

# Impact Report

March 2020 – March 2021

Building Stronger, Healthier Communities





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# Introduction

**This report reflects the year from March 2020 to March 2021.**

A year like no other.



**Introduction by Tracy Lynch,**  
Head of Greggs Foundation

**The Foundation has been supporting its local communities for over 30 years to build stronger, healthier communities... little did we know as we entered 2020 how much they would need our help.**

Supporting our local communities has always been at the heart of our approach and the pandemic made this more evident than ever before.

The team, the board of trustees, our loyal partners including Greggs and its people, stepped up when things got tough, pulling out all the stops to help struggling families, confirming that people still want to help.

There were many firsts during this year and many of those changes, although forced upon us, have put us in a place to continue to grow and will enable us to deliver more support going forward.

From taking an income from our investment, despite it reducing in value, to applying for government funding, we made sure we worked as hard as our network of organisations were, increasing the number of grants given fivefold compared to the previous year to support those most vulnerable.

I have never been more overwhelmed by the need but also by the offers of support and the effort from our dedicated Foundation team to help achieve our three key focus areas:

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**Addressing poverty and inequality**

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**Putting food at the heart of the community**

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**Working with local organisations to make the biggest impact**

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# Executive Summary

## Who we supported...



## Supporting vulnerable families.



24,500  
food and care  
packages



2,248  
food vouchers



1,269  
clothing vouchers



847  
cookers



848  
washing machines

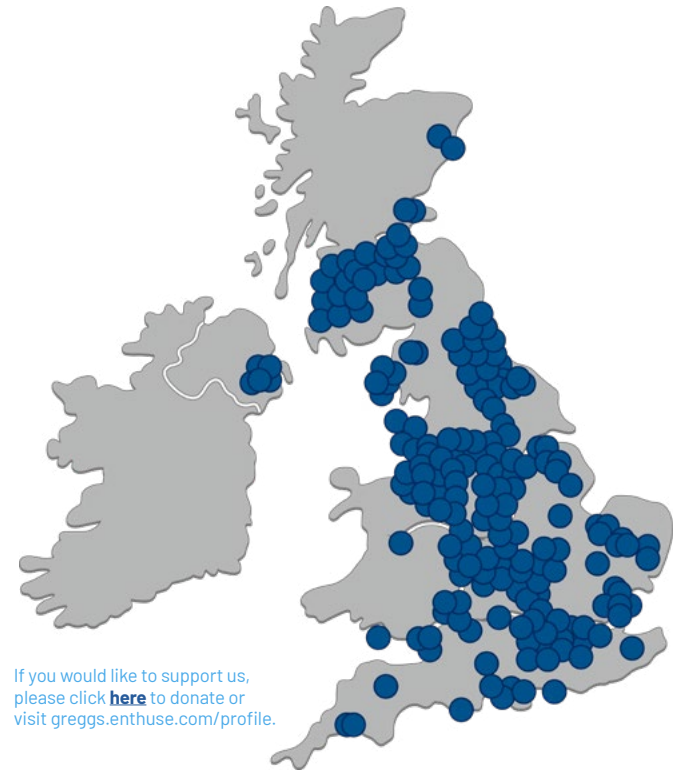


692  
fridge-freezers

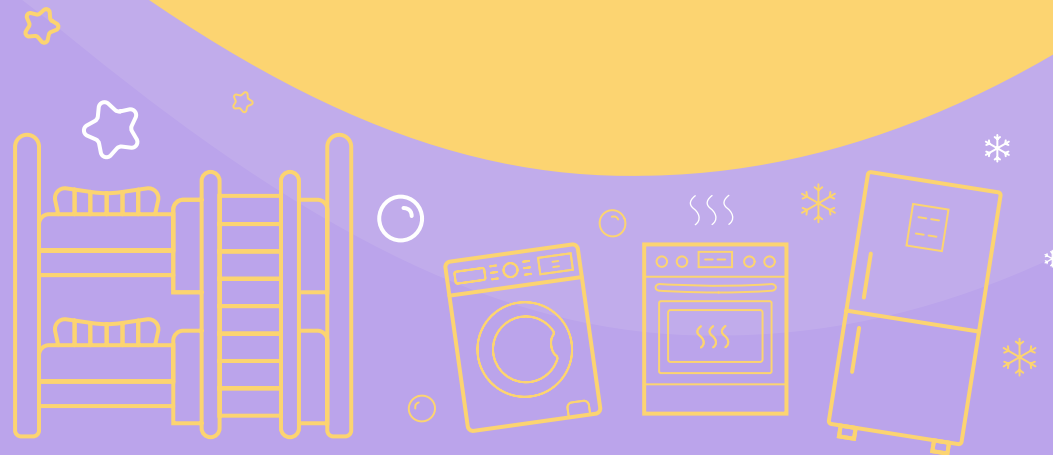


600  
beds

## Where we supported...



If you would like to support us,  
please click [here](#) to donate or  
visit [greggs.enthuse.com/profile](https://greggs.enthuse.com/profile).



## Food and Care Parcels

As the first national lockdown approached, we gave all of our Breakfast Club schools the opportunity to receive funding to help provide food parcels to send home to their most vulnerable families before the schools closed their doors in March.

Within a matter of days, the Foundation team had assessed and processed funding for over 450 schools. We worked with the schools and their families throughout the lockdown, helping to support the most vulnerable children.

Over the following 12 months, we continued to support families and children through our network of 600 Breakfast Club schools with funding of **£683,000 which supported families with over 24,500 much needed food and care parcels.** 23,275 of these parcels helped to improve nutrition for those families while the remainder helped to improve mood, to encourage exercise or to reduce isolation.

Greggs Foundation Report 20/21

## Shopping Platform

We needed to think differently – how to maintain links with vulnerable families as schools saw less of those families and other charities were forced to close their doors.

Setting up a shopping platform to enable us to distribute vouchers for food and clothing was a key decision taken promptly.

Over 12 months we supported people with **3,517 food and clothing vouchers totaling £348,000** through our network of Breakfast club schools, charities and other support organisations improving nutrition for 2,248 families and reducing stigma through providing new clothes for 1,269 families.

## Small Grants Emergency Covid Response

Many communities were trying to support each other, and we have always celebrated this way of working. And so we ensured small grants

were made available to help people get food and essential items to those isolated and unable to shop for themselves.

In those first few weeks we supported **221 organisations with grants of between £200 and £1,000 totaling £113,000.** The majority of these organisations were providing emergency food support, improving nutrition for their communities while also providing advice and support helping to reduce the social isolation felt by so many at that time.

## Recovery Fund

As we approached the summer and our initial response of providing emergency support was in place, we looked forward to how we could support the recovery of organisations we had funded previously. This was offered in core funding support and provided nationally.

Organisations were able to apply for an immediate grant of up to £15,000 to help them keep their doors open at a time when they were most needed by the communities they serve, but their normal income streams had dried up.

We improved the sustainability of **59 organisations with core funding of between £10,000 and £15,000 with grants totaling £626,000.**

## Hardship Programme

The pandemic stretched many families to their limits. We did all we could to support struggling families through our hardship grant programme, extending access via the Breakfast Club schools. These grants provided families with essential white goods, beds or bedding, supermarket vouchers or clothing vouchers.

- **Reduced stigma for 848 families by providing washing machines for those families.**
- **Improved nutrition for 1,539 families by providing 692 fridge-freezers and 847 cookers.**
- **Improved the home environment for 600 families by providing beds for those families.**

# Our Amazing Partners

We are lucky to work with over 100 partners and funders who have been a huge support to us throughout the years so it was no surprise that as we tried to do more, our wonderful partners came on the journey with us.

The Breakfast Club programme is supported by over 100 businesses and individuals all with the same values and shared passion to make a difference.

Some fund their local primary school to provide the children with a free healthy breakfast every morning, while others fund many schools and add additional funding to help support the other programmes that we offer schools.

That could be from small hardship grants to support families, through to larger grants to fund holiday programmes. Large or small donations, they all help and make it a great community of like-minded people working together to do more.



# A Year in Review Food Parcels

Helping to improve nutrition,  
reduce isolation and encourage exercise.

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**Over 24,500**

Parcels given  
to vulnerable families

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**532**

Schools Supported

---

**£683,000**

Distributed over national lockdowns  
and school holidays

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Food is a basic need and yet for so many families it has to be seen as a luxury when finances get tight. This is the case for over 4.6 million people in the UK on any given day.

Then the pandemic hit and lockdowns forced people's incomes, already low, to reduce or stop completely. Alongside that, families were stuck at

home, free school meals and Breakfast Clubs had gone and access to food became even tighter.

In March and April 2020, we found our supermarkets stripped bare and for us, our constant partner Greggs, closed its doors so even our regular donations of food to local community organisations had gone too.



From making the decision on Monday March 16th to offer each school a £500 grant to help make food parcels up for their most vulnerable families, assessing those applications and then getting the funding to those schools, took us just four days.

**And like so many others the Foundation team during that time were packing up and settling in to home working, which brought its own challenges.**

It would have been easy to say as Greggs temporarily closed its doors we should too, but we have worked too long with our network of schools and charities to know that it was not the time to shy away, in fact we needed to do more.

# Case Study



**Both parents work within the entertainment industry and were furloughed in March 2020, Dad was told that the theatre had closed and there was no job for him in August 2020. Mum was on a zero-hour contract with no work available to her.**

They were struggling to provide the basics for their children, food, heating, and clothing. The eldest child told us that some days there were only a couple of slices of bread in the home and they were often hungry.

These food parcels have made a great difference to their lives, providing sustenance for all the family.

The stress felt by the parents has been reduced greatly, as they did not have to worry as much about feeding or the wellbeing of their children.

Dad said that he was astounded by the generosity and support they were offered; it was such a surprise, and they are all so grateful. This support has helped them to survive.





# A Year in Review Shopping Platform

Helping to improve nutrition and reduce stigma.

**3,517**

Vouchers

**36%**

Clothes vouchers

**64%**

Food vouchers

**£348,000**

Awarded in grants

**2,248**

Families benefitted through food vouchers to help improve nutrition

**1,269**

Families were providing new clothes to reduce stigma

**To continue to support families when some schools and organisations had closed their doors while still trying to support their communities we needed to find a mechanism to help quickly.**

We set up a shopping voucher platform which would enable us to get e-vouchers to mobile phones as a quick response to help. We used this platform to support children and families at our Breakfast Clubs, registered charities, and others that we work with.



# Case Studies



**The children were often late due to not being able to find appropriate footwear or socks to come to school.**

With four young children close in age, Mum reported pairs of shoes would often go missing! Night time was difficult as the twins shared a bottom double bunk bed but as the mattress was broken-this wasn't an inviting place for the children to rest.

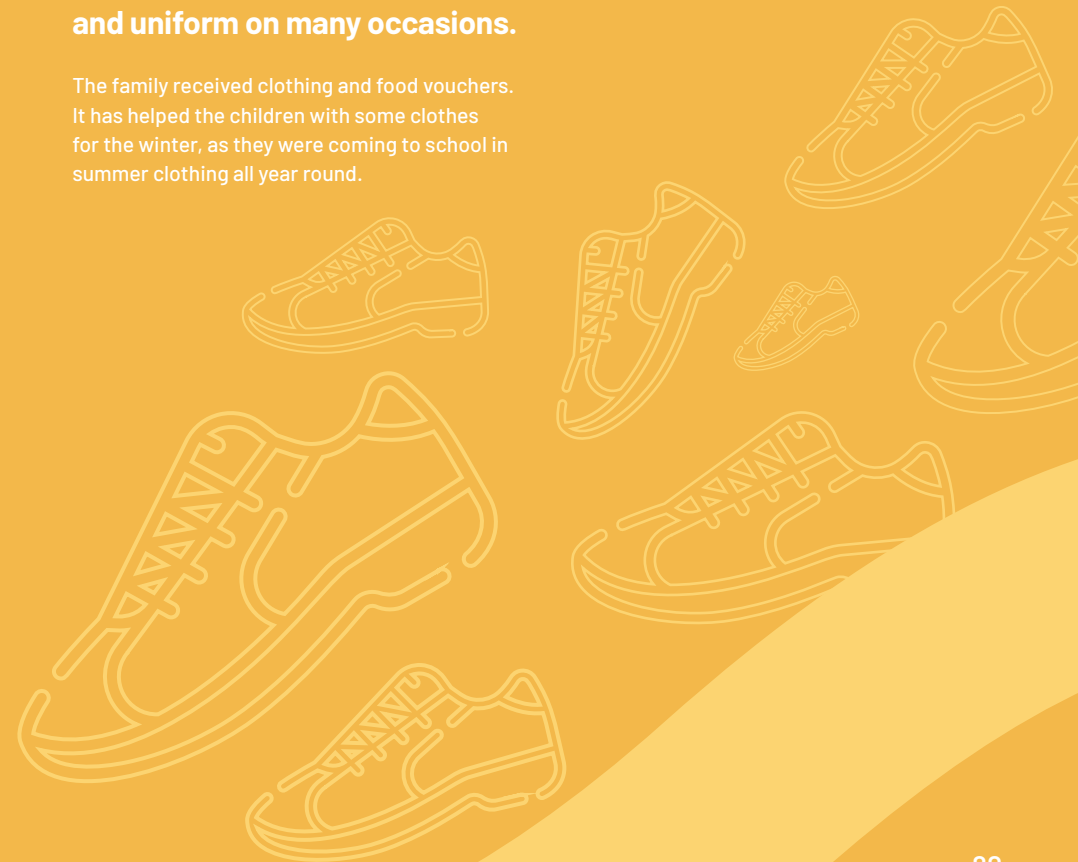
The family received clothing vouchers and a new double mattress. This made a huge difference to the family and ensured the children had appropriate footwear. As their shoes were new, the children started taking more care of them. The twins now have a comfortable, appropriate mattress to sleep on and so bedtimes are easier.

This grant has been one of the most positive things we have come across and we have been able to support our most vulnerable families in these most difficult times.

**The family is struggling financially. Dad had lost his job due to Covid. The children often come to school unkempt and are always hungry. School have provided them with breakfast and uniform on many occasions.**

The family received clothing and food vouchers. It has helped the children with some clothes for the winter, as they were coming to school in summer clothing all year round.

We have a lot of vulnerable families and it is often difficult to be able to meet all of their needs. These grants really help the school to support these vulnerable families especially during the pandemic. It allows us to be able to help make a difference in their lives.



# A Year in Review Small Grants

Helping to improve nutrition for communities and to reduce isolation

**221**

**Organisations supported with project funding**

**£200 - £1,000**

**Value range of grants**

**£200 - £1,000**

**Grants awarded**

We have a long history of providing small grants to local community organisations and in April 2020 we opened up a new grants programme to build on this history.



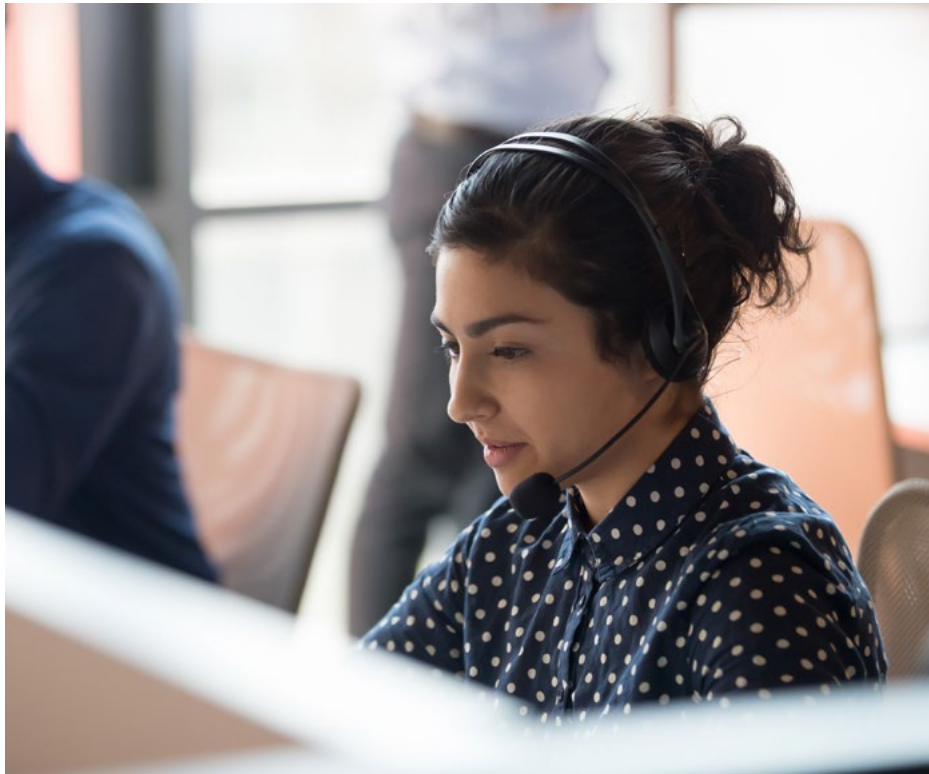
Organisations could apply for a small grant, the average was £500 to help support their neighbours.

For years society has recognised that being isolated can have a significant impact on people's mental health and wellbeing – and now we were encouraged to stay indoors. In many cases social interaction was only with those in your household.

Whether our funding was used to help buy petrol to enable shopping to be delivered, or to help charities set people up to have online interaction, we were keen to support.



# Case Study



**The Vine Centre works with adults who are socially isolated, unemployed, homeless or poorly housed, experiencing mental health issues, addiction or learning difficulties.**

**We provide opportunities for these individuals to learn, grow and empower them to move towards independence and improve their quality of life.**



This grant helped to support our Covid-19 Community Support Response. Over the course of the 2020/2021 year, we supported around 770 individuals. We took 7,477 calls, delivered 2,133 intensive support sessions, delivered 10,053 meals and 4,011 care packages.

Our phone lines were open for general support, a friendly person to talk to, access to care packages - including fresh food, frozen homemade meals and basic essentials, or referrals to our more intensive support services should they be required.

These services included support for mental health, addiction, anger management. In some high-need cases, our support workers went out to visit especially isolated members of the community and provided their support at a safe distance to lower this risk of Covid-19.

We helped to reduce mental health crises, support individuals into fast fill employment, provided food to those experiencing poverty and company for those who were socially isolated.

# A Year in Review

## Recovery Fund

Helping to improve sustainability of local community organisations

**59**

**Organisations supported with core funding**

**£10,000 - £15,000**

**Value range of grants given**

**£626,000**

**Awarded in grants**

**Following the initial shock and panic of the lockdown, we could see that many charities that we had long standing relationships with would struggle financially.**

Many charities had to close their doors and were unable to deliver a service, others had looked at how they could continue offering communities a support system, but had to think about doing this differently.

We wanted to help those organisations bridge some of the gaps they were finding in their fundraising to help sustain them.

These organisations were offered a grant of £10,000 to £15,000 to support core funding. One of our better days was spent ringing these organisations to let them know we wanted to help!



# Case Study



Stripecy Stork collect new and pre-loved items for babies and children and distribute them to families in need in the Surrey area. They collect donations of baby items and then recycle clothes, bedding, cots, prams, highchairs and other baby essentials by cleaning and repairing them and making sure they meet safety standards.

They receive requests from health visitors, family centres, social workers, GPs and other agencies on behalf of families experiencing hardship.

Stripecy Stork received £10,000 from The Greggs Foundation which enabled them to meet the increase in demand as they saw requests for help increase by over 40%. The grant helped them to increase the hours of their Referrals Co-ordinator and the Volunteer Co-ordinator and to fill the funding gap left when fundraising events came to an end.

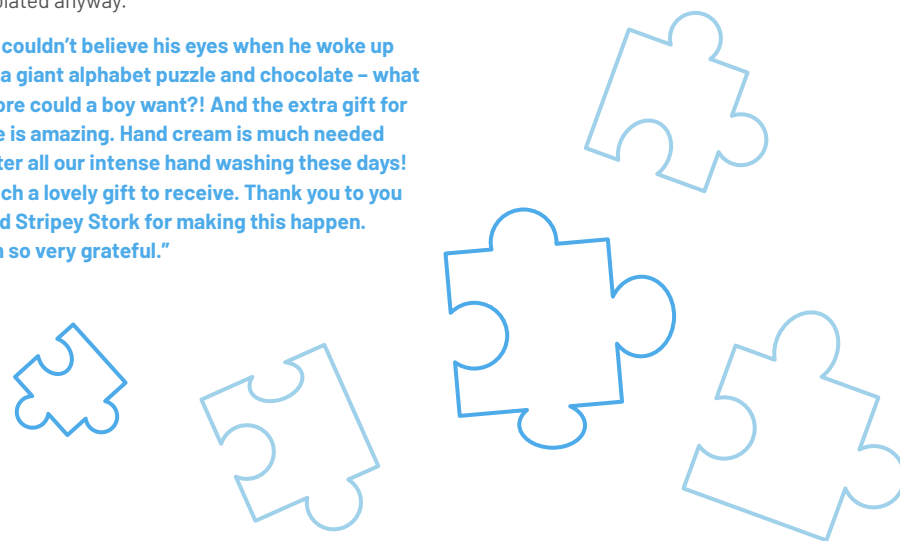
**"Lockdown is relentless, the days are long for both parents and children. Many families are experiencing financial difficulties as a result of lockdown, adding to the already challenging situation of caring for a child who needs extra support. These children usually thrive on routine so are finding the disruption especially hard to deal with."**



One family being helped have a 3.5 year old boy with autism, a new baby and an older child who is in school. From a young age the boy struggled to communicate and he didn't understand when mum needed to tend to the baby. There is no local family support and the practicalities of getting three children out of the house (before lockdown) meant that mum was feeling quite isolated anyway.

**"R couldn't believe his eyes when he woke up to a giant alphabet puzzle and chocolate – what more could a boy want?! And the extra gift for me is amazing. Hand cream is much needed after all our intense hand washing these days! Such a lovely gift to receive. Thank you to you and Stripecy Stork for making this happen. I'm so very grateful."**

The activities have offered parents a lifeline – something to break up the monotony and to give parents resources so that they can keep supporting their child's development through lockdown. It also gives them the opportunity to stay connected with their children through playing and reading with them.



# A Year in Review

## Hardship Programme

**The hardship programme is here to help families when they are already stretched to their limit and an emergency happens, like a cooker breaking or if a bed needs replacing.**

We have been running a hardship programme in North East England for over 30 years now and over the last few years we have been extending it nationally to pay for things that we would want all children to have but their parent or carers cannot afford.

The programme is managed weekly so no one waits long and items are either delivered directly to an individual's home or vouchers via their phone just like everyone else, so no stigma.

The Foundation's reputation for managing hardship grant programmes attracted additional funding from other partners, including:

- £100,000 from the Barclays 100x100 UK COVID-19 Community Relief Programme
- £1 million from the Department of Digital, Culture, Media and Sport's (DCMS) Community Match Challenge
- £40,000 from the Community Foundation of Tyne and Wear's National Emergency Trust
- DCMS Big Night In Match Fund
- Additional funding from a number of other Trusts and Foundations who have supported us over the years

The Foundation's trustees also drew on the Foundation's investment adding £1 million matched funding to boost support for families and individuals in hardship at this critical time.

## Helping to improve peoples lives

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**848**

**Washing machines helping to reduce stigma**

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**692**

**Fridge-freezers improving nutrition**

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**847**

**Cookers improving nutrition**

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**600**

**Beds improving the home environment**

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**£678,000**

**Awarded in grants**

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# Case Study

## White Goods

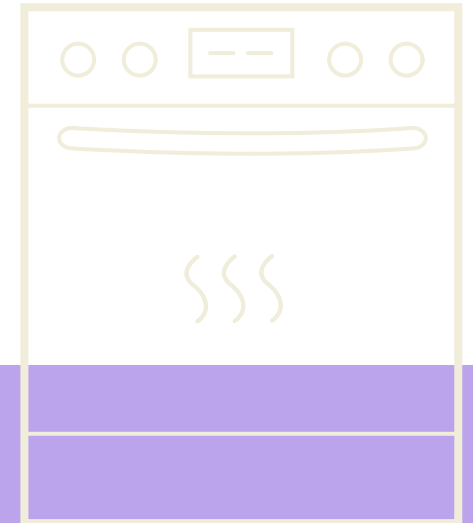


**This family had extremely poor living conditions. No cooker or washing machine. A fridge but no freezer. No beds, only mattresses. Most rooms had no carpet. Two children lived in these conditions.**

They received a new cooker and were helped to access other support. A cooker has meant home cooked meals which in turn means the family are no longer relying on takeaways, eating more healthily and saving money. Regular home cooked meals has also meant the family have sat together daily for family meals.

This routine and family time has been particularly beneficial for the youngest child. Home life for this family has been transformed. They now feel they have a home and not merely somewhere to sleep.

The children are thriving. There are clear improvements in the children's presentation, self-esteem, mental health and wellbeing. The impact on them has been amazing!





# Case Study Beds

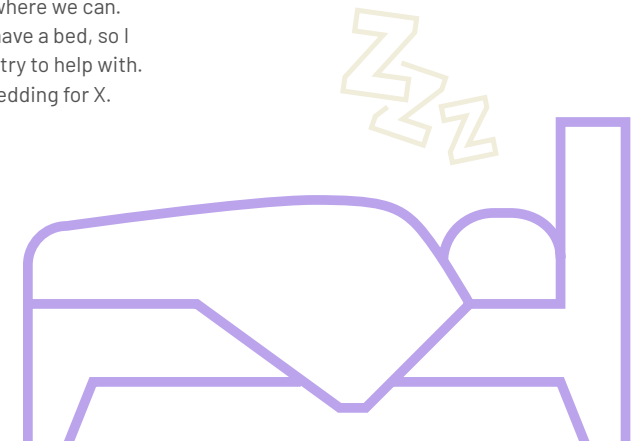


**T is a single mum to three children and they are one of the schools most disadvantaged families. The children have Special Educational Needs and health issues.**

T tries her best and we help her where we can. She told me the daughter didn't have a bed, so I knew this was something I could try to help with. They received a single bed and bedding for X.

The bed has made a huge difference. X now has somewhere to sleep and a bedroom that feels like a proper little girl's room. She is able to have a good night's sleep, meaning that she is rested and ready to learn the following day.

The bed has taken significant financial pressures off T knowing it is one less thing to have to worry about at this already stressful time.



# Conclusion

**The pandemic forced us to make changes quickly to help support those already struggling and others who were facing new challenges they may not have experienced before.**

The year we have lived through, hit those in poverty harder and put many more families who were just coping into poverty. Our programmes don't solve those deep-rooted problems but for many children and families our help will have relieved some of the stress at a critical moment.

Making small grants can have a much wider impact than just the initial grant given. We have seen stronger relationships build between

families and schools, enabling schools to work with other agencies to help make real change to families' circumstances and ultimately improve children's life chances.

The ability to award £3.4million via our hardship and other programmes described here along with our normal grant giving and funding for breakfast clubs has not only helped so many families during this time but has also raised awareness of what the Greggs Foundation stands for **BUILDING STRONGER, HEALTHIER COMMUNITIES.**

If you would like to more know more about us, please visit our website at [www.greggsfoundation.org.uk](http://www.greggsfoundation.org.uk).

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