

Supermarket funding

Did you know that supermarkets give millions of pounds each year in support of local causes?

We have put together this guide to accessing funding from your local supermarket. With information about how each store can give support at a local level, whether that is through bag packs, collections or donations straight to your branch or group, the guide also has a template letter that you can use and add in information about your local work.

Each supermarket operates slightly differently, and this simple guide will help you understand all of their different schemes. Some of these supermarkets only exist in certain geographical areas so not all of the information included will be relevant to everyone, so find the stores that suit you.

Some supermarkets have very specific times of year as to when you can apply; others are more flexible, so you can start making your applications straight away.

If you have any queries around any of this information or if you spot something we have missed then please do get in touch with your Regional Fundraiser, as all feedback is really useful.

Some hints and tips

Local, Local, Local – Most supermarkets will have a national charity partner already and the key to getting their support for these schemes is about showing as clearly as possible how their money will directly benefit the local community.

Give examples – Where possible, try and include examples of the sorts of things their money can fund, if you are able to get a local person whom the branch has helped to share their experiences and the difference the local support made, then that can be invaluable. The store will want to see that their contribution can make a difference so try and give examples of how similar amounts of money have been spent locally.

Ask your supporters for help – With some of these schemes it really is a numbers game, so whether it's asking your local networks to submit nominations or to vote with tokens, share your plans and ask them to get involved. If you use social networking sites such as Facebook or Twitter, then ask your followers to spread the word.

Reach out – If your branch covers a large geographical area there may be more than one store that you can apply to. Take the time to research which stores fall into your area and make sure you aren't missing out.

The Supermarkets

Asda

Asda run a campaign which they call *Community Life*. You can apply to be considered as a local charity either online or by enquiring in-store. The donations tend to be from £50 to £300, based on a token scheme.

To apply online, visit the website and enter your postcode where the box pops up with this option or by clicking on the store locator option. This will take you to your local page. If you have more than one Asda in your geographical area these should pop up as options of nearby stores.

Once on your local page, look for the Community Life logo and underneath there will be a button to 'nominate'. This will take you through to a form which asks for your name, email address, telephone number, the name of the cause and why you wish to nominate it.

This is not a big form, so your nomination need only be brief.

Many stores now have a Community Life Champion, to work one day a week with community groups and local organisations. They will arrange events in store and inspire colleagues and customers to get involved in local community work. If you want to arrange anything in store, then these are the people to speak to. They are often also looking for volunteering opportunities so bear them in mind when you are searching for volunteers.

Waitrose

Waitrose have a scheme called *Community Matters*. Here £1,000 (or £500 if a convenience store) will be split between 3 local causes.

To apply to the scheme, you need to visit the store and ask for a leaflet. For more information you can visit http://www.waitrose.com/home/inspiration/community_matters.html

Sainsbury's

Sainsbury's have what they call their '*Local Charity Scheme*'.

Every May, customers and colleagues nominate their favourite charities and the one which is selected becomes the store's local charity and is supported by fundraising and volunteering over the next 12 months.

There are three ways to nominate the charity;

- at your local store
- at home
- online

Nominations are only accepted during the month of May and it is important to try and get as many of your local supporters as possible to submit nominations.

For more information you can visit <https://www.about.sainsburys.co.uk/making-a-difference/be-a-place-where-we-all-love-to-work/community>

Morrisons

Morrisons provide the opportunity for groups and local charities to bag pack in stores, and also welcome charity collections.

The stores arrange and support these opportunities. If you would like to apply for an opportunity in any of their stores, please contact them directly. Addresses and contact details can be found on their website.

- See more at: <https://www.morrisonsfoundation.com/>



The Co-operative scheme is known as the *Membership Community Fund*. Groups can apply for grants of up to £2,000 and use the money to fund anything from new equipment to sports gear.

Community Fund grants, between £100 and £2,000 are awarded to community, voluntary, or self-help groups to run projects that meet the following criteria. To be successful, a group must:

carry out positive work in the community

And a project must:

- address a community issue
- provide a good, long-term benefit to the community
- support co-operative values and principles
- ideally be innovative in its approach

Applications to the Community Fund can only be submitted online at <https://www.coop.co.uk/local-causes>

In 2010 the average award given was £1,033. If you are a newly formed group (less than three months) or you are unable to provide accounts to support your application, the maximum you can apply for is £500.

Community groups, voluntary groups, self-help groups, community charities or local branches of national charities are eligible to apply, and the applications may be for anything from equipment to event costs, help towards rent or fixtures, sport or computer equipment. Please note they cannot fund applications retrospectively or reimburse costs for events that have previously taken place. If you need further clarification as to whether your project items are eligible, please call 0844 262 4001. The fund now supports running costs including salary costs, rent, heat, light etc.

Anyone who knows about the group but has no direct link to it can be an independent referee. Basically, the referee needs to be someone who could never benefit from the grant, now or in the future. The referee also needs to be independent from the applicant and not related in any way.

If you are applying for over £500 you must provide a copy of your branch or group's most recent accounts signed by your branch treasurer. If you do not have accounts, you could submit a three-month record of your income and expenditure, signed by the group's treasurer. This could be a spreadsheet kept by the group, logging all the income and all the itemised spending of the group. Bank statements will not be accepted. Accounts do not have to be audited. If you are a group contact your Regional Fundraiser who can help you access the information you need.

You can include an extra 2 sides of A4 to support your application if you wish.

You will receive a letter notifying whether your application has been successful or otherwise. If your application has been completed correctly and all required supporting documents have been received the process should take no longer than four months. Please note applications in the Northern Ireland region can take up to 12 months. Area Committees have a limited pot of money and may only have enough to make a donation towards the project so you may not get the full amount that you ask for.

Follow this link <http://www.co-operative.coop/membership/local-communities/community-fund/funding-selection-criteria/> and click on online application process to put in your request.

Dunnes Stores

Unfortunately, little information could be found on how to apply for support through Dunnes Stores although they do get involved in helping local charities. It is best to enquire in store for further details.

Tesco

Collections

Tesco have an agency called Arc who schedules the charity and food collection bookings for all of the UK Superstores and Extra stores between January and November each year.

To request a booking at your local Tesco store please complete the application form and send it to:

TescoCharityApplications@arcww.co.uk

Download the application form *PDF 0.21MB*

During December these stores manage their own collections. The Metro stores manage their own collections all year round and Tesco do not make any charity collection bookings at the Express stores.

To request a December booking please write to the Charity / Community Champion at your local store (Find your local store).

Bag packing

Tesco stores manage their own bag packing bookings (excludes Express stores). If you would like to arrange a session, please write to the Charity / Community Champion at your local store (Find your local store).

Donations

Each Tesco UK store holds a community donation budget to help local organisations with their fundraising events. To be considered for a donation you must write to the Charity Champion at the store. You can find out who that is by visiting the website or enquiring in store.

Their prime focus of activity is to provide donations and sponsorship direct to charities and organisations working with children's education and welfare, elderly people and people with disabilities. Unfortunately, they are unable to sponsor events or individuals, but please take a look at the criteria for grant funding through the Tesco Charity Trust.

Nisa and Costcutter

'*Making A Difference Locally*' is a registered charity that was launched in 2008 to help independently run local stores to add value in their communities by making specific donations to local charities or good causes within their locality. The scheme is truly local as money is raised by local stores over time through the sale of specific products in their stores.

The store owner chooses a beneficiary for the money and a donation is paid to the charity or cause by the charity 'Making A Difference Locally'.

Over 2,000 Nisa and Costcutter stores nationwide, participate in Making A Difference Locally - all of which display the Making A Difference Locally logo. If you would like more information on the scheme please ask inside your local participating store, if they will consider supporting your branch or group under this scheme.

Spar

Stores will support local causes and should be approached at a local level.

They also have a scheme whereby the stores can apply for matched funding up to £150 via the Blakemore Foundation. If you do gain local support, it is worth asking them to pursue this.

Mace

Mace retailers value the communities in which they operate stores and regularly offer sponsorship to local sports teams, raffle prizes for fundraising events and support school sports days. Enquire in the stores as to how they can support you.

Template letter

Dear Sir,

I am writing with reference to your **[state name of scheme]** to ask you to consider supporting the **[name of branch]** of the Motor Neurone Disease (MND) Association.

MND is a rapidly progressive and fatal disease, which can affect any adult at any time and attacks the motor neurones that send messages from the brain to the muscles, leaving people unable to walk, talk or feed themselves.

The cause of the disease is unknown and there is no known cure. Around 5,000 people in the UK have MND at any one time, with half of people with the disease dying within 14 months of diagnosis. It kills five people every day in the UK.

The **[name of branch]** is run entirely by volunteers and aims to provide the best possible support to local people with MND, their families, and carers.

We do this by **[please give examples of support financial and non-financial and including amounts/costs where you can]** on behalf of local people living with this devastating illness, thank you for considering our application and if you need any further information please don't hesitate to contact me. **[contact details, branch website, etc]**

I look forward to hearing from you.

With Kindest Regards,