



How to apply for an Asda Foundation
Grassroots Grant

How our Grassroots Grants work

Asda Foundation's Grassroots Grants programme is our broadest grant programme aimed to empower Community Champions and grassroots groups to apply for what's important in local communities. There are multiple application windows per calendar year; further details of these dates are communicated throughout the year.

Applications need to have the endorsement of an Asda Community Champion, who work out of Asda's largest stores* across the UK. They have a set budget made available to them to support a range of groups in their local community during each grant round. Asda Community Champions work for Asda and their time is gifted to Asda Foundation to support our grants process.

*Your nearest Asda store may be a smaller 'supermarket', Asda Living or Asda Express store; these stores do not have Community Champions and so you may need to look a bit further afield to find your nearest Community Champion.

During the application process, you will either hear from your Community Champion or directly from Asda Foundation. We believe this gives you the best experience when applying for funding.



Below is a snapshot of our grassroots grants process, followed by a step-by-step guide from start to finish:

Step 1: First contact

You might have found out about our grants in one of a few ways. Asda Community Champions will share details about our grant programmes among local community groups that they work with; Asda Foundation will also advertise any funding opportunities through our social media channels and website. Or maybe you have heard about our grants on the grapevine – local support networks, newsletters, etc – and are interested in learning more.

The first step in our application process is to touch base with your local Asda Community Champion, and you can find your nearest Champion by using the Store Locator tool on the Asda website:

<https://storelocator.asda.com/>

Step 2: Plan your application

Once you've spoken to your local Asda Community Champion, you can discuss the grant options that are available and see which one would be a best fit for your group and the activities it runs. We would also encourage you to read the guidance documents that we have created for groups who want to apply for one of our grants: <https://www.asdafoundation.org/how-to-apply>.

Asda Community Champions have a set budget for each grant round, which determines how much funding can be allocated through their store (and therefore how many groups can be supported). They are also encouraged to support a wide range of groups, meeting different needs and tackling different issues within their local communities. This may factor into any discussion that you have with them, and if they are unable to support your group with an application at that moment in time, they will discuss other avenues of support. In addition to Asda Foundation grants, Asda also fund their own activities as part of their community programme.

Step 3: Apply for a grant

Once you have discussed your options with your Community Champion, they will send you an application form. Fill this in and send the completed application back to your Community Champion, along with all the required supporting documents (e.g., bank statement, signed constitution, safeguarding policy).

Your Community Champion will support you with any questions you might have about completing the application form, including whether there are any parts of your funding request which might fail to meet our criteria.

Step 4: Asda Community Champion submits grant to Asda Foundation

Once the Community Champion has reviewed your application, checked that all the required documents have been included, and discussed the application with their Store Manager, they will complete their section of the application form and formally submit your grant and supporting documents to Asda Foundation.

Asda Foundation will send the Community Champion an email confirming that the application has been received. Asda Foundation only accepts submissions that have come from a Community Champion (with their section completed) and is unable to accept applications which are sent directly from groups.

There is no action required of you for this stage of the process.

Step 5: Asda Foundation review

Asda Foundation's aim is to process an application within 6 weeks of the date that it is submitted by the Community Champion. Sometimes it will take less time than this (especially if the application has been submitted with no missing information, or we have no questions or concerns relating to the funding request), but at peak times it might take longer.

Asda Foundation does not use a panel review process; instead we review applications based on the date they are submitted. This ensures we are able to process applications and deliver funding to groups as quickly as possible.

Our team has a strong working relationship with Asda Community Champions, and we work with them to ensure that our grants meet the needs of local communities. An Asda Foundation Regional Coordinator will review your group's application; this involves appraising whether the basis of the application fits Asda Foundation's aims and the grant programme's criteria, ensuring that each section of the application form has been completed, all supporting documents have been included* and conducting background checks (due diligence) on your group.

*All applications must be accompanied by the following: a recent redacted bank statement (to ensure we pay the right group); signed governing documents, for example a constitution or articles of association (so we can confirm your group's status as a non-profit organisation); your group's safeguarding policy (to ensure safeguarding principles are being followed); and an email containing a digital signature declaration (if the application form has not been filled in and signed by hand).

If there are any queries about the application, Asda Foundation or your Asda Community Champion will be in touch. If part of the funding request is deemed to fall outside of our grant criteria, Asda Foundation may decide to award part (but not all) of the amount your group had initially requested; in this case you will be notified ahead of payment being made.

Step 6: Asda Foundation decision

Once the application has been reviewed (with any queries answered and/or amendments to the final grant made) it is either approved or marked as unsuccessful. If the application has been unsuccessful, this will be communicated by email to the Community Champion along with some feedback as to the reasons why this decision has been made; your Community Champion will then pass this news on to you and offer further advice about ways of working together in the future.

If the application is ready for final approval, it is reviewed by Asda Foundation management and trustees. This is the final ratification that the application is approved and can proceed to payment.

Step 7: Payment and notification

Following approval, payment is made by cheque, and Community Champions are notified so they can be the ones to deliver the good news to your group! Groups should hear from their Asda Community Champion about the outcome of their application, and you will be notified by Asda Foundation when your cheque is in the post (sent to the address provided on the application form).

Step 8: Sharing stories

Asda Foundation love to share the great work that local community groups do with the help of our funding, by sharing photos and stories on our social media channels and website. We welcome any photos and stories that you are willing to share with us, and we also encourage Asda Community Champions to visit any groups and projects that they have helped to fund.