

# Raising **Awareness** of GroceryAid

Throughout Your Business



**GROCERY AID**®

Proudly supporting our grocery workers

**Best Practice**

# Introducing Your Colleagues To GroceryAid

**Month****1**

- Identify internal communication channels available for announcing and explaining GroceryAid support. This includes intranet, induction, payslip messaging, occupational health meetings, return to work meetings.
- Introduce GroceryAid services to your employees using suggested asset and content which can be found on slide four.
- Order printed materials such as posters and leaflets for premises/staff room **here**.
- Distribute the GroceryAid video that explains the welfare support available. Watch video **here**.
- Follow us on LinkedIn **here**.

**Month****3**

- Encourage colleagues to follow GroceryAid's **Facebook** and **Instagram** accounts to receive weekly updates on welfare services.
- Colleagues can also sign-up to the monthly Charity Update newsletter and receive regular news **here**.
- Arrange internal meetings to present the GroceryAid Welfare services across your organisation.
- Devise strategy for reaching both desk based and non-desk based colleagues (there are some ideas from slide eleven onwards).

**Month****2**

- Download our ready-made communication toolkits, logos and videos **here** and use the content to align with your comms calendar or create a new one.
- Introduce GroceryAid services to your Wellbeing Champions and Mental Health first aiders.
- HR/Wellbeing leads sign up to attend our GA Engage webinars to hear the latest welfare and marketing news. Email **news@groceryaid.org.uk** to sign-up.

**Month****4**

- Get involved with GroceryAid Awards **here** and be recognised for your support.
- Take a look at GroceryAid Day and how your organisation can get involved. See details **here**.
- Take a look at GroceryAid events **here** – is there anything you would like to get involved in as a sponsor or attendee?
- Email **news@groceryaid.org.uk** if you have any questions about comms or marketing.

**Content**

# Month One - Copy For An Internal Blog Or Mailer

Post this onto your intranet or add it to an internal email to promote your support for GroceryAid to your colleagues.



**Last year we granted **£4.6M** to colleagues just like you**

We have a range of financial grants to help colleagues get through life's challenges

Scan the QR code to check your eligibility and apply now  
[groceryaid.org.uk/finances/financial-assistance](https://groceryaid.org.uk/finances/financial-assistance)

**GROCERY AID**  
The help you've earned

GroceryAid supports people who work or have worked in the grocery industry. This includes anyone who works for a supermarket, wholesaler, manufacturer, convenience store, independent grocer, petrol forecourt store or service provider to the grocery trade, including the foodservice wholesale sector.

If you work in the grocery industry, you can access the Charity's financial, emotional and practical support, plus financial advice, from the first day of your employment. After six months of continuous employment, you may be eligible for one of GroceryAid's non-repayable financial grants, **find out more**.

To access immediate emotional or practical support, call the FREE and confidential Helpline, which is available 24 hours a day, 365 days a year. More than 200 languages are supported through the Helpline, on request.

To find out more about all of the GroceryAid support available, apply for a financial grant or Relate counselling, and get free access to our online health and wellbeing portal, visit [groceryaid.org.uk/get-help](https://groceryaid.org.uk/get-help)

**Content**

# Month One - Internal And Social Posts

Announce you're supporting GroceryAid on social media and signpost your colleagues to our website for guidance and support.



As an employee of **[insert company name]** you can access free and confidential financial, emotional and practical support from GroceryAid.

Visit the website [groceryaid.org.uk/get-help](https://groceryaid.org.uk/get-help) to find out what support is available to you and your household. You can access the support from the first day of employment, and after six months continuous employment, you may be eligible for a financial grant.

For immediate emotional and practical support, call the GroceryAid Helpline on **08088 021 122** - 24/7, 365 days a year. Your call is completely free and confidential."

## Don't forget to tag us in your posts!

Download digital assets here [>](#)



## Free and Confidential Support

Call the 24/7 Helpline

**08088 021 122**

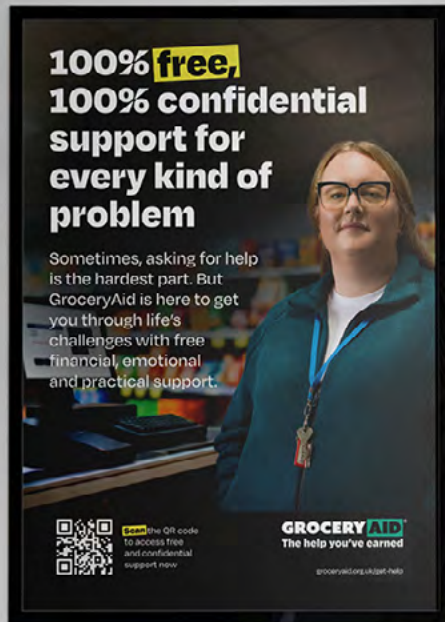
Or Visit [groceryaid.org.uk](https://groceryaid.org.uk)

## Content

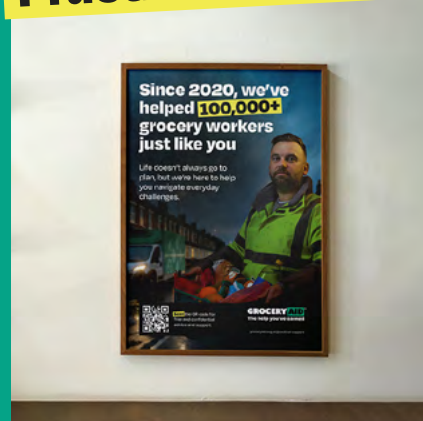
# Month One - Internal Posters

You can order printed materials directly to your business address from the GroceryAid website, as well as wallet cards, stickers and leaflets.

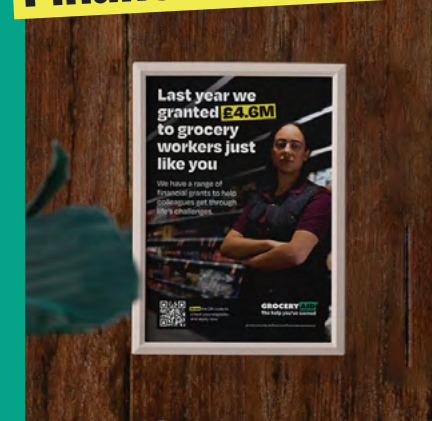
### All Services



### Practical Services



### Financial Services



### Stickers



### Emotional Services



### Wallet Cards



Click here to place your order [>](#)

Download digital & social assets here [>](#)

## Content

# Month Two - Stay Up To Date

## Charity Update Newsletter

Our monthly Charity Update newsletter contains all the latest news, including financial grants, welfare support and other important information. Sign up to the Charity Update newsletter [here](#).

## GA Engage

**GA Engage is a live webinar series created by GroceryAid that invites HR and Communications professionals to hear about the latest charity welfare activity and campaigns.**

Aimed at HR/Wellbeing leads or anyone who is responsible for raising awareness of GroceryAid support services with their colleagues. Each session takes place via Zoom and includes a variety of presentations. We invite supporters to share how they are raising awareness of the Charity internally, as well as our partners delivering service updates. This has included presentations from StepChange, Shelter and Spectrum.Life. The marketing team also provides updates on the latest assets available to our supporters to help raise awareness of GroceryAid services internally.

## Support and raise awareness

### A readymade comms plans

As members of the GA Engage community, you will receive quarterly toolkit mailer containing ready-made assets to share within your organisations and on your social channels.

Toolkits can include:

- Blog content
- Social media post copy and assets

Sign-up to the GA Engage community by emailing: [news@groceryaid.org.uk](mailto:news@groceryaid.org.uk)

Our communications toolkits can be used throughout the year.

You can find them here [>](#)



**Content**

# Month Three - Get Colleagues Connected

Ask colleagues to follow us on social media, where we share details on how to get support.

For all the latest charity and events updates, follow us on:

**in** LinkedIn



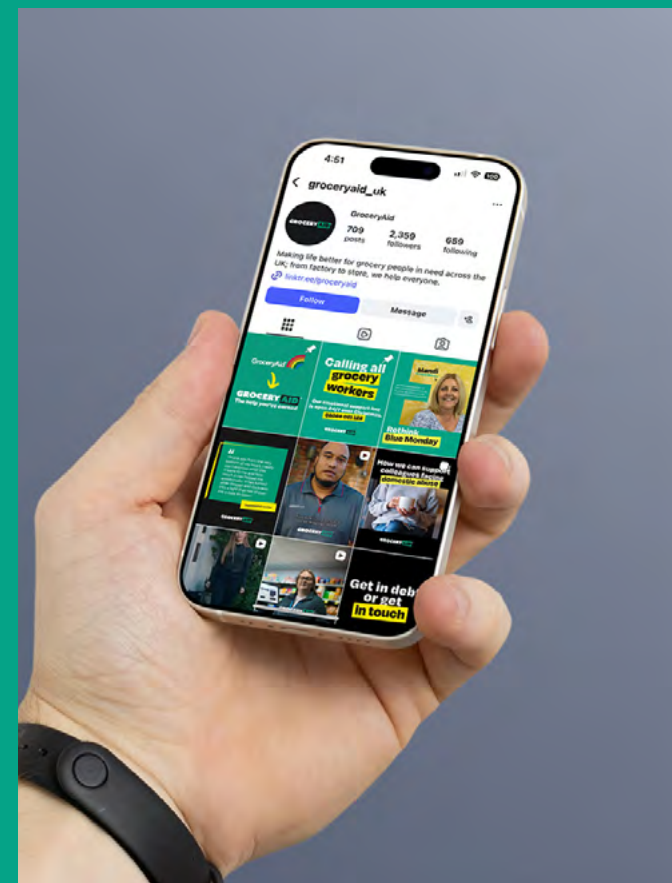
Encourage colleagues to follow us for all the latest welfare news, including new grants programmes, follow us here.

For all the latest welfare updates, follow us on:

**f** Facebook



**Instagram**



**Best Practice**

# Ordering Printed Materials

## Ordering Printed Materials

Printed materials can be ordered online and delivered within two weeks.

Order here [>](#)

The GroceryAid logo and colours can be used on a range of different materials that can be produced for your company.

<b>Grounded Green</b>	RGB: 5 164 135 CMYK: 78 7 57 0 HEX: 05a437 PANTONE REF: 2401 C
<b>Action Yellow</b>	RGB: 242 235 78 CMYK: 11 0 76 0 HEX: f2eb4e
<b>Honest White</b>	RGB: 255 255 255 CMYK: 0 0 0 0 HEX: ffffff
<b>Proud Black</b>	RGB: 32 32 32 CMYK: 75 65 60 79 HEX: 202020
<b>Reassuring Teal</b>	RGB: 161 210 206 CMYK: 42 2 23 0 HEX: a1d2ce

Logos are available to download here [>](#)

## Bulk Orders

If you would like to place an order for a large amount of materials to multiple locations, please email us at [news@groceryaid.org.uk](mailto:news@groceryaid.org.uk) for a bespoke ordering form.

The printed materials available to order include:

- Wallet cards
- GroceryAid flyers
- A4 posters
- A3 posters
- Stickers

## Wallet Cards



## Stickers



**Get Involved**

# Join The Network & GroceryAid Awards

**The GroceryAid Future Network is designed to connect and support the future generation within the grocery industry.**

It's a brilliant opportunity to play a proactive role in raising awareness and understanding of the Charity amongst your colleagues from across your business. In return, members will have the opportunity to learn and network with like-minded people in the industry.



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

Each year, hundreds of our supporters earn points towards their GroceryAid Award by raising awareness of the charity, attending our events or fundraising, plus taking part in the GroceryAid raffle.

Find out how your organisation can start earning points [>](#)

## Awareness Days



**Thursday 30th  
April 2026**

The day the industry comes together to raise awareness of its charity.

Help us tell more grocery colleagues about GroceryAid's free and confidential welfare services and how to access them.

### How to get involved

#### Step 1

Save the date in your colleagues' diaries.

Add To Calendar >

#### Step 2

Receive the latest GroceryAid news by following us on social media.



#### Step 3

Find out more about GroceryAid services.

More Information >

To get involved or find out more visit:

[groceryaid.org.uk/events/groceryaid-day](https://groceryaid.org.uk/events/groceryaid-day)

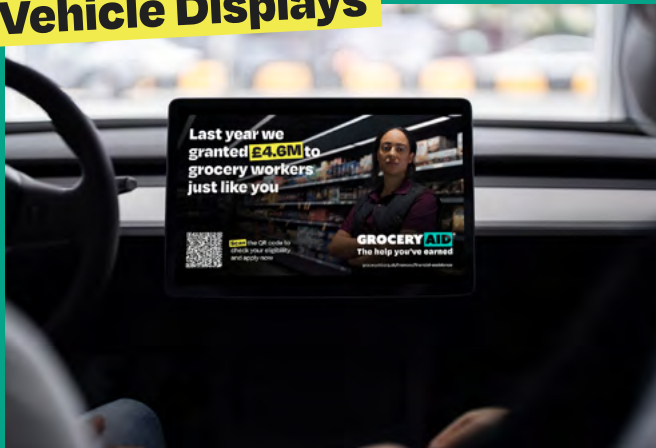
## Best Practice

# How To Raise Awareness To Colleagues About Support

It's not always easy to communicate the same message to a variety of different audiences, especially when some colleagues don't have access to digital platforms on the shop/factory floor or on-the-road.

Here are some best practice examples for raising awareness of GroceryAid to your colleagues.

## Vehicle Displays



GroceryAid information displayed on-board Sat Nav system ensures colleagues on the road get the message.

## Video Content



Video content for screens in communal areas, such as break rooms or food halls.

## DIY Promotional Items

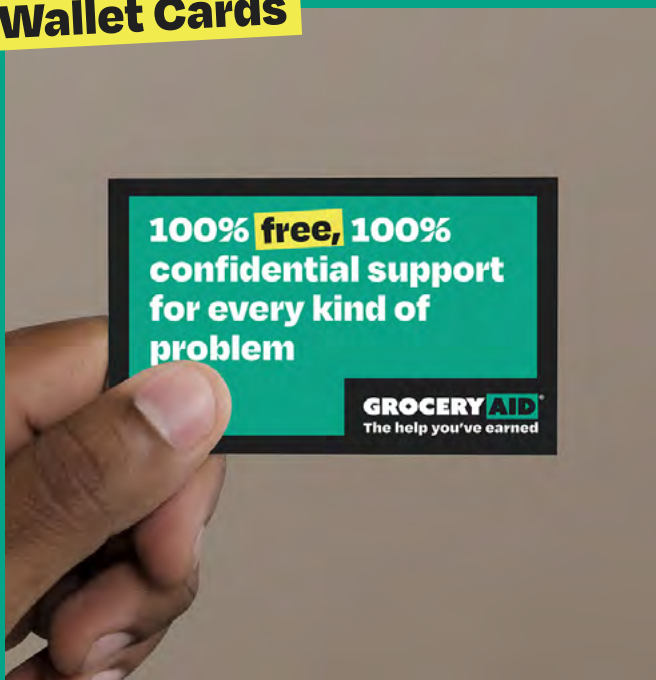


We can provide you with the GroceryAid logo so you can create artwork for promotional items such as keyrings.

## Best Practice

# How To Raise Awareness To Colleagues About Support

### Wallet Cards



Our wallet cards are perfect as part of induction packs or to have available in breakout rooms and canteens.

### Email Signatures



Add an email signature, or a Teams background to keep the message front of mind. These are available for download on our website, [here](#).

### Social Media



Facebook and Instagram: Encourage employees to like and follow GroceryAid on **Facebook** and **Instagram** to find out more about the service we provide.

**Best Practice**

# How To Raise Awareness To Colleagues About Support

**Independent Retailer Pack**



Order an independent retailer pack for your store [here](#).

**Sales Portal Screen**



Use our digital toolkit to share GroceryAid communications with your sales teams.

**Display Materials**



Display printed materials where staff can read them to raise and keep the Charity front of mind. Other materials like stickers, can be placed in prominent areas such as on tills.

**Best Practice**

# How To Raise Awareness To Colleagues About Support

**Promotional Materials**

With regional sales teams being located all over the country, you can order and send materials direct to them to help inform those team members. You can also arm them with items to take into their retailers to spread awareness even further.

**Fundraising Activities**

Get the team together for a quiz - it's a good opportunity to spend quality time with each other while raising money for the Charity. In the past, teams have also raised money by creating a team step target and working together to reach this.



In the past I would have run a marathon or something a little more energetic to help this wonderful charity. When I was approached by the Rotary Club to present to the members evening meeting about my favourite subject sandwiches, in return for a donation to GroceryAid, I jumped at the opportunity."

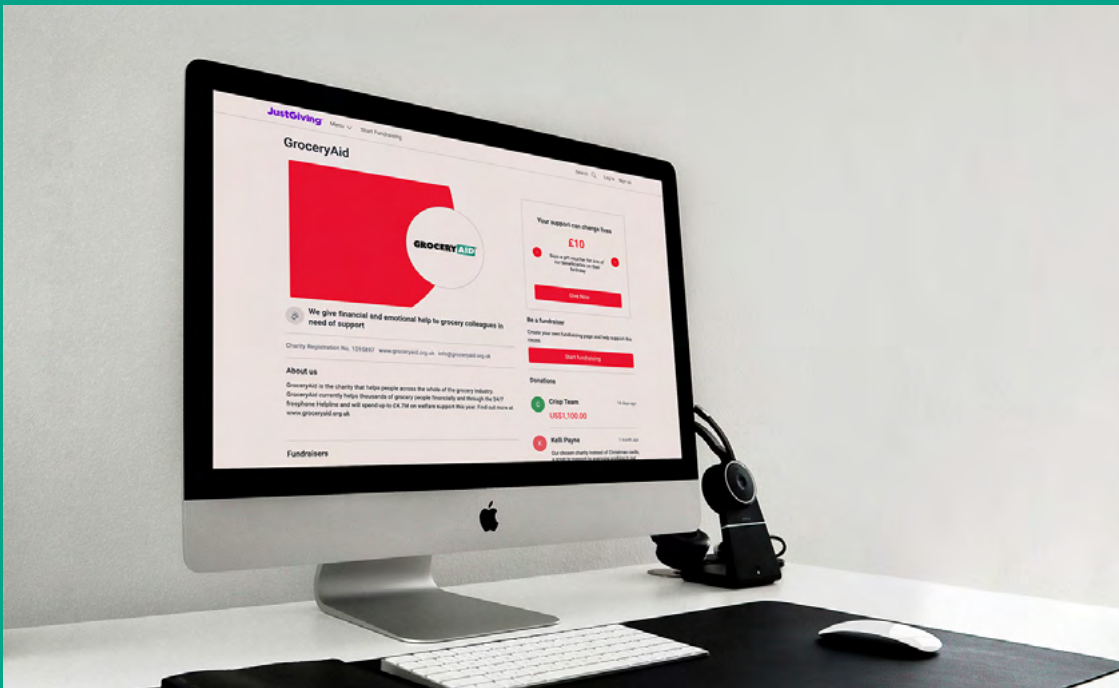
**Gary Potheary**  
Commercial Director,  
Greencore

**Best Practice**

# If You'd Like To Fundraise

All of our services are free to access, for employees and employers.

Although we are a charity, we don't ask colleagues to raise funds on our behalf. However, if you would like to engage in fundraising activities to raise awareness of GroceryAid within your organisation, here is some guidelines on how you can setup a JustGiving page.



## To Set Up Your JustGiving Page

1. Go to [justgiving.co.uk/groceryaid](https://justgiving.co.uk/groceryaid)
2. Click 'Fundraise for us' in the top right corner
3. Login or sign up
4. Select the option which most represents how you will be fundraising. For example, a sponsored walk would be 'Taking part in an event'
5. Select 'Add your own'
6. Follow the on screen instructions to create your page
7. Start fundraising!

Contact Us  
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**Contact Us**

**GROCERY AID**<sup>®</sup>

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://groceryaid.org.uk)

