



Supporting Those in Need During Difficult Times

Some examples of how Retailers and Manufacturers are supporting the most vulnerable in the UK During Covid-19

Colgate-Palmolive

Colgate Supported the World Health Organization (WHO) [#SafeHands Effort](#) to help stop the spread of COVID-19.

Coop

The Co-op Group started a [gift card scheme](#) to help schools across the UK to provide free meals to eligible pupils.

Danone

Danone has contributed a £1.6m package of support for communities in the UK during the Covid-19 crisis.

- As one of the founding members of the [Neighbourly Community Fund](#) they helped facilitate grants to over 2,250 community organisations in need, such as food redistribution charities, community centres and homeless shelters.
- Danone directly supported food banks and redistribution charities, such as Fare Share, Neighbourly and Bankuet, with donations of 200,000+ yoghurts, 20,000 drinks and 125,000 baby food products.
- To support and recognise frontline NHS heroes Danone provided 100,000 yogurts and 30,000 drinks to NHS settings
- Danone also made donations to national charities such as Grocery Aid, to help unemployed grocery and food industry workers, and the British Red Cross, who are supporting the NHS and vulnerable people in our communities.

Through the crisis Danone has continued to offer [Eat like a Champ](#).



- An on-line healthy eating programme, aimed at 9-10-year olds, encouraging healthy eating and hydration.
- Since its launch in 2010 the programme has reached over half a million children with a recent independent evaluation uncovering an increase intake of healthy foods and a decrease in deemed ‘unhealthy foods’ amongst participating children.

Ferrero

Ferrero has lent testing equipment from their factory to be deployed in the NHS covid-19 test centre in Milton Keynes. They have also provided products for vulnerable families via food banks and FareShare, and computers for children in a local school. Their Joy of Moving CSR project, which is usually run in schools, has launched a [freely accessible resource hub](#) so that its simple and fun games can help children and their families stay active during the school closure.

Johnson & Johnson

[Johnson & Johnson](#) have also been working with government and health authorities to support people during this global public health crisis. They have focused their donation efforts on healthcare workers on the front lines, and registered charities supporting society’s most vulnerable. Donations include over 376,000 products to healthcare professionals across the UK, supporting the local community by engaging with hospitals and organisations committed to improving mental health and wellbeing in South London.

Marks & Spencer’s

Marks & Spencer’s shared fun ideas to help kids eat more fruit and veg:

- [‘Eat the rainbow’](#)
- [Healthy Kids Lunches](#)
- [Kids’ Lunch Planner](#)

Nestlé

UK&I examples of how we are supporting the NHS, frontline service and vulnerable people and families at the current time.



- Nestlé UK&I is donating over £4m worth of products ranging from water and cereals to coffee and confectionery to key frontline services as well as to foodbanks through Fareshare and numerous smaller charities and organisations looking after the most vulnerable at this time.
- Nestlé UK&I has partnered with the British and Irish Red Cross to deliver emergency care into communities donating over £200,000. This forms part of the global partnership between Nestlé and The Federation of Red Cross and Red Crescent Societies to help deliver support to those who need it most. Nestlé is also matching the donations of individual employees to the Red Cross on a 1:1 basis.
- As well as this partnership, Nestlé has pledged 1 million CHF (Swiss Francs) to the Coalition of Epidemic Preparedness Innovation (CEPI) who are helping the development of a global vaccine for Covid-19.
- Nestlé UK&I is also responding to specific local needs and has donated tablets to ICUs in York and near Gatwick to help critically ill patients connect with their loved ones, and our Product Technology Centre in York has helped build visers for frontline care services.
- Nestlé's Purina is also supporting their pet partner charities with financial help donating £170,000 for pet charities in the UK & Ireland. The donations will help these charities when they have had to temporarily close their doors, but the animals still need the ongoing care, all without their usual forms of income. Two million meals have also been donated across Europe from Purina.

PepsiCo

PepsiCo donated £1 million to the [Trussell Trust](#), an organisation which supports a nationwide network of food banks in the UK. They are also providing free products to healthcare workers and have donated one million free Juice, Snacks and Porridge portions to the NHS across 50 key sites.

Sainsbury's



To inspire customers to try [healthier recipes](#), Sainsbury's posted recipe ideas and meal plans on healthier lunches, lunch ideas for kids and low-calorie recipes online. Sainsbury's also launched a [30-day dish challenge](#) on social media to encourage customers to cook something new every day, including creating recipes using leftovers, store cupboard ingredients and a colourful creation recipe.

Together with its customers, colleagues and partners, Sainsbury's raised a grand total of over £4.1 million through a joint appeal with Comic Relief.

Sainsbury's has also invested in a number of initiatives to help those most in need in the local community, including a £3m donation to FareShare and donating vital storage infrastructure to Company Shop Group.

Tesco

- Tesco delivered a £30m package of support for Communities for the immediate 12-week period of Covid-19
 - On top of their regular donation of £3million of food every month, through the Community Food Connection scheme and distribution centres, Tesco provided £15million of food (ambient and fresh) to FareShare and the Trussell Trust over the first 12 weeks of lock down. In addition, Tesco donated £1m between the two organisations to support their continuing operations
 - £2m of funding from Tesco's Bags of Help community donation scheme was directed to charities that are helping the most vulnerable
 - Building on Tesco's existing partnership with the British Red Cross, they donated £2m to help with the extra costs helping support people in need
 - Tesco stores also have access to over £1m of funding to support causes in their local neighbourhood
- Tesco partnered with [Bite Back 2030](#) and has closely worked with [Guy's and St Thomas' Charity](#) and [Behavioural Insight Team](#) to support the 'Free School Meal' scheme. They are supporting families to put together simple, nutritious lunches for their children (within the £15 of the free school meals voucher) by sharing content on Tesco Real Food and Instagram stories. Tesco also introduced a [Colour as You Eat](#) vegetable tracker in the May edition of the Tesco Magazine, a fun way to get families involved in enjoying more vegetables.