

Community Impact Report

Lidl GB 2023



Introduction

At Lidl, our purpose is to make good food accessible to everyone. This is especially important right now, with the cost-of-living crisis affecting so many. Across the country, millions of people are facing uncertainty over how they can afford to keep themselves and their families afloat. This is also a time when, sadly, longstanding issues of loneliness and social isolation have been brought into sharp focus by the pandemic, with mental health one of the greatest concerns among young people navigating today's digital world.

Against this backdrop, survey responses and anecdotes from our network of over 1,500 local charities tell us that many community groups - a lifeline for those in need - are seeing a fall in donations but an increase in demand for their services.

That's where we come in. We know that it's our responsibility to help people beyond the affordable prices we offer every day. As a national retailer, our stores are truly at the heart of the communities we serve, so we're committed to supporting those who need it.

We are proud to do this in partnership with Neighbourly, NSPCC, STV Children's Appeal and His Church, while also supporting the vital work of the Natasha Allergy Foundation, Drinkaware and Bowel Cancer UK. We are also incredibly humbled and thankful for the support of our shoppers who are joining us to raise awareness and donate items needed by local charities.

As community impact is of increasing importance to customers and to our business, we want to provide a holistic picture of the interaction and positive influence we are having.

That is why we have published our first ever Community Impact Report highlighting exactly how we are tackling the issues our customers care deeply about, with the amazing groups I've mentioned.

A huge thank you to our 32,000 Lidl GB colleagues in our stores, regional distribution centres and Head Office who play an enormous part in this every day.

Ryan McDonnell, Chief Executive Officer, Lidl GB



Our Community Investment Policy

Community Investment Policy at Lidl has two strands, shaped by insights from our charity partners big and small:

Supporting young people's mental health

Mental health is one of the biggest concerns among young people. We are proud to support the NSPCC's Childline Service, which gives children and young people somewhere to turn when they're ready to talk about their mental and emotional wellbeing.

Tackling food insecurity in our communities

Local charities are doing amazing work to help individuals and families hit hard by the cost-of-living crisis. As they see a rise in demand for their services, we're committed to providing them with surplus food and financial support, as well as passing on food donated by our customers.



neighbourly

NSPCC



Our 2023 Journey

We are proud to have generated over **£20 million** for good causes through donations to charities as well as fundraising. This includes:

National

£70,000

£70,000 raised and donated to the STV Children's Appeal.



**Over
£1.77 million**

We raised this for the NSPCC through various initiatives, including colleague fundraising!



Local

2,224

2,224 good causes supported through our food donation programmes and funding.



**Over
100,000**

We distributed over **100,000** toys to local charities within our Lidl Toy Bank network coordinated by Neighbourly.



**Over 10
million meals**

Over 10 million meals donated through our food donation programmes including **Feed it Back**, **Good to Give** and our partnership with **His Church**.



£550,600

£550,600 through the inaugural Lidl Community Fund coordinated by **Neighbourly**, which provided grants of up to **£5,000** to charities connected to Lidl GB stores between March 2022 and March 2023.



Supporting young people's mental health

Mental health is one of the top concerns for children and young people using the NSPCC's Childline service. And it can take just one conversation with a Childline counsellor to help a child understand that they're not alone.

We are proud to work with the NSPCC to ensure that young people always have someone to talk to about their mental and emotional health.

As of 2022, we've been aiming to raise £5 million by 2025 to ensure that no child is left unheard, building on the existing £5 million+ we have raised for the NSPCC since 2017.

£5m

**We're aiming to raise an additional
£5 million for the NSPCC by 2025**



February

Loneliness is one of the top five concerns of young people who reach out to Childline desperately seeking a listening ear. That's why, in February 2023, we funded the NSPCC's 'Day in the Lonely' campaign aimed at helping young people recognise the signs of loneliness in themselves and others - and encouraging them to contact Childline if they ever experience these feelings.

The project consisted of three films depicting the different ways that young people can experience loneliness, which were shared across social media platforms plus gaming and music streaming sites.

Over 6 million

Over 6 million video views of the campaign were generated across social media channels and gaming apps.

+29%

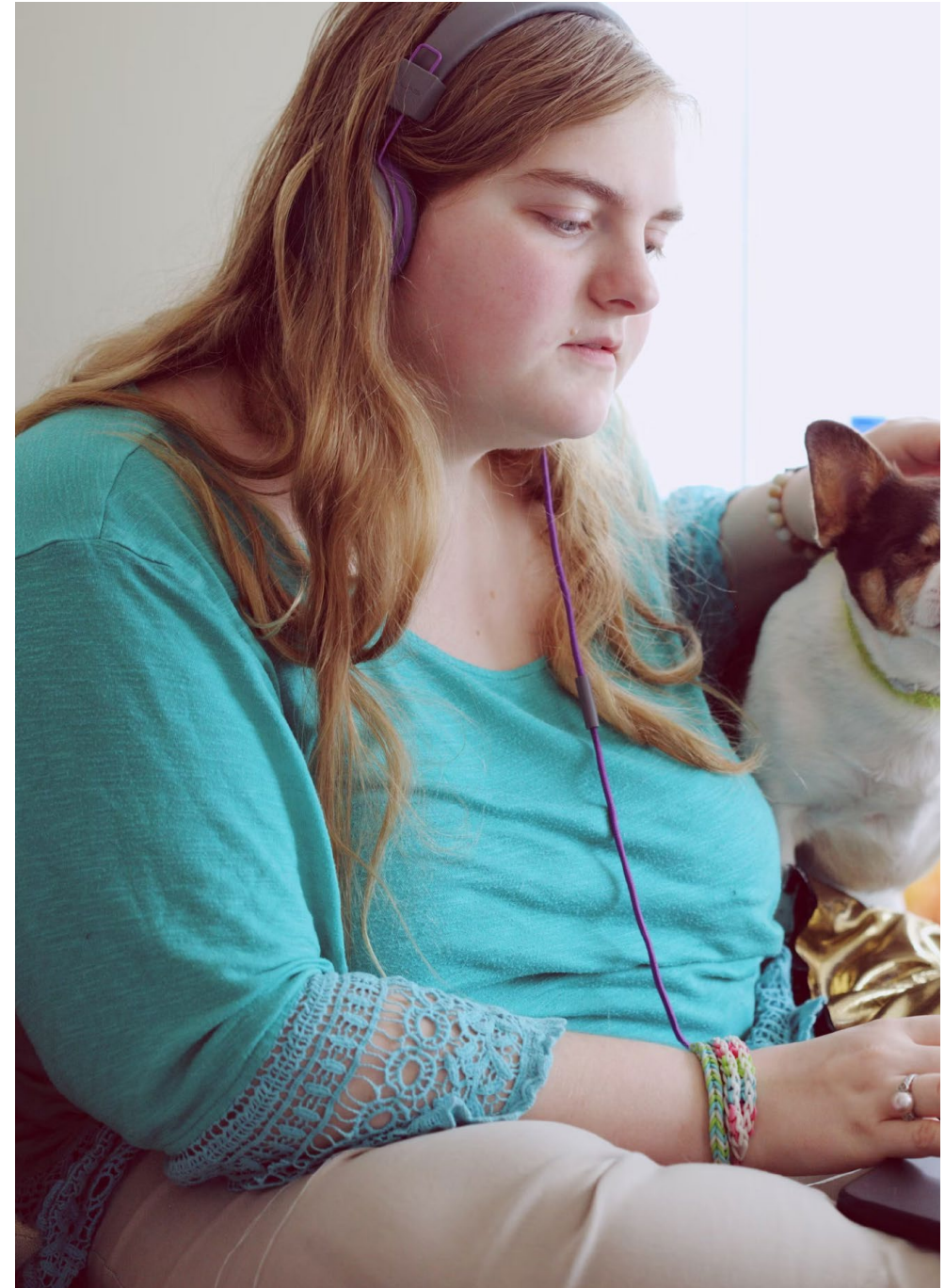
For counselling sessions where the main concern was mental/emotional health, there was a **29% increase** in the number of counselling sessions where the young person mentioned loneliness.

+15.8%

A **15.8% increase** in page views to the 'Get Support' page on the Childline website, which features signposting to contacting Childline (including by phone, chat or email) and to support tools like the Message Boards where young people can seek peer-to-peer support.

+25.7%

A **25.7% increase** in page views across the whole of the Childline website, including a 23.9% increase in new users.



February

In the run up to World Mental Health Day 2022, to raise awareness of young people's mental health and encourage Lidl'uns to open up about their feelings, we asked parents and guardians to send us drawings by their children of things that make them happy.

We were blown away by the entries, and announced five amazing winners - selected by the NSPCC's CEO Sir Peter Wanless - during Children's Mental Health Awareness Week 2023.

We displayed the winners' artwork on hundreds of Lidl billboards across Great Britain, raising awareness of this important topic in our local communities.

March

In March 2023, we launched a Lidl 'Acts of Kindness' initiative in partnership with the NSPCC. This weeklong campaign aimed to spread kindness and support the incredible work done by our charity partner to help children and young people.

Throughout the week, Lidl colleagues participated in fundraising activities including the #selfie challenge, walks for wellness and book sales. We also encouraged colleagues to partake in activities such as recycling more frequently and collecting litter from their local park to be kinder to nature.



£155,000

As part of Lidl Acts of Kindness, from end of February until end of March, we donated from sales of our children's light-up wellington boots and waterproof jackets. This raised **£155,000** for the NSPCC, which could pay to **run Childline for 4 days**, providing invaluable mental health support for young people.



June

Childhood Day is an annual event bringing people across the UK together to have fun while keeping children's protection front of mind. It involves fundraising and volunteering, and encourages us all to check in with young people in our families and communities.

In June 2023, Lidl was the Official Retailer Sponsor of Childhood Day for the second year running, with a flurry of fundraising activity taking place across our stores, offices and RDCs.

The theme was 'What did the child in you want to be when they grew up?' and our colleagues embraced the nostalgia by dressing up as their favourite childhood fictional character.

Colleagues also donned their favourite childhood superhero costume to raise awareness, and baked special treats from their childhood for a suggested donation. Outside hundreds of Lidl stores, we also displayed a special Childhood Day billboard to promote the campaign.

Reviewing Lidl colleagues' fancy dress competition in honour of Childhood Day, Kirsty Lawson, Head of Corporate Partnerships at the NSPCC, said:

"Thank you to everyone at Lidl GB for taking part, the imagination and creativity was just brilliant. It was so hard to pick my top ten as you are all winners, from the practically perfect Mary Poppins to Mario to Where's Wally, and a few Oompa-Loompas popping up too, just wonderful. Thank you to everyone for making Childhood Day such a hit this year, your support will enable us to help even more children, which is vital, so thank you!"



£100,000

In July 2023, we donated from sales of a range of 'Back to School' lunch box and household items, raising **£100,000** for the NSPCC.

£199,340

Overall, including the money raised through our Back to School initiative, we raised an amazing **£199,340** for Childhood Day which is enough to fund all 13 Childline bases for **5 days**, supporting children and young people seeking counselling sessions when they need them most.



October and December

October and December are the times for two of our most popular fundraising events: Go Green for Halloween and Christmas. For both events, we raised money for the NSPCC by donating from the sales of some of our products - including clothing, decorations and flower bouquets!

£200,000

We raised **£200,000** by donating from the sales of our famous Lidl Christmas jumper, hat, and socks, as well as our Christmas bouquet and cards.

£101,120

Lidl colleagues also carried out fundraising in stores and at their RDCs, as well as among family and friends. In fact, the festive season brought our biggest ever colleague fundraising month with **£101,120** raised in December.

£3,000

Last year, Lidl also donated a session at Hyde Park's Winter Wonderland, auctioning it off at the NSPCC's **Great Chef's Dinner** event. This raised a further **£3,000** for Childline!

£7,043

Between 10th and 25th November, we raised **£7,043** for the NSPCC through ticket sales of our sell-out festive Wine Tasting in the Dark event series.



In 2023 on the longest night of the year, landmarks across the UK were lit up green in support of the NSPCC, including the 'Lidl on Ice' ice rink at Hyde Park's Winter Wonderland.

Spotlight on colleague fundraising

We are proud to say that in 2023, hundreds of Lidl colleagues across the country played a part in raising funds for the vital work of the NSPCC. To the right is just a snapshot.

We're thankful to all of our colleagues for their staggering efforts this year to help the NSPCC continue to protect and support children. We'll continue working with Childline to empower children and young people now and as they journey into adulthood, by giving them a place to talk about their mental health.

"No child should ever have to cope alone, whatever difficulty they are facing. With over 960 stores across the country, we are committed to helping children in our local communities who may be struggling with their mental health - however we can.

The £5 million we have committed to raising for the NSPCC over the next 3 years will take our partnership total to over £10 million in 8 years. We are incredibly proud to be working with the NSPCC, helping to ensure that Childline can continue its vital work supporting children when they need it most. A huge thanks goes out to our customers and colleagues for their amazing efforts this past year."

Mark Newbold, Senior CSR Manager, Lidl GB

£4,548

On the 10th September, four Lidl colleagues took on the iconic Skyscraper challenge in London. The event had participants climbing the 42 floors of The Cheese Grater (a 225-metre-tall skyscraper in central London) before undertaking a jaw-dropping 200 metres abseil back down.

Through this challenge, together the team **raised an unbelievable £4,858.**



£11,299

In September, brave colleagues from our regional distribution centres including Wednesbury, Northfleet, Bridgend, Avonmouth, Enfield, Motherwell, Belvedere, Peterborough, and Exeter, plus our Head Office, took on the exhilarating challenge of a 10,000 ft Sky Dive to raise money for the NSPCC. **Together these fearless fundraisers raised an unbelievable £11,299!**

£12,000

On the 1st August, **40 Lidl graduates from across the Regions and Head Office** took part in the Graduate Charity Challenge, walking all the way from Lidl House Tolworth to Tower Bridge along the river Thames.

The challenge was a great opportunity for graduates to raise funds towards achieving their individual targets for the NSPCC. In total, **the event raised an amazing £12,000!**

£10,919

For the last 5 years, Lidl colleagues have organised an event known as Ted's Walk (named after a teddy bear hugely popular within the business).

In 2023, colleagues from Runcorn hiked and biked from Warrington to Porthmadog carrying Ted with them and passing him onto the next store to continue the journey. Altogether, they walked through Northwich and Runcorn before going through the Wirral, then headed into North Wales all the way to Holyhead, before cycling 50 miles to Pwllheli and finally finishing up in Porthmadog. Phew!

Colleagues from 38 stores took part, covering over 325 miles and raising an amazing £10,919.

Tackling food insecurity in our communities

Across Great Britain, too many people find themselves and their families going to bed hungry, without access to the quality and quantity of food they need.

Trussell Trust research has found that one in seven UK adults or their households – an estimated 11.3 million people – experienced food insecurity in the 12 months to mid-2022. In October 2022, a Neighbourly survey also found that food was the most needed item among 72% of local charities in its network over the coming months, alongside toiletries.

With our customers' help and working with our partners such as Neighbourly, we want to do more to tackle hunger.

72%

Food was the most needed item
among 72% of local charities



Our partnership with Neighbourly

Since 2017, Lidl has been proudly working with Neighbourly, an award-winning giving platform that matches businesses with local good causes. In this time, we've developed a strong partnership that allows us to recognise the severe pressures facing charities supporting those in poverty.

It's important to us that the support we provide is demand-led. Our partnership with Neighbourly allows us to better understand what we can do to make a meaningful difference and support the communities our 960+ stores serve. Read on to find out more about our initiatives.

Lidl Community Fund

The cost-of-living crisis, ongoing inflation, Covid: three huge issues that influenced the launch of our annual £500,000 Lidl Community Fund. In 2022, Neighbourly research conducted among 1,200 local good causes across the UK revealed that over 9 in 10 charities

believed that the cost-of-living crisis would have a significant impact on their organisation and communities.¹

Working with Neighbourly, we award various grants to local charities and community groups up to the value of £5,000. Through the Lidl Community Fund, charities like Hull Community Shop in Yorkshire have been able to expand their impact, provide a wider range of essential food products and serve an even greater number of people from underprivileged backgrounds. Organisations such as Splott Community Volunteers in Cardiff and Kidzeco in Scotland have used the grant to establish innovative support schemes for their local communities, including warm banks, free breakfast clubs, and budget cooking classes.

Countless other charities have used the Lidl Community Fund grant to aid their mission of providing those in need with food. This includes refurbishing worn or impractical food preparation areas and buying larger freezers to store more food safely and for longer. We have been truly humbled by these stories and are continually motivated to help provide for those in need.

¹This research was conducted by Neighbourly in March 2022, with 1,200 Local Good Causes in the UK and Ireland responding. Local Good Causes refers to food banks, community centres, homeless charities, religious organisations, community volunteer groups, youth charities, disability charities, family centres, primary schools, community shops, supported accommodation, elderly care, mental health groups, soup kitchens, hospices and more.

£550,600

From February to March 2023, we launched the **Fruit and Veg Stamp Card** on the Lidl Plus app which rewarded shoppers for their purchases of fresh fruit and veg. For every £5 spent on these items, customers were able to win a reward of fruit and veg coupons or a **£10,000 cash prize**. Winners were also able to donate £1 to the Lidl Community Fund for giving platform, Neighbourly.

Feedback

Over two thirds (64%) of charities receiving the grants have said that the Fund has enabled them to increase the number of people they support per week.

Respondents said that grants enabled them to improve the quality of their service, improve wellbeing of staff/volunteers as well as focus core financial resources elsewhere.



Photo by Tony Charles



Photo by Tony Charles

**Sally Ainsworth,
Account Director at Neighbourly, said:**

“We regularly receive feedback from Neighbourly’s network of good causes that the Lidl Community Fund makes a vital difference to the organisations receiving the grants by supporting their beneficiaries, enabling them to keep up with the rising demand for their services and even to keep the lights on.

We’ve worked with Lidl to design an application process that is quick and straightforward, enabling much-needed funds to be delivered swiftly into these organisations to enable them to both build longer term capacity and ease burdens for people up and down the country every day.”

**Claire Louise Comrie, Community Worker
& Operations Manager at Family Church
(Gosport) said:**

“The grant we have received has already made such a big difference to not only the charity, but also to hundreds of people in need.

Without the donation from Lidl’s Community Fund, we wouldn’t be able to continue with the work we’ve been doing at our food and clothing banks.

Not only has it enabled us to provide those in need with essential food, clothing and supplies, but also made our long-term expansion goals realistic. Due to the rising cost of living we have seen a big increase in demand for our service for food and essentials (clothes, toys and other household supplies) so without this donation, we wouldn’t have been able to continue what we’re doing, to keep families on their feet.”



Photo by Tony Charles

**PCC of Crosby (Crosby Crisis Fund) partnered
with Lidl Scunthorpe:**

“The Neighbourly funding from Lidl has helped us to provide rounded and balanced food parcels. We have witnessed first hand the positive change that this funding has brought about.

Previously, our service users expected minimal support and the bare essentials. However, with the help of Lidl’s Neighbourly funding, we have been able to go further, offering a level of assistance that has transformed a difficult situation.

The impact of the funding has been most evident in the emotional relief we have seen from service users. Thank you so much.”

**Tracy Murdoch,
Managing Director at Kidzeco CIC, said:**

“This grant has been a massive help to us in being able to buy the portable kitchens that will enhance the learning experiences of our cooking classes for families in our community.

We already have a network of parents and children who enjoy learning from our classes, so being able to provide proper kitchen spaces for them to work from will go a long way in making them even more impactful.”

**Wokingham in Need,
partnered with Lidl Wokingham:**

“As a new approach - the food was bought and turned into frozen dinners that could then be microwaved by the Client. This has proved to benefit those struggling with their mental health.

Feedback from a recipient: ‘I looked forward to receiving the meals as they were so easy to cook and such a great variety. I had received food parcels before but struggled to make a meal with the tins provided. I am so grateful for all the help I have received.’”

**Loganlea Miners Welfare Charitable Society,
partnered with Lidl Whitburn:**

“The community has been delighted to be able to access some frozen goods unavailable before. People have commented on our “smart new freezer.”

Our food donation programmes

Launched in August 2017, Feed It Back is our nationwide food surplus redistribution network run in partnership with Neighbourly, connecting all our stores with good causes in their area.

Covering charities, food banks, community cafes and soup kitchens, Feed It Back helps to bring our store teams even closer to the communities they serve, enabling each Lidl store to donate edible food surplus at a local level.

Our regional distribution centres and Head Office also donate edible food surplus through partnerships with a variety of local and national organisations, including His Church. This food reaches those that need it most, quickly and efficiently.

In 2022, we built on our existing initiatives by introducing our 'Good to Give' Trustmark and 'Blue Returns' frozen food donation scheme. We then expanded on these efforts in 2023, by applying our Good to Give Trustmark to ten hygiene items.

[Read on to find out more.](#)

Manchester City Mission, partnered with Lidl Eccles West One:

"It has been really morale-boosting for the staff/volunteers that Neighbourly and Lidl are supporting us. We have had a number of members come and tell us how the Food Club has been a real lifesaver for them and continues to be so. As the manager of the project, I would like to thank Neighbourly and Lidl for all their support.

I also want to give special mention to the staff at Eccles West One, as they are so supportive. They are always looking out for ways in which to help and make it a real pleasure to go and pick up any charity surplus items available. They are a real credit to Lidl."

Over 10 million meals

In 2023, we donated over 10 million meals to local charities including customer donations as well as our own surplus.



Photo by Tony Charles



Photo by Tony Charles

Good to Give

Having a varied nutritional diet is often most difficult for people reliant on food banks. Responding to a 2021 Neighbourly survey, 87% of charities reported needing a greater range of food types to be donated to help their service users have a more balanced diet.²

In June 2022, we launched 'Good to Give' in partnership with Neighbourly to help address this problem. We identified 30 'Good to Give' food and drink products, modelled on the NHS Eatwell Guide. We then installed in-store signage highlighting these items and encouraging customers to donate them at our food donation points for collection by local food bank volunteers. In 2023, we expanded Good to Give to include hygiene products.



² This research was conducted by Neighbourly in March 2021, with 1,126 Local Good Causes in the UK and Ireland responding. It followed a July 2020 survey by Neighbourly revealing the most critically-needed food items in the face of rising demand for food banks, the results of which are reflected in the full list of Good to Give items.

+25%

Since introducing the Good to Give trustmark in June 2022, we have seen in-store customer food donations for local charities **increase by an estimated 25%** - the equivalent to over 250,000 additional meals between June and December 2022.



£50,000

In 2023, we also provided **£50,000 of grants for local organisations working to tackle hygiene poverty** in their communities.

The funding has helped good causes in our Neighbourly network continue to make items like period products, shower gel, and toothpaste available to those in need as demand soars.



"As a small community organisation and foodbank, we **rely on donations across the board** and most of the time hygiene products take a back seat to food in donations meaning we don't receive as many. **This has made a big difference to those needing support.**"

Crookston Community Group
partnered with Lidl Crookston

Frozen food donation

Since we began donating frozen food products to charities in October 2022, we have provided an additional 800 tonnes of food to local charities and communities across the UK.

Donating frozen products to food banks requires close coordination between supermarkets and local charities in order to get food transported and stored quickly and safely. We're proud to work in partnership with Neighbourly to do this.

Every week, once these products (known as 'Blue Returns') become available, they are stored whilst the information about the quantity which can be donated is shared with Neighbourly. Neighbourly then alerts its network of good causes – specifically those that have vehicles equipped with chilled storage - who arrange to come and collect the items.

Impact North East, partnered with Lidl Sunderland Roker Avenue, North Hylton and Eastwell Close:

"At Christmas we were able to receive cold and frozen donations which helped us support over 500 families with items for Christmas dinners."



Over 1 million

In 2023, we donated **over 1 million** frozen meals to **721 good causes** throughout the country.



800 tonnes

The scheme has benefitted massively from our store teams' prior experience in coordinating with local charities and we are proud of its success so far. We expect 'Blue Returns' donations to save **800 tonnes of food waste annually**.

A snapshot of our additional programmes

Lidl's Toy Bank

In 2022, Neighbourly found that 80% of its network of charities receiving support from Lidl would strongly benefit from toys alongside financial support and food donations to distribute to their local communities at Christmas.

In response to this, we launched Lidl's Toy Bank in every store nationwide. We asked customers to donate what they could and the response was nothing short of heart-warming, with over 80,000 toys donated. In November 2023, we brought back the toy donation points and were overwhelmed by the response after over 100,000 toys were dropped off by our shoppers for families who need support.

Over £90,000

Our Head Office staff joined customers in making donations, and for the first time ever, **we donated all profits from the sale of our monkey and raccoon Christmas plush toys to Neighbourly.**

Over 100,000 toys

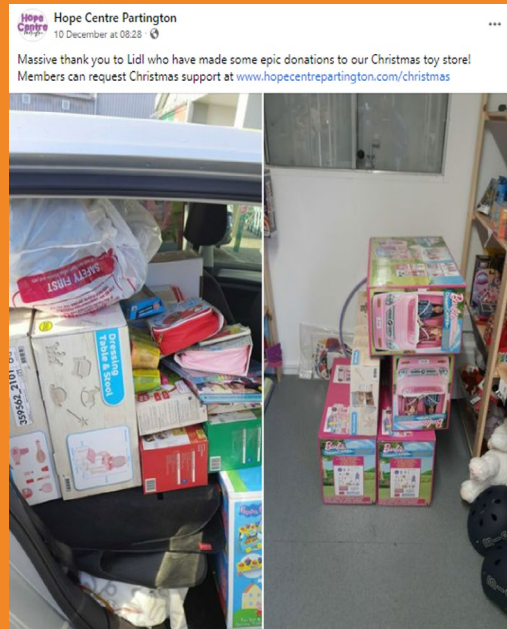
Over 100,000 new and unopened toys were donated through Lidl's Toy Bank, bringing joy to thousands of children across Great Britain on Christmas Day.

1.8 million meals

We also provided 1.8 million meals during the festive season, with up to 250,000 donated on Christmas Eve alone.



What our charity partners said



"This scheme has been absolutely fantastic. The families we support have been incredibly grateful and it has allowed them to be able to provide lots of wonderful Christmas presents for their children, despite them going through such hardship."



"We are beyond thankful to neighbourly and Lidl for this initiative, some of our volunteers cried when picking up the toys donation as we had barely anything to give to the children this Christmas at the foodbank, thank you so so much."

"We are very grateful you chose to help our vulnerable families. A lot of children will be very happy to wake up to toys on Christmas morning due to the generosity of the public and Lidl Store."



STV Children's Appeal

Launched in 2011 by the Hunter Foundation and STV, the STV Children's Appeal aims to make a difference to the lives of vulnerable and underprivileged children across Scotland through practical support.

**Over
£700,000**

We are proud to have supported the STV Children's Appeal every year since it was created, through donations from our sales, colleague-led fundraising days, collection tins in stores and fundraising events. We have **raised over £700,000 since the Appeal launched, including over £70,000 in 2023!**

100 miles

Over the years, Lidl Motherwell colleagues have gone the extra mile to raise money for the STV Children's Appeal – literally. Their efforts include **100 mile runs, 100km cycles** and the famed Dundee and Edinburgh Kiltwalks.

**Where the
money goes**

The money raised has gone directly towards providing young people with a range of help, including food, warm clothes, employability training, and pastoral care.





Thank you

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