

ASDA
FIGHT
HUNGER
CREATE CHANGE



July 2019

Annual Report

Introduction

It's a great privilege to be part of a community and we've always been proud to support the communities we serve. For decades, our customers and colleagues have done a great job at giving back to the local area around our stores, but when we asked, "where do you want us to focus our efforts in your community now?" the answer came back loud and clear - **Do something to tackle poverty.**

Our response was launching Fight Hunger Create Change, an unprecedented and transformational partnership with FareShare and the Trussell Trust - donating over £20million across 3 years to create long-term positive change to poverty in the UK. Our donation will enable us to achieve four main aims and so much more, which all folds in to our strategy that tackles the massive societal issue that exists in the UK.

Our four main aims represent the core programme but this is just the tip of the iceberg. We are doing so much more to help tackle poverty in the UK whilst creating a real shared value partnership with FareShare and the Trussell Trust. From funding warehouses and grants to encouraging our customers and colleagues to volunteer, we are doing what we can to create real systemic change. We have purposefully developed our programme so that the benefits of the partnership will far outlive the programme itself.

The causes of poverty in the UK are complex and there is no quick or easy way to solve it, but because of Fight Hunger Create Change, we have confidence that positive change is possible. Our three-year partnership ensures people who need help today are able to access the food and support they need, whilst together we work towards a future where people aren't being driven into crisis.

Andy Murray
(Chief Customer Officer - Asda)



The Charities



Emma Revie, CEO



The Trussell Trust

At the Trussell Trust we support a nationwide network of food banks with the aim to end the need for them in the UK. Food banks in the network provide emergency food and support to people in crisis, while we campaign nationally for changes to the structural issues that push people into poverty. The Trussell Trust supports more than 1,200 food bank centres to provide a minimum of three days' nutritionally-balanced emergency food to people in crisis who have been referred (for instance by advice agencies, GPs, social services and schools), as well as support to help people resolve the crises they face. It takes more than food to end hunger so we bring together the experiences of food banks and their communities to challenge the structural issues that lock people in poverty, and campaign to end hunger and poverty in the UK.

Ending hunger in the UK isn't a short-term goal, it takes real planning to make sure we get this right so we were thrilled when Asda approached us asking how they could help our cause. Asda's Fight Hunger Create Change partnership is not only helping the immediate symptoms of poverty but it's focusing on making sustainable change. The nature of this investment is unprecedented - we've never been in a position to support our food bank network to this extent. By providing grants, funding sector-leading research and building a partnership with FareShare to offer fresh food, we're now better able to tackle the root causes of poverty to create a future without the need for food banks in the UK.

14 million people in the UK live below the poverty line¹

1 in 10 people are missing meals to pay their bills²

1 in 4 of those affected are children³

- 1 Joseph Rowntree Foundation - UK Poverty 2017
- 2 YouGov survey by End Hunger UK
- 3 The Trussell Trust End of Year Stats 2018-2019

4 Main Aims

- Provide an additional **24 million meals** every year
- Give **500,000 people** access to fresh food every week
- Help **1 million people** access the food and support they need to help them out of the situation they're in
- Enable all Asda stores to donate edible surplus food from stores to local charities and community groups

FareShare

FareShare is the UK's largest charity fighting hunger and food waste. We access fresh, good to eat surplus food within the supply chain, which would otherwise go to waste, and divert it to people in need via charities and community groups across the UK. With 21 regional centres from Aberdeen to Brighton which manage this process, and our FareShare Go service which exclusively redistributes surplus from stores, we save over 20,000 tonnes of nutritious food from going to waste each year.

Almost 11,000 charities and community groups regularly receive food from FareShare, including homeless hostels, children's breakfast clubs, domestic violence refuges, lunch clubs for older people and community cafés. These projects then turn the food into nutritious meals for their beneficiaries. But it's about more than meals. The organisations that receive food from FareShare are places which provide life changing support, as well as lunch and dinner.

What has been really exciting and transformational for FareShare in the last year has been partnering with Asda, who believe in the same ethos as ourselves. The Asda Fight Hunger Create Change programme is already enabling unprecedented transformation for the UK's charities and community groups. Thanks to Asda's funding, FareShare has been able to open new warehouses, lease more vans and - most importantly - service more charities with vital nutritious meals, ensuring surplus food is diverted to those who need it most.



Lindsay Boswell, CEO



Strategy

1

Alleviating the Symptoms of Poverty

Providing more food for more people

- Allowing our customers to get involved by donating to food banks through our in store collection trollies all year round
- Developing the infrastructure of FareShare so they can collect, store and transport double the amount of food

Focusing on fresh

- Giving more people access to fresh food through developing FareShare's infrastructure and enabling FareShare and the Trussell Trust to work together to make fresh food the norm in food banks

2

Tackling the Root Causes of Poverty

More than food support services

- Enabling food banks in the Trussell Trust's network to utilise much needed grants so they can develop the services they offer to those in need
- Improving accessibility of food banks through grants so more people can get the help they need

Academic research

- Funding the Trussell Trust to commission independent research that explores the drivers of food bank use and the full scale of hunger in the UK, meaning the Trussell Trust can be advocates for social change

3

Reducing Food Waste

Food waste in the supply chain

- Encouraging our suppliers to donate their own surplus and educating them on the charities we support
- Working with suppliers and our own logistics services to donate surplus food before it gets to store

Food waste in Asda stores and home office

- Giving all Asda stores the ability to donate edible surplus food to local charities and community groups by 2020

4

Creating Sustainable Change

Improving charity infrastructure to enable the donation to live on long beyond the partnership

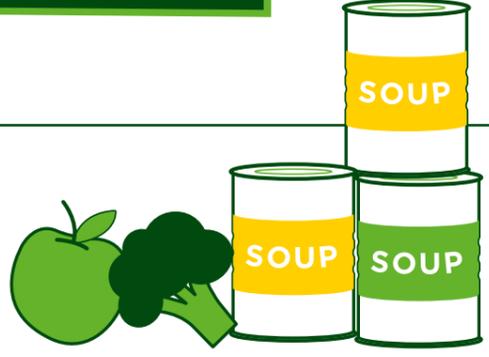
- Developing CRM, volunteering force and more to bolster the longevity of the charities
- Providing expertise from our own colleagues to create a shared value partnership
- Reviewing and learning from our own programme, making changes if needed so we can continue to tackle the problem at hand

All of our strategy is underpinned by raising awareness of not only our programme but the problem at hand as well. We believe that if people aren't aware of a problem, a change cannot be made, so through our Community Champions, PR and our own media channels, we're taking people along a journey with us so we can truly make social change happen.

What We've Achieved So Far...



5 new FareShare warehouses opened providing an additional **6.7 million** meals a year



792,300 additional meals provided through the FareShare network



1,021 new charities and community groups are now receiving food and will save an estimated **£672,154** as a result



308 Asda stores have donated enough edible surplus food to local charities and community groups to give **567,229 meals**



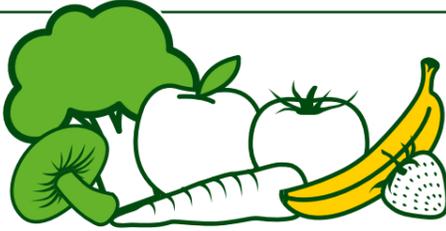
1,791,379 meals donated to food banks by Asda customers



11 industrial fridges, **3** industrial freezers and **14** forklift trucks have been purchased



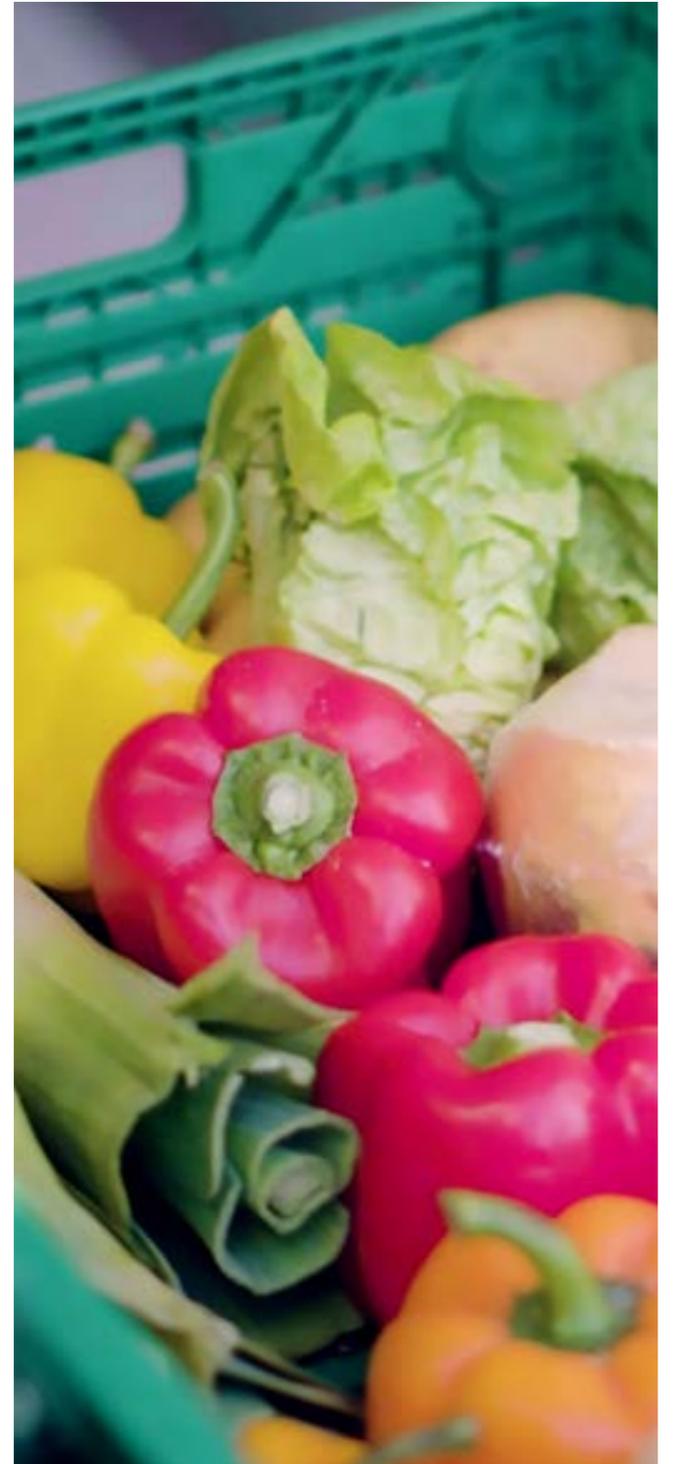
£4.6 million has been granted to **167 food banks** to tackle the root causes of poverty



11,270 people have received fresh food in an emergency food parcel provided by the Trussell Trust



11 new FareShare vans are now in operation, with 20 new drivers recruited



Alleviating the Symptoms of Poverty

We recognise that poverty is a problem in the UK, so we've built a long-term plan to tackle the root causes. Whilst we're putting our plan in to action, there are still people who need immediate help, so we're doing what we can to not only provide more food but also increase the amount of fresh food going to food banks.

More meals

We aim to **provide an additional 24 million meals to people in need every year**, all of which will continue to be provided beyond the 3 years of our programme. In order to get more meals to more people, Fight Hunger Create Change is improving infrastructure and growing the capacity of FareShare by enabling them to develop new warehouses and purchase vital equipment, such as chillers, freezers, delivery vans and forklift trucks. By increasing capacity, FareShare can collect, store and transport more food, which is enabling them to recruit more charities to serve.

Since the launch of Fight Hunger Create Change, FareShare has opened 5 new warehouses on new premises and many existing regional centres have had refurbishments to improve their operations. As a result, 1,021 new charities and community groups have started to receive food, which will be provided with **6.7 million meals a year**.

729,300 meals have been provided in the first year of our programme and this has far exceeded our targets. But at the very heart of this are the charities and community groups who are seeing the massive impact that is being made on a local level, and this is continuing to grow.

Food collections

Our Community Champions are at the very heart of our stores and they are the experts in doing what is needed to support people in the local community. When we launched our food drive in April 2018, our Community Champions and food bank volunteers across the UK encouraged customers to donate to their local food banks.

We know that our customers want to be able to give back and giving them an easy way to do this was important to us. Across 2 weeks, Asda customers donated over **85,000 meals**. Many of our stores already collected for food banks, but this first drive reignited the passion for all of our larger stores, with each one now collecting food for a local cause all year round.

As well as asking our customers to do their bit, we have permanent food donation trollies in all of our head offices so our colleagues can donate as well - it's crucial for us that our colleagues know about our national partnerships and get involved whenever they can. Since launch, **over 1.7 million meals** have been donated by our generous customers and colleagues.



Jenny Middlesbrough Store

Jenny Barnett, Community Champion at Asda Middlesbrough, took inspiration from our Fight Hunger Create Change programme. Jenny contacted Redcar Foodbank earlier this year to see if they needed help and has proved "a lifesaver" for them, setting up a permanent collection point in the store and volunteering with them every Wednesday. The food bank says they would have really struggled to stay afloat without Jenny and Asda's help.

Foodbank Manager Helen Hedges says: "The collection point has been a godsend to us, a real lifesaver, because sadly we're seeing more people than ever come through our doors. Sometimes we get half a tonne of donations each month from Asda which has kept us afloat, particularly in the summer when we struggle for donations."

Asda Community Champion Jenny says: "I set up a permanent collection point in store and wanted to offer my services in person too. After my first shift there they said 'please come back next week!' so I go every Wednesday. I have a great relationship with them, they're absolutely brilliant - they're like my best friends."



Community Kitchen

House of Bread, served by FareShare West Midlands

House of Bread launched ten years ago to provide meals for homeless and vulnerable people in Stafford. Will Morris, Director of House of Bread, believes food insecurity in Stafford is rising, especially among families. The number of parcels handed out has risen threefold since January.

In response to the growing need, earlier this year House of Bread signed up to FareShare West Midlands to access cheaper, more varied and larger volumes of food.

Will says: "A lot of the people we support are in a desperate situation, leading chaotic lives. I dread to think where some would be without projects like ours."

"House of Bread believes that a family that eats together, stays together. Food is what draws families here, and once we've filled their tummies they relax and open up about their struggles."

"We know the diets of the majority of the children at home is poor - whether there is access only to poor quality, unhealthy food or simply no food at all."

"What we offer is a safe and calm space. The food we provide is nutritious and we don't judge those we support - many don't have the time, money or skills to be able to make healthy meal choices at home."

"We've only been receiving food from FareShare for five months but its impact is brilliant. We get a real variety - some of the veg and meat is the quality you'd expect to find in a posh restaurant. Without FareShare we couldn't afford the same quality and volume of food."

"We've noticed a real difference among children. They might not like the idea of vegetables at first but over time we see their appetites return."

FareShare West Midlands is able to serve the charity thanks to Asda, which funded a new industrial chiller for the warehouse. Almost doubling chilled capacity, FareShare West Midlands now aims to recruit 60 new organisations like House of Bread in the next year - providing an additional 515,000 meals for people in need.

Investing in FareShare's chilled network

By working with FareShare and growing their capacity, we've been putting a lot of focus in to the chilled network across the FareShare regional centres, investing in chilled vans and refrigeration. So far **109,247 people** have benefitted from fresh food.

Fresh food in food banks

We're working to make fresh food the norm in the Trussell Trust's food parcels, not the exception. Currently, food banks in the Trussell Trust's network provide nutritionally balanced emergency food parcels mainly consisting of ambient food; through the partnership, we have now enabled both charities to join forces for the first time. FareShare has started to supply fresh fruit and vegetables to the Trussell Trust, allowing them to offer more in their emergency parcels.

We'll provide increased nutrition to people in crisis, make meals go further and provide an increased sense of dignity. FareShare are using some of the funding to invest in refrigeration for some food banks to make all of this possible. **18 food banks** are now able to provide fresh food, which has benefitted **11,270 people**.

Fresh food

Fresh food is so important because of the nutrition that it provides for people's diet and mental health. When people are in crisis and in need of some additional help, fresh food not only provides added nutrition but also a sense of dignity.

"The impact of a hot, nutritious meal goes so much further than just filling a stomach. Often, hunger is just one symptom of more complex issues, so by diverting quality, surplus food to charities, we're able to connect people who are hungry with not just a meal but support services too, such as housing for example.

One example is a rehabilitation centre, which uses FareShare food to provide free hot, nutritious meals. The food is the draw that brings people to the centre, but once they are there, they feel more comfortable to open up about their struggles - and that's when the charity can start to address the problems and help them out of their situation."

Lindsay Boswell, CEO FareShare

We have a dual approach to providing more fresh food with the aim of giving **500,000 more people access to fresh food in the UK every week**.

Tackling the Root Causes of Poverty

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No one should need a food bank's help. While we work in the long-term to tackle the structural issues that lock people in poverty, these grants allow food banks to provide even more vital support to people referred. The funding has already provided crucial additional resources to food banks, increasing the diversity and breadth of the services they can offer people in crisis and tackle the root causes of poverty.”

Emma Revie,
The Trussell Trust's CEO

A key part of our strategy is to tackle the root causes of poverty, with a view to provide 1 million people with access to the food and support they need to help them out of the situation they're in. Over £8 million of the donation to the Trussell Trust will be re-granted to food banks in their network to enable them to become more resilient and increase accessibility. We're also looking to make long-term change on a national level, so we're funding a sector-leading piece of research so the Trussell Trust can continue to campaign for change.

Grants

Since the start of our programme, over £4 million has been granted to food banks in the Trussell Trust's network to enable them to better support people in crisis and tackle the root causes of poverty. At the beginning of the programme, the Trussell Trust led a vital piece of work that would enable food banks to have the resources and head space they needed to understand how they could create sustainable plans that would make a difference on a local level.

More than 160 food banks have benefitted from grants so far, enabling them to provide vital services to people at the point of crisis. These grants allow food banks to hire specialist advisors, create additional storage and provide more time to strategically think about tackling the root causes of poverty.



Helen, Yorkshire

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Helen supports her husband and child who have multiple health issues. The family's income was significantly decreased - so much so that they were unable to cover their rent and would have been evicted. Helen was referred to a food bank in Yorkshire. She was provided with a three-day emergency food parcel and, thanks to Fight Hunger Create Change, Helen was also able to access fresh food.

"I have never had to use a food bank before. The staff in the café were fantastic and could not do enough for us. I felt so much better after our conversation.

"Having the gift of a food parcel has helped us out immensely. The addition of fresh fruit and vegetables made me feel happier as I know this will make more healthy and sustainable meals. I feel so grateful and thankful."

Helen is now working with the council to help her family break free from poverty. "When my life gets turned round I would like to give something back by volunteering."

I have never had to use a food bank before. The staff in the café were fantastic and could not do enough for us. I felt so much better after our conversation.

The impact our grants are making

Grant giving is a journey that is growing for Fight Hunger Create Change. The first year has been about awarding grants so food banks can put their plans in to action, but as the programme progresses, the Trussell Trust will work closely with the food banks to look at the social impact that the investment is having.

Abergele Foodbank

Abergele Foodbank used a Fight Hunger Create Change grant to employ a part-time Money Advisor for each of their sessions. Between November and April, 12% of the people referred to the food bank used their in-house money advice service.

Mark*, a person referred to the food bank who was able to benefit from this service, says: **“I wasn’t managing money well – things had got out of control and built up until I couldn’t cope any more. I didn’t know where to turn and then I heard about the help I could get from the food bank with their money advisor. They got me a Debt Relief Order and now I have a fresh start and peace of mind. I can sleep at night. I’ve really appreciated what the advisers have done for me. I had no idea about the help I could get. It’s so nice knowing they are there for me and so many others.”**

Abergele Foodbank: “The services we provide help people that often have complex needs so a lot of our work involves working closely with other agencies that can also offer help and support. There is an urgent need to continue to develop and deliver our debt and money advice provision particularly as a large percentage of the food bank usage is as a result of financial hardship and/or debt.”

*Pseudonym used to protect identity

Academic research

Whilst the grants are making change on a local level, we’re also focusing on making change at a national level. We’re funding the Trussell Trust to commission a piece of independent research that is looking in to the drivers and structural causes of food bank use in the UK. This will act as a benchmark for not only the Trussell Trust, but for Government and wider society to develop evidence-based solutions to UK hunger and poverty.

The revolutionary report series will provide the most robust data on the reasons behind severe food insecurity in the UK by analysing the experiences and demographics of the people referred to food banks and the pathways that they take to reach their doors. By understanding the pathways that currently sweep so many people into poverty and hunger, the Trussell Trust, central Government, local councils, referral organisations and wider civil society will be better equipped to change the systems that create them.



Reducing Food Waste

Thousands of tonnes of good, edible food is wasted in the food industry and in the home every year. As a retailer, we want to play our part and feel it is our responsibility to develop our own operations so we redistribute as much of our surplus as possible, whilst also encouraging our suppliers to do the same so it can be redistributed to feed people in need.

Food waste in the supply chain

We’ve been encouraging our suppliers to donate their edible surplus food in as many ways as we can. By speaking at supplier conferences, hosting sustainability webinars and producing a helpful guide to inform suppliers on how they can donate, we’re directing more food to FareShare.

One of our good news stories comes from a leading ice cream supplier, who reached out to us with an eagerness to work with FareShare. They have now started donating their surplus with 14.59 tonnes of ice cream donated so far, which has benefitted 511 charities and community groups.

Food waste in Asda stores

We don’t take waste lightly, so by the end of 2020, all of our Asda stores will be able to donate edible surplus food to local charities and community groups through FareShare Go. So far, 308 stores are donating their edible surplus food, which has equated to 567,229 meals for people in need.



Bensham Food Cooperative

Bensham Food Cooperative in Gateshead provides fresh fruit and vegetables, herbs and spices and a range of staples for any local person in need and makes regular collections from Asda Gateshead.

Ollie Batchelor, from Bensham Food Cooperative: **“Over the last year or so the number of people using the Food Co-op has increased significantly so we were delighted to get involved with the FareShare scheme enabling us to receive surplus food from Asda’s Gateshead store.”**

In the first couple of months we have received good quality, varied items which have helped us to continue to provide interesting, nutritious food for everyone who comes to us. Bensham Food Co-op is a partnership of three organisations, and we have many other people who contribute, so we know that working together enables us to do far more than we can do alone.

We welcome FareShare and ASDA as partners in helping us to continue to provide fresh food for those in need.”

Creating Sustainable Change

Our aim for this entire programme is for it to outlive the length of the actual donation itself, creating real long-term sustainable change. To do this, we're focusing on sharing our expertise with our partner charities, developing internal systems to improve charity infrastructure, saving local charities money so they can reinvest in to support services and evaluating our programme so we can learn, grow and develop the way we approach tackling poverty.

Sharing expertise

Providing opportunities for a number of teams across our business to share their expertise and get involved has not only helped our partner charities but it has also provided opportunities for our own colleagues to develop. We believe that as a three-way partnership,

we're demonstrating real shared value as we progress on this journey together and learn from each other. Over the last year, we have had some excellent examples of various teams coming forward to work on projects with the charities and it's truly making a difference.

Asda Academies

Asda currently provides development and training courses for all colleagues to help them be their best. The Asda people team believed that we could leverage this asset to the benefit of FareShare and the Trussell Trust.

A 12-week trial was carried out at Swanley Retail Academy where 56 colleagues from FareShare and the Trussell Trust attended various development modules. Our courses are bespoke and targeted so a selection of volunteers, management and senior leadership attended the sessions.

The feedback collated after the sessions proved the trial was a success. 37 of the 40 respondees either agreed or strongly agreed that they are confident they will be able to apply what they have learnt into their day job. Furthermore, 34 of the 40 agreed that they had increased their skills or knowledge on the subject by attending the module.

One attendee stated "I was impressed by the way the trainer managed to cater for a mix of learning styles. It shows that the sessions are suitable for all colleagues, not just Asda".

We aim to roll the academy training out nationally across the 17 Retail Academies in the UK to help the colleagues of FareShare and the Trussell Trust be at their best.

Procurement Savings

We are supporting FareShare in more ways than just providing funding. Our Asda procurement team have worked closely with the FareShare team to harness Asda's 'buying power' saving an estimated £47,800 through buying vital equipment such as fridges. The money saved will be re-invested in other priority areas enabling FareShare to distribute more food to charities and community groups. On top of making savings, the networks that have been created through this will enable FareShare to continue to leverage money-saving opportunities in the future as well.

Improving system infrastructure

Our donation is allowing FareShare to develop its CRM system, which is essential in bolstering the longevity and sustainability of the charity. By investing in crucial systems and infrastructure, we're future proofing FareShare to ensure it is here to help for as long as needed.

The new CRM system will support charity recruitment, retention and analysis. Integration of the CRM system and the food management system will allow FareShare to better manage food redistribution.

FareShare's new IT support will ensure FareShare can grow in the right way and is compliant with GDPR. The FHCC programme is investing £228,500 in FareShare's CRM system over three years and £120,000 into FareShare's IT support.



Charity savings

Charities save on average £7,900 a year by receiving food from FareShare. So far, 1,021 new charity and community groups have been recruited as a result of our funding and these groups have saved an estimated £672,154. These savings can be reinvested into other vital services such as housing advice and debt counselling which tackle the root causes of poverty and will help the service users out of the situation they are in.

FareShare pride themselves on working with charities and community groups that provide not only meals but social goodness and additional services to help those in need. Therefore, the savings that these charities make really make a difference because they can continue to do what they do best, providing a great service, without needing to worry about the food they serve as well.

Learning as we go

We believe that we have implemented our strategy as we said we would, continuing to focus on what will make a difference, but a key part of developing this partnership has been taking time to stop and think about what we've done and how we can improve. Our strategy is only worth implementing if it is tackling the actual problem at hand, so we've reminded ourselves to keep checking in on this.

The programme as a whole has adopted a test and learn approach. By taking early learnings on rolling out fresh food, making changes to budget timings and developing pilots to make sure we get things right first time, together we have created a dynamic and flexible programme which is able to respond to the needs of food banks, charities and community members in an agile and responsive way.





Volunteering

Both FareShare and the Trussell Trust are dependent on their army of volunteers who day in and day out do what they need to do to provide more meals and a service that helps people. To ensure that our partner charities can continue, we helped them to grow their volunteer force. In June 2018, Asda Community Champions hosted a volunteer drive in store to encourage customers to volunteer with FareShare and the Trussell Trust. They informed customers about the different roles available at both charities by handing out leaflets and talked about the benefits of volunteering – our Community Champions live and breathe volunteering themselves so they were certainly best placed to rally the help of others. 390 volunteers have now been recruited through Asda and are now regularly volunteering.

In addition to encouraging customers to volunteer their time at FareShare and the Trussell Trust, **Asda home office colleagues have volunteered 1,890 hours** at these charities since the programme launched.

Daniel Finney, merchandising analyst at Asda House spent a day volunteering at Leeds North and West Foodbank with his team:

“It took 10 of us for the full day, rolling our sleeves up in a very hot warehouse, to count all of the stock, to the shock of the food bank staff who simply thought we would not complete this in one day. They said that without our help it would have taken them over a week to complete this task, which would have impacted other vital tasks they had to complete to keep the food bank running. Overall, we loved the opportunity to do something good for the local area, whilst doing this as a team made it even better. We have given our contact details to the Trussell Trust and after such a positive experience, have discussed the possibility of volunteering again in the future and would encourage others to do the same.”



Reflection on our first year

Sadly, the existence of poverty in the UK cannot be denied. Food bank usage has increased at an alarming rate with 1.6million emergency food parcels handed out last year by food banks in the Trussell Trust's network*. Although poverty is not an issue that is going to be solved by Asda alone, as a retailer we know we have a role to play. Forming a partnership with FareShare and the Trussell Trust, two of the leading charities in this sector, has been instrumental in driving positive change.

People in the UK need help, and whilst we avoid the institutionalisation of food banks, we recognise that we are able to provide support. Therefore, we lent on the expertise and knowledge of FareShare and the Trussell Trust to understand what they really needed to make a difference. The charities advised that improving infrastructure would allow them to expand their reach, and increase the storage and distribution of fresh produce. This is a major step forward for the Trussell Trust's network which has relied almost entirely on ambient food until now. However, the programme did not just stop at aiming to alleviate the symptoms of hunger. Fight Hunger Create Change has taken a holistic approach, as it also tackles the root causes of poverty, reduces food waste and embraces a sustainable plan that will allow positive change to continue long into the future.

We are going to make a real difference by achieving the four main aims by the end of the programme, but this just scratches the surface of the potential of the partnership. We are incredibly excited about the future, and the possibility of seeing the landscape change thanks to the amalgamation of corporate and charity expertise. We are learning and evolving every day, but more importantly, we are creating a real shared value partnership with FareShare and the Trussell Trust which is fundamental to creating sustainable change and fighting hunger in the UK.

 **ASDA**
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