



THE GREGGS
FOUNDATION

IMPACT REPORT

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INTRODUCTION

by Tracy Lynch,
Greggs Foundation Manager

Reflecting on 2024, it has been a year of both celebration and new beginnings for the Greggs Foundation.

Opening our 1,000th Breakfast Club, a target we've been working towards for several years, was a big moment. It was the culmination of a great deal of hard work by the team and our wider supporters to help raise the funds necessary to reach over 75,000 children every day.

Our work with schools has become so much more than providing schools with grants to purchase food every morning. The structure and content of our morning clubs helps children to improve their readiness to learn and strengthen networks with their peers, as well as school staff.

2024 was also the first year in which we surpassed £5m in distributed grants. In total, we awarded grants of just over £5.4m over the course of the year. To put this into context, this is a £2m increase in the total annual grants distributed by the Foundation in just two years and highlights how our reach has grown in such a short space of time.

EMBRACING CHANGE

One significant change for 2024 occurred at a Government level. Following the election, the new Government confirmed its manifesto pledge to take over funding for Breakfast Clubs to ensure any child in a primary school in England who needs a free breakfast can access one.

“*we will always do more in the pursuit of building stronger, healthier communities*”

We have embraced this decision as a positive step forward for families and recognition of the contribution made by our Breakfast Club network over the past 25 years. We've been delighted to have been involved in discussions with the Department for Education policy team as part of their market engagement with stakeholders on the rollout of free Breakfast Clubs. We will continue to ensure all schools have access to the funding they need during the initial early adopters phase (from April 2025) and in the following transition years.

It has also been a chance for us to engage with the schools in our network to understand where our support could add greater value and continue to increase educational equality. This has led us in an exciting new direction to offer more support for schools in 2025 and beyond. More on that later!



A BRIGHTER FUTURE

Through the practical, immediate help offered by our hardship programme and even greater reach of our Community Grants, we have extended our support across more areas of the UK. The increasing number of applications to our programmes reflects not only the need, but our reputation as a responsible, supportive, and responsive funder, and with that comes an even greater ambition to drive positive change. Whether that be adapting our support for schools to help across more of the school day or increasing our focus on preventative funding to drive deeper, long-term community impact, we will always do more in pursuit of building stronger, healthier communities.

Finally, I am immensely proud of the team here at the Greggs Foundation and the guidance we get from our wonderful board of Trustees. However, this is all really made possible by the continued support of Greggs, our many funding partners and all those that raise funds for us to be able to support so many children, families and communities.

“*In total, we awarded grants of just over £5.4m over the course of the year.*”

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25 YEARS OF BREAKFAST CLUBS

Overview of the Breakfast Club programme

Since launching 25 years ago, Greggs Foundation Breakfast Clubs have provided millions of free breakfasts to children across the UK. What began as a largely local, North East initiative has grown into a national movement, ensuring no child starts the school day hungry. The clubs have played a crucial role in improving attendance and concentration for thousands of children, whilst also providing working families with a safe space for children before the start of the school day.



Actor and TV personality, Joe Swash made a surprise visit to Vauxhall Primary School in London to celebrate the 25th anniversary of our Breakfast Clubs



“ We appreciate every penny we receive from the Greggs Foundation it makes such a difference to our children and families. We live in one of the most deprived neighbourhoods in the whole of the UK and your fund allows us to provide breakfast for all 400 children as well as a family breakfast for the most vulnerable. It helps us with discos and other events, as well as buying emergency white goods when families are unable to gain support anywhere else. ”

Lorraine Ratcliffe, Head Teacher, The Bishops Church of England Primary Academy

“

Our nursery and reception children were first at the gates yesterday for our Breakfast Club opening, which was great to see. The children enjoy having extra time with their friends in the morning to eat and chat.

”

Laura Snowdon, Head Teacher, Bournmoor Primary School

A YEAR OF CELEBRATION

- In 2024, we reached our target of opening 1,000 school clubs and reaching more than 75,000 children every single day
- 2024 was also the 25th anniversary of opening our first ever club at West Walker Primary in Newcastle back in 1999 - still a very busy breakfast club today!
- Over 14.6 million free and nutritious breakfasts were served to children at one of our 1,000 Breakfast Clubs.

OPENING THE 1,000th CLUB

Finally reaching our 1,000th Breakfast Club has been testament to the amazing dedication of our supporters and funding partners.

It was a chance to reflect on just how far we had come and all the many people, supporters, businesses and organisations that have helped along the way. Not least, the original breakfast club school that started it all in Walker, Newcastle Upon Tyne.

“*Like most schools across the country, attendance is a real driver for us at the moment. Breakfast club is a fantastic tool in our arsenal as we can get children in from the start of the day and it's a real incentive for them. They want to be here.*”

Richard Allon, Head of School,
West Walker Primary School

THE FIRST EVER BREAKFAST CLUB

Dame Norma Redfearn recently ended a 12 year term as Mayor of North Tyneside, but she was also once the head Teacher of West Walker Primary in Newcastle. Back in 1999, noticing a shift in the number of children struggling to concentrate in school because of a lack of food, Dame Norma set up her own school breakfast club to tackle the problem.

Coincidentally, Sir Mike Darrington, then CEO of Greggs, visited the school on a seeing is believing visit organised by Business in the Community (BitC). The visit highlighted the positive effect of something as simple as providing a free breakfast to Sir Mike Darrington who at the request of Dame Norma Redfearn, committed to funding the club. Before long this extended to 10 schools in the local area and 25 years later, we now have over 1000 schools in our Breakfast Club network.

You can learn more about the history of our Breakfast Clubs and how it all started in this short film.



[Click here to view on YouTube.](#)

FEEDING BRIGHTER FUTURES

Transition to Government Funding

The Government's adoption of free breakfast club funding is a landmark moment for school children in England. It is also recognition breakfast clubs have such a positive impact in terms of addressing concentration, attention and alleviating some of the immediate impacts of poverty on children. In addition to creating safe spaces for children to play and get ready for school, they also support working families to manage school start times around employment commitments.



Impact on the school programme

For the Greggs Foundation, the Government funding presents a chance to diversify and do even more for our communities. For 25 years our Breakfast Clubs have grown across the UK, but now, we have the chance to direct funding into new areas. Feedback from our active and engaged school network identified that teachers would like greater support for after-school and other enrichment programmes. This includes time for additional learning, arts, hobbies, sports or cultural activities and even support into the school holidays.

For many children and families, access to additional activities can be financially restrictive, but taking part can have a real impact on levelling up the opportunities available to children to improve educational equality.

This is why our breakfast club programme is evolving.

Our new schools programme is now called.....**Feeding Brighter Futures!**

WHAT WILL FEEDING BRIGHTER

FUTURES INVOLVE?



We will continue to fund breakfast clubs for all of our schools for as long as they are needed, but we will also be offering schools grants to offer after-school and holiday club activities and resources.

Throughout 2024, pilot sessions have been running via our school network. The pilot sessions will concentrate on trialling different types of after school and holiday clubs with early feedback highlighting their positive impact on children's wellbeing, access to food and activities, and safe spaces to socialise. The pilot sessions will continue throughout 2025, and we anticipate schools will be able to apply for funding from 2026.



HOLIDAY CLUBS

Children and staff were delighted to be part of one of the first Greggs Foundation school holiday pilot programmes at Kobi Nazrul Primary School in Tower Hamlets, London.

This successful holiday club showed the value of additional learning activities for the children – with 9 children learning how to cycle in one week thanks to activities available in their holiday club.

We're excited about what is coming in 2025 with Feeding Brighter Futures and even more excited about the opportunities it will offer to all children from across our school network to access new learning and play activities.

FUNDING NETWORK: OUR PARTNERS

2024 update:

- 157 partners donate funds to support our school network
- Over £750,000 was donated to our school programme by external partners in 2024

The support of our partners remains integral to the work that we do. Partners bring so much more than funding. They provide a valuable link between schools, private businesses and key organisations.

Our engaged partner network supported our schools with a range of value-added initiatives to help improve the education and wellbeing of children in the network, including book donations, skills workshops, school trips and funding additional assistance through our hardship grant programmes.

How do partners work with schools?

Stagecoach made a school dream come true by donating a bus that had been de-commissioned for use as a special activity space by Broadway Juniors Primary School.

As a Greggs Foundation partner, Stagecoach have supported Breakfast Clubs for many years but their donation of a bus means the children have a distinctive space for reading and the school has a useful new addition to their playground.



“It’s fantastic to be able to support so many schools and Breakfast Clubs across the region with our partnership through the Greggs Foundation. Donating this de-commissioned bus will mean that students for years to come can take advantage of this unique reading space, and we look forward to supporting other schools in the region in a similar way.”

Steve Walker, MD of Stagecoach North East

Grimes Dyke Primary School in Leeds welcomed volunteers from Jewson Partnership Solutions to help with their festive celebrations in December 2024.

JPS are Greggs Foundation partners of over 5 years and visited the school with volunteers who were eager to get to work and help create a special Winter Wonderland for the children.

Pupils were treated to toasted marshmallows and hot dogs cooked over an open fire, hot chocolate, games and a walk through a festive light show in the woods. A real treat and a huge thank you to JPS and their volunteers for supporting the school.



Jewson Partnership Solutions volunteers get to work at Grimes Dyke Primary

COMMUNITY GRANTS:

SUSTAINABLE COMMUNITIES

GROWING FROM WITHIN

In 2024, the North East Core Fund and Community Hubs grant programme were combined to create the Greggs Foundation Community Grants programme. Community organisations were offered core-funding grants of £40,000 over two years. Through four funding rounds, 50 organisations were successful, receiving over £1.85m in grants.

Eligibility and Funding Areas

The Community Grants Programme is now one of our biggest and fastest growing programmes. The community grant programme prioritises North East locations and communities near to Greggs outlets during each funding round, with locations including Glasgow, Rhyl in North Wales, Oldham and Southampton specifically targeted for grant support in 2024.



Who did we support in 2024?

We supported a diverse range of organisations in 2024, including:

- 2 Carer based charities
- 11 Young people / children's charities
- 2 Disability / illness support charities
- 6 Organisations that alleviate financial hardship
- 3 Homeless support organisations
- 1 Supporting the elderly and tackling social isolation
- 6 Focusing on ethnic minorities
- 4 Food provision organisations
- 14 community centres
- 1 organisation helping with mental health support



2024 presented a range of challenges for charities but an unexpected announcement relating to changes in National Insurance contributions only added to the budgetary pressures facing charities to cover salary costs.

We tackled this head on by offering all community organisations a proactive additional grant to help cover the increase in NI due in April 2025. This was received very positively by our network of grantees.

"This is great news and very welcome support in a difficult climate. I'm really impressed with Greggs Foundation proactive approach to this issue so thank you."

Cornerhouse Youth Project



"Oh my goodness - it's not often you get an email like this. Thanks so much to the team for their actions. This helps a lot. We are truly grateful. Greggs Foundation have taken us completely by surprise - everything you do supports the people we reach and also our organisation. THANK YOU"

RAMA

CASE STUDIES OF SUPPORTED COMMUNITY ORGANISATIONS

Giving Hope in Cardiff

Hope St Mellons, a volunteer-led charity based on the outskirts of Cardiff, has become a cornerstone of the local community, focusing on connecting people, supporting those in need, and advocating for social justice. With the help of a £40,000 two-year Community Grant from the Greggs Foundation, the charity has rapidly expanded its programmes and services, aiming for sustainability and success.

Founded in 2018 by community-minded volunteers, Hope St Mellons initially delivered children and youth activity projects. By 2023, it had evolved into a registered charity, marking the culmination of years of effort to secure funding and broaden its community initiatives.

Charity Director Helen Griffiths highlights the diverse range of projects offered: "Our projects now include the St Mellons Pantry and Pantry Garden; wellbeing workshops; a mutual aid fund, a scholarship programme and a number of clubs and activities for people of all ages and backgrounds." The St Mellons Pantry, established during the Covid

pandemic, is a membership-led initiative that helps stretch food budgets by offering £15-£20 worth of healthy produce for a £5 weekly fee. This initiative is crucial for this part of Wales.

Helen explains, "The Pantry is very much about building a community together around a common need: food. By offering a local source of affordable food the Pantry also prevents households from reaching that point of food crisis where they may need to utilise a food bank. It enables households to stretch out their food resources and is now utilised by more than 100 households in the local area.

"We've also created a new paid post in the form of our Volunteer and Community Development Coordinator – enabling us to coordinate and support the 40+ volunteers who run our groups, deliver our programmes and keep the charity running."

Asked how the experience of working with Greggs Foundation has been, Helen says,

“The Foundation has made things really easy for us. They’ve been clear, communicative and supportive with us throughout the process of applying for and receiving the grant. We were also recently invited on a call alongside other grant beneficiaries where the team outlined other support services and schemes run by the Greggs Foundation, which has been so helpful.”



Children and volunteers at Hope St Mellons



How the LS14 Trust is Bringing the North Seacroft Community Closer Together Through Food

Established in 2009 by local residents, the LS14 Trust has been a cornerstone of North Seacroft for 15 years. With a £40,000 Community Grant from The Greggs Foundation, the Trust expanded the Seacroft Pantry, a vital service central to its mission.

Chris Jackson, Director of Operations for LS14, explains, "Our USP as a charity is that we are a strength-based community trust, which means that the starting point for our work is always: what's strong not what's wrong. This means we build on the opportunities in the community rather than looking to directly tackle crises."

The Trust's initiatives range from youth work to health and wellbeing support, and community climate action training. Collaborating with third-sector organisations under the We Are Seacroft network, they drive positive change locally. One of their key initiatives, the Seacroft Pantry and Community Kitchen, supports food security post-Covid.

With over 750 household members, the Pantry serves a significant portion of Seacroft's 30,000 residents, offering nutritious and affordable food alongside cookery classes, nutritional advice, and recipe ideas. A subsidised café provides a warm, cost-effective space for socialising.



Chris notes, "We know that people who are feeling anxious or isolated need to have a reason to leave their homes, whether it's to collect food or to take part in an activity. There's something about that practical functional element that makes it easier to meet up with other people."

The Pantry also connects members to services like mental health support and advice on domestic abuse, working closely with the primary care network. The recent grant from the Greggs Foundation funds the café/pantry manager's salary, to enhance service stability.

Chris adds, "For us, it feels like once you've built a relationship with the Greggs Foundation they trust you to use the funding in the right way. As an organisation they clearly have similar beliefs and values to our organisation and the funding process has never been overly complex, which is quite refreshing."

Asked how he sees the charity developing over the coming months and years, Chris says,

“*Every year that we deliver projects in the community we build stronger relationships. This gives us the ability to make earlier interventions with people who are experiencing challenges. And ultimately, this helps us to make more of a difference to their lives in the long term.*”



Just some of the activities and support available through the LS14 Trust



HARDSHIP GRANTS

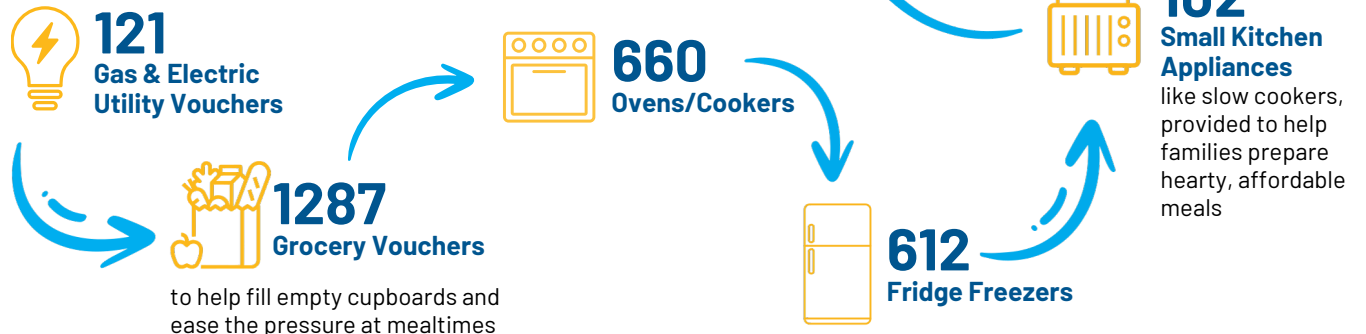
Working to reduce the immediate effects of poverty on our communities

Hardship Grants offer immediate support to individuals and families in financial crisis and are a lifeline to help alleviate the immediate effects of poverty for so many families across the UK.

Our school and community organisations are key to the hardship programme. We rely on this network to identify individuals or families facing hardship who would benefit from the range of support available.

This could be a new washing machine for families struggling to keep school uniforms clean. It can be supermarket vouchers to purchase new, warm winter pyjamas. It could even be to supply a bed for families facing a new living situation where furniture is not readily available. £1.17m in hardship grants were awarded in 2024.

What did we distribute to families in need?



Words from our network – improving people's health and wellbeing

“ I would like to say a huge thank you for your incredible support of our families through the Hardship Fund. Nearly 50% of our families are disadvantaged and face extremely difficult circumstances, including poor housing conditions, reliance on food banks, and ongoing financial uncertainty. **”**

Head Teacher of a UK primary school

“ Your generosity has made a real difference in their lives. One of the families who received your vouchers recently lost everything in a devastating fire. Without insurance, they are left with nothing. The mother approached me at the school gates yesterday to express her appreciation and she told me she would be using the vouchers to buy groceries for her children. **”**

Head Teacher of a UK primary school

“ They have been in a crisis situation for 9 months.....and mum's gratitude on the pavement the morning after it had been delivered was one of those priceless moments I'll never forget. **”**

Head Teacher of a London school

LOOKING AHEAD THE FUTURE OF GREGGS FOUNDATION FUNDING

Places and People

Through our three main grant programmes, we are focused on supporting the schools and charitable organisations that play such a key role in addressing the challenges facing communities throughout the UK.

In 2024, the Foundation team, along with our board of trustee directors, highlighted a need to focus on longer-term, preventative routes of funding as a strategic priority

Redressing the balance between crisis-led and preventative funding is a key part of our mission for 2025. Place-based funding that meets the needs of communities to help them grow from within.

Beginning in 2025, we will be working with the Rank Foundation to offer £250,000 of grant funding over two years as part of the Sunderland Profit for Good project.

The Profit for Good project aims to boost the resilience and sustainability of local not-for-profit organisations in Sunderland by developing greater revenue opportunities for social enterprises over the next 2 years.

10 organisations will be given social enterprise training and mentoring together with start-up grants in year one (2025) and the opportunity for further grants in years 2 and 3.



Mick Thompson, deputy chair of the Greggs Foundation board of trustees, explains: "We are heavily focused on community-centred funding routes but we also want to empower those communities to benefit from the longer-term change that more targeted funding can bring.

"Along with other funders, our partnership with the Rank Foundation on the Profit for Good project will help drive opportunities for local people at a time when investment into the future of Sunderland presents such a positive opportunity.

"We are heavily focused on community-centred funding routes but we also want to empower those communities to benefit from the longer-term change that more targeted funding can bring."

"Sunderland is a particularly interesting location for us to begin our first place-based funding programme. On the one hand, it sits within the North East which is a target area. It's also currently attracting high investment into facilities, jobs and the wider economy.

"Our funding will help to support local not-for-profit organisations to take advantage of the changes but also help to ensure Sunderland residents benefit more directly from the greater investment into their city."

REFLECTING ON 2024 ACHIEVEMENTS

From launching our 1,000th Breakfast Club to reaching £5.4m in annual grant awards, 2024 has been a year of huge growth for The Greggs Foundation. It has also been a year to start a new and exciting direction for our school programme without straying from our core objective to build stronger, healthier communities.

Fundraising

Over £69,000 was raised during fundraising events in 2024. Events included two charity golf days and our first ever dragon boat race along the river Tees (set to be repeated in 2025 – watch this space!).

Also, a huge thank you to our Greggs colleagues for turning up to what was a very sunny and challenging day walking the Ingram Valley hills in Northumberland on our annual fundraising walk.

In addition to this, £235,817 was raised by Greggs retail colleagues and customers during the two Breakfast Club appeal weeks held at Greggs shops across the UK.

To all that do something every year to raise money and make sure we can continue to achieve our goals of increasing educational equality, health and wellbeing and growing sustainable communities from within – your generosity does not go unnoticed.



THANK YOU

This is an exciting and pivotal time for the Greggs Foundation. As we look to the future and new ways to make an even greater impact on the communities that we serve, it's also a chance to look back on a busy 2024 and thank those who work so hard on our behalf.

To all of our partners, supporters, Greggs customers, and Greggs colleagues, it is because of your unwavering support every year that our work is possible. Thank you, from all of us at the Greggs Foundation, for always going the extra mile to support our communities.

