



# STEP-BY-STEP

## SUPERMARKET COLLECTIONS

Collecting at supermarkets is one of the easiest ways to raise significant amounts of money but they are often difficult to book. Most supermarkets only offer one or two days a year for each charity to collect. It is important to remember there are lots of other places that can be good to hold bucket collections too:

- Shopping Centres and high streets - you will need to apply for a charity collection permit from the local council as well as obtain permission from the shopping centre.
- Busy train stations - great for early morning and evening rush hour collections - you will need to apply to the train operating company that manages the station (you can find out who manages it by searching for the station on [www.nationalrail.co.uk](http://www.nationalrail.co.uk))
- Sporting stadiums - these are harder to get in to but very worth the effort, apply directly to the venue by giving them a call, the person who organises these things usually sits within the events or marketing team.

### After collecting

After collecting you will need to send a return form or thank you letter and certificate - this varies depending on the collection venue. For street collections the council who issued you with a permit will need a return to be sent them saying how much was raised within a month of the collection - this often needs to be signed by an accountant.

### Choosing a date for collections

When booking a collection try to think about other significant dates that could help or hinder the collection.

- Other charity awareness days - Marie Curie for the month of March, Red Nose Day/Sport Relief March/April, Poppy Appeal in November, Children in need in November
- National holidays - Easter, Mothers day, Fathers Day, School Holidays, Bank holidays, Christmas
- Significant date - Black Friday, Cyber Monday

### A guide to supermarket fundraising

To help guide the way to booking supermarket collections, the community team did some research to find out relevant details and booking processes etc. However,

it turns out that some supermarkets offer a lot more than just the opportunity to undertake charity collections.

Did you know that supermarkets give millions of pounds each year in support of local causes?

Each supermarket operates slightly differently and this simple guide will help you understand all of their different schemes. Some of these supermarkets only exist in certain geographical areas so not all of the information included will be relevant to everyone, so find the stores that suit you. Some supermarkets have very specific times of year as to when you can apply; others are more flexible, so you can start making your applications straight away!

### **Hints and tips**

**Local, Local, Local!!** Most supermarkets will have a national charity partner already but their stores have the opportunity to support their local charities. The key to getting their support for these schemes is about showing as clearly as possible how their money will directly benefit the local community and the impact you have locally.

Give examples. Where possible try and include examples of the sorts of things their money can fund, if you are able to get a local case studies of animals. The store will want to see that their contribution can make a difference so try and give examples of how various amounts of money have been spent locally.

Ask your supporters for help. With some of these schemes it really is a numbers game, so whether its asking your local networks to submit nominations or to vote with tokens, share your plans and ask them to get involved. If you use social networking sites such as Facebook or Twitter then ask your followers to spread the word.

### **The supermarkets**

#### **Asda**

If you want to arrange a collection in store then the Community Life Champions are the people to speak to. The best way is to give the store a call and ask to speak to the community champion, they may give you an email address or put you straight through. To organise a collection they usually need you to fill in a booking form which they will send to you, you may also need to send a letter requesting a specific date. Some Community champions are also on Twitter! They are often also looking for volunteering opportunities so bear them in mind when you are searching for volunteers.

Asda also run a campaign which they call [Green Token Giving](#). You can apply to be considered as a local charity either online or by enquiring in-store. The donations tend to be from £50 to £300, based on a token scheme.

To apply online visit the website and enter your postcode where the box pops up with this option or by clicking on the store locator option. This will take you to

your local page. If you have more than one Asda in your geographical area these should pop up as options of nearby stores.

Once on your local page, look for the Green token scheme logo and underneath there will be a button to 'nominate'. This will take you through to a form which asks for your name, email address, telephone number, the name of the cause and why you wish to nominate it. This is not a big form so your nomination need only be brief.

Many stores now have a Community Champion, to work one day a week with community groups and local organisations. They will arrange events in store and inspire colleagues and customers to get involved in local community work.

### **Waitrose**

Some Waitrose stores offer collections, others don't. It is always worth asking your local stores if you would be allowed to collect - most stores will require a letter asking for specific dates.

Waitrose also have a scheme called [Community Matters](#); £1000 (or £500 if a convenience store) will be split between 3 local causes. To apply to the scheme you need to visit the store and ask for a leaflet. This is something volunteers may be able to help with. The same scheme also operates for John Lewis (owned by Waitrose). You apply in the same way but could get £1500 for the time you are a nominated charity in store (usually 3 months).

### **Sainsbury's**

Sainsbury's have what they call their [Local Charity Scheme](#).

Every May customers and colleagues nominate their favourite charities and the one which is selected becomes the store's local charity and is supported by fundraising and volunteering over the next 12 months. There are three ways to nominate the charity: At your local store, at home or online.

Nominations are only accepted during May and it is important to try and get as many of your local supporters as possible to submit nominations.

The chosen charities not only benefit from instore fundraising by staff but they can also collect for four weekends a year (worth thousands at some stores).

Even if you are not a charity partner you can still apply to collect on one of four weekends a year - this is very competitive so it is best to contact stores in January for the whole year. Most stores need a letter requesting a collection date and they usually also send you an application form.

### **Morrisons**

Morrisons welcome charity collections and also provide the opportunity for groups and local charities to bag pack in stores.

The stores arrange and support these opportunities. If you would like to apply for an opportunity in any of their stores, please contact them directly by phone or letter.

### **Co-op (Mid Counties)**

You can apply to collect at your local Co-op stores but there is a £20 administration fee. They are often on high streets so you could get a street collection permit instead and stand outside the store (out of courtesy let them know in advance of the collection that you have a permit and will be on the street outside on the set date). [Apply online](#) on their site.

### **Tesco**

Tesco use a company to manage all of their charity bookings. You can set up an account on the website [here](#). They release booking periods quarterly which are then for collections in the next quarter. You can only collect at the same store once a year and you need to promptly fill in the return online through the same website.

You can only apply directly to Tesco stores for collections in December - I would recommend getting a letter sent to all the Tesco stores you would like to apply to in January ready for the end of the year as they are often booked up very quickly.

### **Nisa and Costcutter**

‘Making A Difference Locally’ is a registered charity that was launched in 2008 to help independently- run local stores to add value in their communities by making specific donations to local charities or good causes within their locality. The scheme is truly local as money is raised by local stores over time through the sale of specific products in their stores. The store owner chooses a beneficiary for the money and a donation is paid to the charity or cause by the charity ‘Making A Difference Locally’.

Over 2,000 Nisa and Costcutter stores nationwide, participate in Making A Difference Locally - all of which display the Making A Difference Locally logo. If you would like more information on the scheme please ask inside your local participating store, if they will consider supporting your branch or group under this scheme.

For more information look at [www.makingadifferencelocally.com/MADL/Faqs](http://www.makingadifferencelocally.com/MADL/Faqs)

### **Spar**

Stores will support local causes and should be approached at a local level. They also have a scheme whereby the stores can apply for matched funding up to £150 via the [Blakemore Foundation](#). If you do gain local support it is worth asking them to pursue this.

### **Mace**

Mace retailers value the communities in which they operate stores and regularly offer sponsorship to local sports teams, raffle prizes for fundraising events and support school sports days. Enquire in the stores as to how they can support you.

### **Lidl**

Applications can be made in writing by emailing [customer.services@lidl.co.uk](mailto:customer.services@lidl.co.uk) or in writing to: Customer Services Lidl UK, Tailend Farm, Deans Road, Livingstone EH54 8SE. You will need a letter of authorisation from RSPCA, so please contact us asap. You will receive a reply from Lidl head office. If you are successful, you will need to take this reply and a copy of the letter of authorisation with you to the store.