



Christmas Giving Customer Guide

The Asda Foundation

The Asda Foundation aims to transform communities and improve lives for people living locally to Asda stores. Whether it is supporting charities, local good causes, or activities that bring people together. With a focus on local giving to ensure grant funding goes to those who need it most, we support smaller community groups and charities that are making a big difference. Asda's Community Champions work directly with local groups, linked closely to Asda's stores.

Our Christmas Giving

This year, the Asda Foundation's Christmas Giving will award six groups per store £300 each. We will be awarding this money to charities as part of our Christmas activity to celebrate and thank them for their commitment to their community throughout 2020.

Customers are invited, throughout September, to nominate a charity close to their heart which has gone above and beyond in making sure nobody has been on their own throughout the pandemic.

This activity will replace our usual Quarter 3 and Quarter 4 for 2020 Green Token Giving activity, ensuring we continue to support as many small grass roots organisations as possible. We will not be conducting a customer vote with the use of green tokens to ensure the safety of our customers is maintained.

Nomination Criteria (Please Read)

- Must be a group local to store, who are close to people's hearts.
- Must be a Non-Profit organisation.
- The group has been a local community hero throughout the C-19 pandemic.
- The group must have made a positive impact in one of the following ways:
 - a) - reduced isolation.
 - b) - reduced poverty.
 - c) - delivered essential items to vulnerable people.
 - d) - have been a community lifeline.

The group must have their own bank account – we cannot pay individuals.

How To Nominate

- To nominate your favourite charity or group, you must complete a Nominate a Cause Form which can be found on the Community Board in your store or available to download and print on the Asda Foundation website www.asdafoundation.org. Once you have completed all the required fields on the form, take it to the Customer Services desk where these will then be passed to the Community Champion. Alternatively, complete the form electronically and send to your local Community Champion via their email address which is outlined on <https://storelocator.asda.com/>.
- The good causes chosen for funding shall be selected by colleagues in the store. Groups will be contacted once due diligence procedures have been completed by the Asda Foundation.

Nominations are open from 1st September until 30th September 2020.