls to helpline



107% increase
in access to
digital and
partner support
services



Over **5,000**
personal action
plans issued



Over **15,000**
colleagues
attending GA
fundraising
events



Engaged
company
relationships -
384 award
winners



FINANCIAL SUPPORT

In 2023, GroceryAid awarded more than **£3.2 million** in financial grants. The cost of living has been a key driver behind a **35% increase** in the number of colleagues applying for financial support.

Visits to GroceryAid's online financial wellbeing pages, with advice from MoneyHelper, increased by **224%** last year, as colleagues reached out for guidance and support, with the budget calculator receiving nearly 3,000 hits alone.

In response to the rising costs of essential goods and services, we launched a cost-of-living advice page on our website which received 6,735 visits within the first six months of launch. And in January 2023, we introduced a **Cost-of-Living grant**, awarding a £300 one-off grant per household for colleagues who do not meet criteria for a standard GroceryAid financial grant but are in receipt of means-tested benefits, awarding 357 Cost-of-Living grants in the first 10 weeks.

Last year, we saw a **27% increase** in Carers Gateway Grants. Often colleagues do not recognise that they are classed as carers. When they apply for a financial grant, additional needs are often identified and applicants will then receive a care call from a GroceryAid case worker.

“I FOUND APPLYING FOR THE GRANT APPLICATION EASY, AND THE SERVICE I RECEIVED WAS VERY GOOD. BEING IN DEBT IS AN AWFUL THING AND CAN BE VERY EMBARRASSING, BUT I WASN'T MADE TO FEEL BAD ABOUT MY SITUATION.”

According to our debt advice partner, StepChange, not budgeting properly is the number one reason people fall into debt. At GroceryAid, we recognise that this often follows a change in circumstance or an event causing a loss of income. That is why every colleague who applies for a financial grant also receives a GroceryAid Personal Action Plan (PAP) which contains advice and guidance on managing finances. Last year, **over 5,000 PAPs** were issued. We also referred **1,592** colleagues to StepChange for debt advice.



18,500

Visits to online financial support



11%
Increase

Financial Grants Awarded



4,376

Financial Grants Paid

Colleagues who apply for a financial grant and may be facing eviction or other complex housing issues could be offered a referral to Shelter Plus and provided with dedicated casework support. With colleagues facing increased challenges in the current housing crisis, the Shelter partnership provides advocacy for mortgage and rent arrears and support with homelessness for those at risk of losing their homes, or who are already homeless.

Our popular School Essentials Grants provided **4,344 children** with essential items for school, which was a **23% increase** on the previous year.



2,342

School Essentials Grants



27%
Increase

Carers Gateway Grants

EMOTIONAL SUPPORT

Since 2019 and the Covid Pandemic, through to the current challenges faced by the cost-of-living crisis, GroceryAid has seen an increase in colleagues and their families needing emotional support.

GroceryAid's free and confidential Helpline is available to colleagues and members of their household from the first day of employment, 24 hours a day, 365 days a year, and this year calls to the Helpline increased by **13%**.

Our emotional wellbeing platform has been used by more than **1,500 colleagues** accessing self-help and guided sessions on a variety of different subjects from menopause to stress in the workplace. For more information, visit:

www.groceryaid.org.uk/get-help/

Healthy personal and family relationships are recognised as being an important factor in our overall wellbeing, which is why GroceryAid offers a range of counselling support through our partner, Relate. Last year, **1,282 Relate** counselling sessions were delivered to couples, families, and young people.





PRACTICAL SUPPORT

Colleagues facing everyday challenges such as issues with housing, childcare, benefits and tax, can turn to GroceryAid for guidance.

Help is available from our Telephone Information Specialists who provide free and confidential advice through the GroceryAid Helpline. They are Citizens Advice trained and this year they received **33% more calls** from colleagues seeking advice.

For everyday legal issues such as disputes with landlords, family law, or consumer rights, GroceryAid partners with Law Express to offer access to their team of experienced legal advisers. Colleagues can access solution-focused legal advice by making an appointment through the helpline.



30%
Increase

Gamcare referrals



14%

Law Express referrals



33%
Increase

Telephone Information Specialist Support

WE HAVE SEEN AN INCREASE IN COLLEAGUES AFFECTED BY THE NEGATIVE IMPACT OF GAMBLING...

We have seen an increase in colleagues affected by the negative impact of gambling, including financial problems, relationship issues, and mental health issues like stress, anxiety, or depression. GroceryAid works closely with GamCare in England, Scotland, and Wales, who give confidential information, advice and support. In Northern Ireland, GroceryAid works with Gamblers Anonymous.

WORKPLACE SUPPORT

Line Managers, Mental Health First Aiders and HR/People Teams have seen an increase in demand from colleagues needing support.

Working closely with HR professionals from across the industry, we recognise the emotional pressures this can create. Through the GroceryAid Helpline, Managers, Mental Health First Aiders and Wellbeing Champions can access specialist emotional support and guidance when they need extra help.

For colleagues experiencing a traumatic incident at work, such as the death of a colleague, an accident or violent crime, our Workplace Critical Incident support service is there to help.

Employers can call the Helpline and a trained counsellor will assess the situation and recommend the correct help. In some instances, a counsellor will be sent on site to work with colleagues. Visits are always followed-up with further advice and signposting to other services. Last year we responded to more than double the number of incidents.



“When we lost a colleague through suicide, the whole company was hurting, it was a very difficult time. I reached out to GroceryAid and was connected to a grief counsellor who was a tremendous help. From advice on how to communicate to colleagues, to support with running 1-2-1 counselling sessions, GroceryAid was with us all the way. The whole process encouraged other colleagues to come forward for help too, which means we could break the stigma. We are still using the advice we received to deal with other situations, so the benefit has been widespread throughout the organisation.”

AMANDA CASEY, FILSHILL

INDEPENDENT RETAILERS

Anyone who works in a convenience or independent grocery store can access our services, along with their staff. Working with third party organisations and wholesalers, GroceryAid works hard to raise awareness of this support. Last year we awarded more than £643k in financial grants to those working in the independent retail sector.

GroceryAid launched a partnership with **Business Debt Line** in August 2022 in response to feedback from our Independent Retailer Group who explained the complex financial situations that retailers can find themselves in when running a business. Within six months, **more than 500** businesses accessed information on common issues including increases in commercial energy debt, business rates and commercial property leases.

180%
Increase

Workplace
Critical
Incidents

500+

Referrals
to Business
Debtline

1000+

HR Professionals
attending GA
Engage webinars

HOW WE RAISE OUR FUNDS

GroceryAid remains the most relevant and accessible charity for anyone working in the grocery industry. Our services are completely free from the moment colleagues start working and confidential to both employers and employees; there are no membership fees.

We raise the majority of our funds through an annual calendar of outstanding industry events and programmes. These provide our supporters with unique opportunities to raise money for the charity, activate their brands to the industry, solve essential business challenges and make new business connections in a unique environment. In 2022/23 we raised **£11.9m** through our central events calendar and **£1.2m** through the Diversity in Grocery programme.

In 2023, our generous supporters donated **£2.2m** to the charity, and we were extremely grateful for the support we received from The Leverhulme Trade Charities Trust, who donated **£466,666** to the charity.



KEY ACHIEVEMENTS IN 2022-2023

ASDA COLLABORATION

Announced collaboration with Asda on Tickled Pink Ball, joining CoppaFeel! And Breast Cancer Now, creating a ring-fenced fund for 2024 to help colleagues dealing with a breast cancer diagnosis

MORRISONS BIG NIGHT OUT

New partnership with Morrisons to launch the retailer's first charity event in April 24. Proceeds will be split between GroceryAid and Together for Short Lives

£11.9 MILLION RAISED

Central events sixth successive year achieving record-breaking fundraising amount

1,600 TICKETS

Sell-out D&I in Grocery LIVE! event

384

GroceryAid Award Winners
26% increase YoY

1,164

Meetings with industry supporters

90+

D&I in Grocery Programme Partners

400

D&I in Grocery Mentors and Mentees

295

Industry Supporters took part in GA Day.
30% increase YoY.

£1 MILLION RAISED

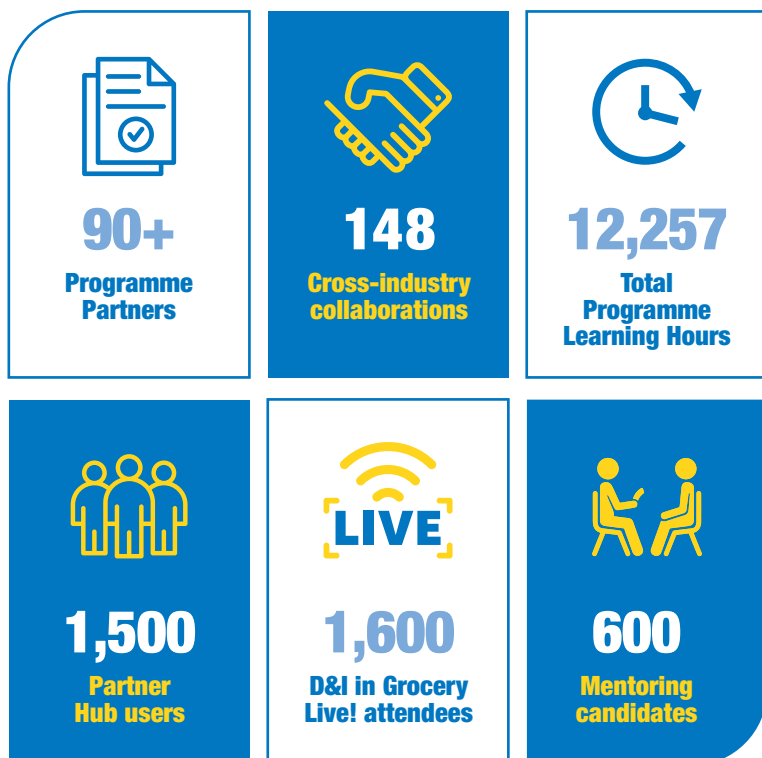
Sainsbury's Big Bash became the first GroceryAid event to raise £1 million for industry colleagues

D&I IN GROCERY

D&I in Grocery has grown to become one of the leading D&I initiatives in the business world. The programme now has more than **90+ FMCG** partners working together to accelerate a truly diverse and inclusive grocery industry. It is the largest cross industry resource group, with partners supporting each other in the quest for transformation.

D&I in Grocery LIVE! attracts the largest gathering of colleagues, leaders and change makers from all areas of the grocery industry, with **1,600 attendees** and over 40 D&I topics. The event has successfully created a unique moment in the industry calendar where organisations feel safe to have honest conversations around challenging subjects. It also means organisations at any stage of their D&I journey can learn and progress.

Find out more about our events here:
www.groceryaid.org.uk



THANK YOU



JANE HILL

Director of Fundraising, Marketing and Engagement

To achieve a sixth successive year of record-breaking fundraising is an incredible achievement for the team. Our supporters benefit from the value of our fundraising initiatives and use them as a fantastic way to support the charity that helps their colleagues, whilst building strong industry relationships and raising awareness of their brand with key customers.



MANDI LEONARD

Welfare Director

In what has been an incredibly tough 12 months for households across the UK, we are delighted to have helped more grocery colleagues than ever before. Our holistic approach means we provide colleagues with emotional and financial support as well as practical advice and solutions. Our Grant Officers, telephone counsellors and advisors, work closely with colleagues to understand their challenges and ensure we are helping them improve their situation.

GroceryAid[®]



We're always open

GroceryAid provides free and confidential support to any colleague working in the grocery industry. Our Helpline is available 24/7 365 days a year.

If you, or your colleagues, need support from GroceryAid visit:

www.groceryaid.org.uk

Or call our free and confidential Helpline on

08088 021122

