

# GROCERYAID AWARDS

The Awards are based on each company's contribution to three critical pillars: Awareness, Fundraising & Volunteering.

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



## AWARENESS

Help raise awareness of the charity so that all colleagues know about the support available to them.

- **Have an active HR/Comms Contact:** Have a key contact within your organisation who shares GroceryAid communications internally and regularly interacts with GroceryAid colleagues.
- **Promote the welfare services internally:** Actively communicate the GroceryAid welfare services within your organisation, ensuring colleagues know how to access them.
- **Take part in GroceryAid Day:** Help raise awareness by participating in GroceryAid Day, to ensure everyone in your company is aware of the support on offer.
- **Showcase your GroceryAid Award to the industry:** It's never too late, log onto the website, download your toolkit and share with the industry via LinkedIn, your email signature, on your website etc.

## FUNDRAISING

Attending events raises funds and can meet business CSR, networking and brand building objectives.

- **Support a central or regional event:** This includes all GroceryAid events; GroceryAid Ball, Golf Day, Clay Pigeon Shoot, Barcode Festival, Checkout Scotland, the Cycle challenges, Sporting Lunch, D&I in Grocery or regional and branch events.
- **Support a third-party event:** This includes all sponsored events; Co-Op Windermere Row, Waitrose Garden Party, Asda Tickled Pink Gala Ball, Sainsbury's Big Bash, President's Fundraising Committee Dinner and the Tesco Glitz Ball.
- **Run a fundraising activity for GroceryAid:** Let us know about any fundraising activity you have run, from bake sales to sponsored runs.
- **Make a donation:** This could be a monetary donation from fundraising activity, or a gift in kind such as a prize for an auction, a room for a meeting, or products for an event.

## VOLUNTEERING

Our volunteers are key contributors to the charity.

- **Be part of an Awareness Network or Fundraising Branch:** Be an active contributor to a GroceryAid Awareness Network or Fundraising Branch, helping to spread awareness and raise funds.
- **Be part of a committee or provide expertise to GroceryAid:** Be an active member of a GroceryAid committee, or share expertise which could be through the Diversity & Inclusion in Grocery programme.

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**GOLD**  
7 activities across 3 pillars

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**SILVER**  
5 activities across 2 or more pillars

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**BRONZE**  
4 activities across 2 or more pillars

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**RECOGNISED SUPPORTER**  
2 activities

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