

Iceland Foods Charitable Foundation 50th Anniversary Impact Report



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In 2023 Iceland Foods Charitable Foundation (IFCF) celebrated raising **£34 million** to support good causes

Our Trustees



Richard Walker OBE Chairman of the Iceland Foods Charitable Foundation & Executive Chairman of Iceland Foods



Tarsem Dhaliwal Trustee of the Iceland Foods Charitable Foundation & CEO of Iceland Foods



Sir Malcolm Walker CBE Trustee of the Iceland Foods Charitable Foundation & Founder of Iceland Foods



Paul Dhaliwal Trustee of the Iceland Foods Charitable Foundation & Group Sales Director of Iceland Foods

We would like to say a massive thank you to our charity partners.

All of our partners have been truly inspirational, professional and creative to work with. Together we have been able to deliver incredible, impactful projects in diverse fields to benefit our communities and way beyond.

Thank you



Iceland

Charitable

Foundatio



Action for Children



The National Brain Appeal Funding advances in neurology and neurosurgery









"The Iceland ethos of Doing It Right and caring for others was established before I was born and I am proud to lead IFCF into its second half century"

Chairman's welcome

It was a massive privilege to succeed my Dad as Chairman of the Iceland Foods Charitable Foundation at the start of 2023, 50 years after he set up the charity – a remarkably forward-looking move by a business that then comprised just a handful of small frozen food shops.

In the years since then – as you can see from this report – Iceland and its charity have both grown exponentially, and have achieved some truly amazing things.

For me, the literal high point of the year was naturally reaching the summit of Everest in May and so helping to raise £1 million for the National Brain Appeal to build the world's first Rare Dementia Support Centre. I took on this challenge in memory of my Mum Rhianydd, the late Lady Walker, who was diagnosed with a rare dementia in 2010, so I know exactly how much this centre will mean to other families faced with these conditions.

As ever, I was supported every step of the way by my 30,000 Iceland colleagues, many of whom took on their own personal challenges to help us reach our fundraising target. I am in awe of the energy and dedication our store and head office teams always show in helping us to achieve our goals, whether that is in dementia research, promoting wellbeing, helping children or tackling environmental challenges.

I am also truly grateful to our millions of customers and many hundreds of suppliers who consistently support the work of our charity, and I offer my heartfelt thanks to them all.

The Iceland ethos of Doing It Right and caring for others was established before I was born and I am proud to lead IFCF into its second half century, where I am sure it will continue to prove itself a real force for good in changing lives for the better.

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Richard Walker OBE Chairman of the Iceland Foods Charitable Foundation & Executive Chairman of Iceland Foods







Our mission

Our mission is simple and clear: we want to make life better for people. That's why we raise money and awareness for good causes - and because we believe it's simply the right thing to do.

The Foundation has been in existence since 1973 as we have always been committed to raising funds for good causes. In 2013 we gave the Foundation a public face to help recognise the achievements of our colleagues and customers and to make it easier for people to support us. This is the IFCF we know today, which you will see in Iceland and The Food Warehouse Stores.

We seek to support charities our people, customers and suppliers can relate to, and where we can make a big difference to our communities, by raising public awareness as well as money. Every year we choose to support one principal charity partner; in addition to this we also support other good causes which are nominated by our Iceland and The Food Warehouse colleagues.

"I love working for a company that cares about causes that matter to us all. Together we can really make a difference and help change the future for everyone."



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Fundraising by our Iceland Family

Our funds come from our incredible colleagues' fundraising efforts, all the way from our most senior executives to every single one of our 1,000 stores - plus, of course, our amazing customers.

Iceland's main fundraising activities are a charity week in store during the spring, when all colleagues across the business engage their own teams and customers in supporting our chosen charity partner's good cause.



Our colleagues have run, cycled, baked, hiked, climbed, sky dived, dressed up and sung all in aid of the charities we have supported.



Supplier support

Iceland hosts an annual golf event which to date has raised over **£5 million** for our charity partners. The event has been a fixture of Iceland's diary for three decades. In 2023, Iceland held the 30th golf event in aid of Iceland Foods Charitable Foundation.

Over the years the event has raised vital funds for

- Alzheimer's Research UK
- Prostate Cancer
- UK Sepsis Trust
- Royal British Legion
- Defence & National Rehabilitation Centre
- Action for Children





We thank the outstanding generosity of our suppliers and supporters who not only attend this popular event, but who also provide food and drink and sponsorship. Without their support the event would not be so successful at raising vital funds to support our chosen charities.

> CLICK TO WATCH 2022 GOLF VIDEO





"More people than ever before now realise that dementia is ... a relentless killer that is the biggest single cause of death in the UK."

Dementia introduction

Like most people, I only got really interested in dementia when it impacted my own family. I was immediately appalled to discover how little was being done to find a treatment or cure for the condition, compared with the millions being poured into research on heart disease and cancers.

I was determined to make a difference, and delighted to have my Iceland colleagues and customers passionately behind me from the outset because dementia has now touched the lives of almost every family in this country, and in the wider world.

Our first big fundraising initiative was the Iceland Everest Expedition of 2011, when my son Richard and I raised £1 million for Alzheimer's Research UK by reaching the North Col at 23,000ft. I had reached my physical limit and Richard nobly turned back with me, but I always knew he would have to reach the summit one day, and I am immensely proud of his achievement this year and of the further £1 million he has helped to raise.

The £18 million we have given to dementia charities since 2010, plus the further £10 million contributed by our retail partners, has had a tangible impact in helping to make the UK Dementia Research Institute a reality, and in developing the world's first Rare Dementia Support Centre.

But it's not just been about creating facilities to advance scientific knowledge and lend support to those living with dementia and their families. We have also striven to raise public awareness and understanding of the condition through initiatives such as our support for the Think Brain Health campaign and by training all our colleagues as Dementia Friends.

As a result, more people than ever before now realise that dementia is not just about old people becoming a bit forgetful. It is a relentless killer that is now the biggest single cause of death in the UK.

We will keep working together to beat it in the years ahead.

Malcala Wallaw

Sir Malcolm Walker CBE Trustee of the Iceland Foods Charitable Foundation & Founder of Iceland Foods





OUR DEMENTIA IMPACT

Over the last **twelve years** we have raised an astounding **£18 million** to help beat dementia. That £18 million has helped and supported:

Over **500** ARUK

UCL Donated over £10 million

Formed the UCL Dementia Research Retail coalition. By donating from the sale of 5p carrier bags our partners; Asda, Waitrose, Morrisons, WHSmith, Farmfoods,

Booths, Poundland and HSS Hire added





First food every single

colleague to be a dementia friend that's 28,000 colleagues!

The National Brain Appeal Funding advances in neurology and neurosurgery

Donated over £1 million

researchers from **15 countries** have participated in research funded by IFCF



We have enabled **400**

dementia researchers

to come together to

Helped establish the new UK **Dementia Research Institute** at UCL, which is due to open fully in early 2025.

Funded ARUK Early Career researchers, junior scientists who have worked on over 650 discoveries and collaborated across 24 countries

Worked with ARUK on





than **37,000 tissue samples** have been shared, leading to over 300 new findings

Supported ARUK **#ShareTheOrange** awareness campaign with all Iceland customers and colleagues.



learn, collaborate and **share** their discoveries by supporting the **ARUK Research Conference**

Founding funders of EDoN: a ground breaking project that brings together global experts in data science, digital technology and neurodegeneration - to develop a digital tool to spot the diseases that cause dementia earlier



Research, which provides essential brain tissue to researchers. More

ALZHEIMER'S FOR A CURE

Donated over

£5 million

to the UK Dementia Research Institute at UCL.



retailer to train



Sponsored Alzheimer's Society memory walks





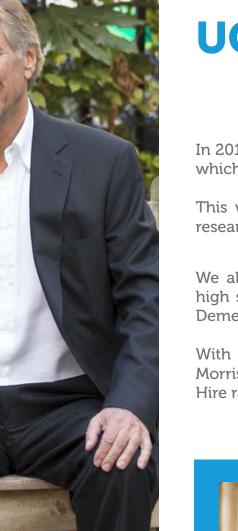
Helping to create the world's first Rare Dementia **Support Centre**





he frozen food experts

- people are living with the condition, and with an ageing population, this is set to increase to over a million by 2025.
- It is the leading cause of death in England and Wales. In 2022, nearly 66,000 people died from dementia in England and Wales alone – more than lung cancer or stroke.
- In the UK, dementia is estimated to cost £25 billion a year - and by 2030, it will be the most expensive health condition among the UK's top causes of death, costing £30bn a year.
- There is only one dementia researcher for every four working on cancer.







In 2016, we gave UCL **£10 million** to help establish the new UK Dementia Research Institute, which is due to open fully in early 2025.

This world leading research centre for dementia will be home to over 500 international researchers, working together to tackle one of the greatest medical challenges of our time.

We also brought together some of the biggest names on the high street, where differences were put aside to form the UCL Dementia Research Retail Coalition.

With the sale of 5p carrier bags our partners; Asda, Waitrose, Morrisons, WHSmith, Farmfoods, Booths, Poundland and HSS Hire raised and donated a further **£10 million**.



"The Iceland Foods Charitable Foundation and UCL want to make a difference. The contribution that Iceland has made to realising UCL's new neuroscience facility is incredibly important. This facility represents a whole new way of thinking - a partnership way of thinking - about finding a cure for conditions like dementia"

Dr Michael Spence, President & Provost UCL

VK Dementia Research Institute





The UK DRI has been set up to find scientific solutions to one of society's biggest health challenges: over 1 million people are expected to have dementia in the UK by 2025.

The facility will be a significant leap forward in the battle against dementia, bringing forward and fast tracking research.

It will provide:

- Cutting edge facilities
- Allow researchers, clinicians, and patients access to each other which will enhance the partnerships



The Lady Walker Garden

Named after Rhianydd, the late Lady Walker, the Lady Walker garden will provide a beautiful space where patients, researchers and the public can reflect and be revitalised. Designed to foster wellbeing the sensory garden will enable users to unwind and reconnect with nature.



"It's really great to see what's happening with money we've been raising in stores. Our store team genuinely feels like a family. The team really get involved.

It makes me feel very proud, my Nan and Grandad both passed away with dementia. It's going to be fantastic, when it's all completed."

Simon Felstead Store Manager Iceland Fulham CLICK TO WATCH UCL VIDEO



Alzheimer's Research UK

ALZHEIMER'S FOR A RESEARCH UK CURE

Our partnership with Alzheimer's Research UK began in 2011 and we are proud to have donated over **£5 million** to the charity.

The £5 million raised by our colleagues and customers has supported many vital research projects across the UK, including the amazing 'Brains for Dementia' project at the University of Newcastle. We are also delighted to fund Early Career Researchers' work in Dementia with Lewy Bodies and Cutting Edge Stem Cell Technology.



Brains for Dementia Research

Brains for Dementia Research was set up in 2007 to provide a way for people to support vital dementia research by signing up to donate their brain. The commitment of participants enrolled into the Brains for Dementia Research project has created the opportunity to find out more about the links between ageing and cognition.



Cutting Edge Stem Cell Technology

Stem cells can be turned into any type of cell in the body. ARUK Researcher's will be looking specifically at how the disruption of the recycled system in brain cells changes the way the cells behave and also how they react to a protein called amyloid, a hallmark protein in Alzheimer's disease.

Between 2011 and 2013 Sir Malcolm Walker, has climbed Everest's North Col, abseiled down The Shard, trekked towards the South Pole and written an autobiography, all in aid of dementia research.

In May 2022, Richard Walker was appointed an Ambassador of ARUK.



Dementia with Lewy Bodies

Dementia with lewy bodies is the second most common Neurodegenerate disease to cause dementia after Alzheimer's disease. Dementia with lewy bodies is caused by the build up of toxic clumps of protein in the brain. Researchers will be using brain tissue from patients with lewy bodies to look at how different proteins accumulate in the brain cells and whether the levels of these proteins can be linked to the different symptoms/experiences by patients during life.



"We are immensely thankful to the Iceland Foods Charitable Foundation for their generous support of Alzheimer's Research UK over the last 12 years. Almost one million people are living with dementia in the UK and tragically, not one of them will survive. We urgently need to revolutionise the way we treat, diagnose and prevent this condition.

So far, the Iceland Foods Charitable Foundation has raised over £5 million for Alzheimer's Research UK, helping us move closer to this goal. Thanks to our ongoing partnership, we have been able to support vital research projects that have improved our knowledge of this complex condition, including work in the early detection landscape. In stores, Iceland Foods promoted our Think Brain Health messaging to motivate thousands of customers to make brain healthy habits and potentially reduce their risk of developing dementia.

We cannot thank Iceland Foods Charitable Foundation enough for their support to end the heartbreak of dementia."

Hilary Evans, Chief Executive of Alzheimer's Research UK.





Frank Rothwell Talisker Whisky challenge

IFCF was delighted to have supported Frank Rothwell in the Talisker Whisky Challenge in 2020. Frank raised £1.1 million for Alzheimer's Research UK and IFCF match funded the first £500.000 worth of donations.

Frank was the oldest person to conguer the Talisker Whisky Atlantic Challenge solo, and raised the largest amount ever raised by a single rower in 2020.

Frank was motivated to raise £1 million for Alzheimer's Research UK after witnessing the devastating impact of dementia in his own family. While at sea, Frank received heartbreaking news that sadly his brotherin-law, Roger, had passed away with Alzheimer's at the age of 62. This news only spurred Frank on to complete the challenge and get back to his loving family.

In December 2023, Frank is taking on the challenge again and IFCF are pleased to support him by match funding the first £100,000 donations via JustGiving.



This time, Frank has named his boat 'For A Cure,' to reflect the charity's mission to find a cure for dementia, something personally important to him. Earlier this year, Frank lost his best friend, who passed away with the disease. He hopes to raise as much awareness and money as possible for Alzheimer's Research UK so that, one day, every person is free from the heartbreak caused by dementia.







Think Brain Health

ALZHEIMER'S FOR A CURE

With Alzheimer's Research UK and the help of our supplier Keelings we supported a groundbreaking campaign during World Alzheimer's Month in 2022 to transform the nation's brain health. The 'Think Brain Health' Campaign encouraged people to get thinking about their brain health and educate on the steps you can take to reduce your risk of getting dementia.

The campaign included:



Campaign messaging on all fresh fruit with a QR code, encouraging customers to make healthier choices.



Senior level support with Richard Walker, Executive Chairman of Iceland, actively promoting the campaign.



Celebrity chef support to encourage people to adopt healthy behaviours.

The campaign helped to reach **traditionally hard to reach communities** with vital brain health messaging. Our support was crucial as up to 40% of dementia cases could be avoidable through health and lifestyle choices. However, just a third of people in the UK realise it's possible to reduce their dementia risk - and this number is significantly lower for people on lower incomes.

This partnership helped to save lives by empowering people with the knowledge they need to reduce their risk of dementia.

We were very proud to have received a Highly Commended Award at the 2023 Business Charity Awards for the campaign.



E-learning giving employees the opportunity to learn about brain health.



Internal and external communications to drive vital awareness.



"We were very proud to have worked with Iceland Foods and Alzheimer's Research UK on this important awareness campaign. At Keelings our vision is to inspire more people to enjoy fresh produce. This campaign spread the awareness that healthier eating habits could help reduce the risk of getting dementia. We have a passion for promoting the health benefits of our products so it was a privilege to be involved in this ground-breaking partnership."

Caroline Keelings CEO Keelings



Dementia Friends

We partnered with Alzheimer's Society & Alzheimer's Scotland from 2017 to 2018 and donated a total of £1.5 million over the two year relationship.

We sponsored Alzheimer's Society memory walks where friends and family came together across the country to show support for people living with dementia.

We were the first retailer ever to train every single colleague to be a Dementia Friend - that's 28,000 people.

> "As a Dementia Friend I really enjoy helping customers who find grocery shopping overwhelming. It's really rewarding knowing I'm making a difference."

Caroline Dementia Friend Store Colleague Chester







"Iceland has been a fantastic supporter of Alzheimer's Society for a number of vears now, raising over £1.5m towards dementia research and care during the time we were partnered. Iceland has also worked hard to become a more dementia friendly retailer, by creating 28,000 Dementia Friends amongst their employees and creating signage at their till points to remind people to be thoughtful towards people who might have or be affected by dementia. The support and dedication to the cause is phenomenal."

Kate Lee Chief Executive at Alzheimer's Society

We are Dementia Friends



Dementia Friendly Screening with Light Cinema

We are proud to have supported in association with Alzheimer's Society the Light Cinema's Dementia Friendly initiative.

The screenings are slightly adapted to ease the sensory impact - the lights in the screen are left on low, and guests are free to walk around, take a break, and sing along to any familiar songs.

Light Cinema provide free tea, coffee and biscuits, so that people can get settled into the space before the screening begins.





Richard Walker, IFCF Chairman reached the summit of Everest at 8,849m / 29,031ft, on Tuesday 16th May, 2023.

Richard completed the climb in just over four weeks which is a remarkable achievement: as the typical Everest expedition spends three months acclimatising and preparing for the final summit push.

World's First Rare **Dementia Support** Centre

In 2023, we proudly donated over **£1 million** to The National Brain Appeal to help create the first rare dementia support centre.

To mark IFCF's 50th anniversary, IFCF Chairman, Richard Walker, took on the incredible challenge of climbing Mount Everest accompanied by mountaineer and adventurer, Kenton Cool, raising funds for the first rare dementia support centre. In support of Richard, Iceland and The Food Warehouse store colleagues held their own fundraising activities to help raise funds for this important project.

The National Brain Appeal is proud to have funded support groups for rarer dementias since 1994. It's a service that provides specialist social, emotional and practical support for individuals living with, or affected by, rare dementias.

Unusual dementias are generally under-researched, under-recognised and under-supported. Of the 1m people in the UK expected to be diagnosed with dementia by 2025, between 5%-20% will experience a 'rare' form with symptoms emerging before they turn 50. This is devastating and isolating.



Help us create the World's 1st Rare Dementia Support Centre





The National Brain Appeal are working hard to create a state-of-the-art home for that service which will be based in Queen Square – at the heart of neurological research and healthcare community. The new centre will bring together those living with rare dementias with experienced healthcare professionals, as well as being a base for pioneering research into the support services available. The new centre has three key aims:

- Support for people living with rare dementias and their carers and families;
- Education and training for healthcare and other relevant professionals;
- Pioneering research into the design, delivery and impact of support services.









"We would like to thank Iceland Foods Charitable Foundation for their fantastic support towards creating the world's first rare dementia support centre - and to making a real difference to families facing the most difficult of situations.

The level of fundraising achieved is truly amazing. We are so grateful for the efforts of everyone at Iceland and the Food Warehouse across the UK - and for the backing and dedication of all the Foundation's Trustees.

All of us at The National Brain Appeal and Rare Dementia Support really appreciate the Foundation's confidence in this appeal as well as such generous funding.

Richard Walker's Everest Summit in memory of Lady Walker, is an extraordinary feat of physical and emotional endurance that is both humbling and inspiring to us and to our collective supporters.

The Iceland Foods Charitable Foundation partnership with The National Brain Appeal has been genuinely transformational for the charity and the appeal, as well as to the thousands of people affected by rare dementias, their families, carers and professionals who work alongside them.

Creating a state-of-the-art centre of excellence that will provide support and advice for those living with a youngonset or rare dementia, a space for pioneering research into these devastating conditions while accelerating the search for effective treatments, sets up an incredible future legacy for all the partners and truly encapsulates Iceland Foods Charitable Foundation's goal to 'make life better for people'.

The Foundation has ensured that, in addition to tremendous contributions to dementia research, the support for individuals living with these conditions will be transformed. We can't thank you enough."

Professor Nick Fox, speaking on behalf of The National Brain Appeal and Rare Dementia Support



Thank you to the late Tony Husband, award winning cartoonist. We shared a passion for raising awareness of dementia, and he supported our work by creating wonderful bespoke cartoons for us.







"I am enormously proud of our work in Wellbeing that is actually saving lives"

Wellbeing introduction

Our charity's mission is to make life better for people – and I am enormously proud that our work in Wellbeing that is actually saving lives through our partnerships with charities dedicated to raising awareness and backing research into neglected conditions.

Sepsis kills five people every hour in the UK - more than many common cancers put together - yet it is preventable and curable if identified and treated in time. Far too many lives are being lost because people don't know about the condition and fail to recognise the symptoms, which is why we have backed the UK Sepsis Trust's Schools Against Sepsis and Sepsis Savvy campaigns to increase understanding and get more people asking the key question: "Could it be sepsis?"

Through these campaigns we have reached 1.2 million school students and staff, and spread the message on more than nine million Iceland milk bottles. On World Sepsis Day in September 2023 we also highlighted the dangers of sepsis on all our delivery vans and included Sepsis Awareness leaflets in all our deliveries that day, as well as funding their distribution to GP surgeries, hospitals, schools and community organisations.

A moving video featuring the actor Jason Watkins, who sadly lost his daughter to sepsis, was issued to raise awareness on social channels and through mainstream media interviews.

For more than a decade we have also been working in partnership with Prostate Cancer UK to raise awareness of the most common cancer among men. Our donations of more than £1 million have helped to fund ground-breaking research, develop the first precision drug to treat the condition, and make more men aware that early diagnosis is critical to successful treatment.

Our partnership with Astonish Protect and Care handwash for Father's Day 2023 gave more than 90,000 households access through a QR code to Prostate Cancer UK's free online digital cancer risk checker, encouraging more men to take a quick and easy health check that could literally save their lives.

Tarsem Dhaliwal Trustee of the Iceland Foods Charitable Foundation & CEO of Iceland Foods





OUR WELLBEING IMPACT

Wellbeing has always been an important focus for IFCF and we are proud to have funded and proactively supported several vital campaigns with our partners.







Helped fund research which transformed how prostate cancer was diagnosed.

MpMRI imaging technique is now used nationally.



Sepsis

Sepsis is a life threatening condition which is preventable in many cases. By partnering with the UK Sepsis Trust we are raising awareness of sepsis symptoms through an innovative milk campaign, funding the unique 'Schools Against Sepsis' campaign and sponsoring the Sepsis Savvy campaign.

Schools Against Sepsis

The foundation worked with the UK Sepsis Trust to create the first ever 'Schools Against Sepsis' campaign. This life saving campaign has produced education resources such as manuals and videos for teachers to use in classrooms throughout the UK.

So far the campaign has **1,009 schools** registered for the programme with a reach of nearly **1,200,000 students and staff.**

Sepsis Savvy Campaign

Sepsis Savvy encourages businesses to raise awareness among their staff of the deadly condition which last year claimed at least 48,000 lives in the UK – more than breast, bowel and prostate cancers combined. With our support UK Sepsis Trust create free Sepsis Savvy resources, including a short educational video and a simple online game.



"We're hugely grateful for IFCF's vital role in encouraging as many people as possible to get Sepsis Savvy and to know when to 'Just Ask: Could it be Sepsis?'. It's a simple question with the power to save lives, since 1 in 3 of us in the UK wouldn't treat sepsis as a medical emergency. Put simply, that must change to avoid thousands of preventable deaths every year."

Dr Ron Daniels UK Sepsis Trust Founder & Joint CEO





World Sepsis Day

On World Sepsis Day – 13th September 2023, Iceland helped to deliver the message to as many people as possible.

- We reintroduced the Sepsis Label and QR code on all Iceland Milk and Freshways Milk, which is sold in stores such as Londis, CostCutter and Spa.
- All Iceland online deliveries and home deliveries on World Sepsis Day included a Sepsis Awareness leaflet, this was a total of 63,105 orders.
- All 1,646 Iceland delivery vans had a 'Just Ask: Could it be Sepsis' sticker on the back of their van - which was displayed for the week leading up to and including World Sepsis Day.
- IFCF funded 41,000 Sepsis Awareness leaflets to be sent to hospitals, GP surgeries, schools as well as community organisations as part of Sepsis information packs.





- We created an awareness raising film that was promoted on all social channels. The film featured the actor Jason Watkins, as the UK Sepsis Trust's Ambassador talking to Tarsem Dhaliwal, CEO of Iceland and IFCF Trustee about the symptoms of Sepsis and the support IFCF has given to the charity.
- Grammar School teacher Emma Cox features on the video. Emma was able to identify that her mother – who has Alzheimer's – was exhibiting signs of sepsis after using Sepsis 'Schools Againt Sepsis' resources. She realised that her mother had not passed water in 7 hours, had a fever and had a rash spreading on her leg, so suspected sepsis and called 111. An emergency ambulance and two nights in hospital later, her mother is home. A mild case of cellulitis around her

which undoubtedly saved her mother's life.



"Getting the message out about sepsis awareness is really important. Everybody should be aware of the signs and symptoms. If it wasn't for the UK Sepsis Trust's free 'Schools' Against Sepsis' resources my mother would not be here now. The UK Sepsis Trust are doing an amazing and crucial job but they wouldn't be able to do the job without the support of Iceland. So, a massive 'Thank You' Iceland."

Emma Cox Secondary School Teacher Bristol



ankle had turned into sepsis. Emma was Sepsis Savvy -

CLICK TO WATCH SEPSIS VIDEO



• Prostate cancer is the most common cause of cancer among men

- More than **52,000 men** are diagnosed with prostate cancer every year on average - that's 143 men every day
- Every **45 minutes** one man dies from prostate cancer - that's more than 12,000 every year
- 1 in 8 men will be diagnosed with prostate cancer in their lifetime. This rises to **1** in **4** for black men

Prostate Cancer UK

IFCF have been a long term supporter of Prostate Cancer UK. Since 2008, we have donated more than **£1 million** to save and improve the lives of men with prostate cancer.

With our support Prostate Cancer UK have been able to:

- Fund research that proved that **MpMRI imaging** could be used to diagnose prostate cancer, • sparing thousands of men unnecessary and dangerous prostate biopsies. Thanks to the research and subsequent campaigning, the imaging technique has now been adopted as best practice nationally.
- Fund research that led to the world's first precision medicine for prostate cancer, Olaparib. The project catalogued the differences in prostate cancers and identified a group of men with gene mutations. This led to the development of the world's first precision medicine for prostate cancer, Olaparib, now available on the NHS. The treatment helps to end the one-size-fits all approach and extend the lives of hundreds of men each year.
- Launched a **public awareness campaign** in partnership with NHS England to 'find the 14,000' men who missed their prostate cancer due to the pandemic. Referral rates across the country are returning to above pre-pandemic levels, and NHS estimates that nearly 2,500 additional men were treated as a result of the campaign.

In 2022, IFCF pledged an additional **£500,000** to Prostate Cancer UK over four years. The funds have been directed towards the development of work to reduce healthcare inequalities and become relevant to the communities most impacted, starting with Black men.



Foods **Foundation**



Partnership with Prostate Cancer UK and Astonish

For Father's Day 2023, IFCF partnered with Prostate Cancer UK and Astonish to raise critical awareness and funds for thousands of men affected by prostate cancer.

Astonish Protect and Care hand wash products were available in all Iceland Foods stores, the hand wash bottles included a QR code linking to Prostate Cancer UK's Free online digital risk checker tool.

Around one million people have completed Prostate Cancer UK's online tool to understand their risk, but many regions are being left behind in a 'postcode lottery'. There's a huge variation in the likelihood of men being diagnosed when it's too late for a cure. In London, 1 in 8 men (12.5%) with prostate cancer are diagnosed with advanced disease, rising to more than 1 in 3 (35%) in Scotland. Wales, Northern Ireland, and the North and Midlands of England are also shown to be negatively impacted.

Black men also face an increased risk of prostate cancer, with 1 in 4 black men in the UK getting the disease - compared with 1 in 8 white men. Our donated funds will be invested into addressing these geographical inequalities and pro-actively connecting with black communities to gain greater insights into the barriers to prostate cancer awareness and detection.



During the 4 week promotional period PCUK reported a huge uplift in individuals using their online digital risk checker tool.

To check your own risk please scan the QR code.





"Like Iceland, Astonish really care about their customers and communities.

We are so proud our Protect and Care hand wash was chosen to host the important Prostate Cancer UK risk checker that will help save lives."

> James Burr Sales Director Astonish



Michael Preston Account Manager



"Here's another great example of how charity partnerships can do so much more than just raise vital funds for the charity. I believe that these sorts of partnerships can shift public behaviour, and as a result can

nudge people in the right direction, be that for support, advice or lifesaving actions.

Can't wait to see more of this in the future. I really hope this isn't the last we hear from Iceland. Given the wide range of household brands, they have as partners. The sky really is the limit when it comes to the innovative solutions that are available for problems we haven't even identified."



CLICK TO WATCH ASTONISH/ PCUK VIDEO



"We're delighted to continue our partnership with Iceland Foods working with us to raise awareness of prostate cancer.

We'd like to thank you Astonish for supporting and helping us reach households across the UK with our important and lifesaving health message. By scanning the QR code on the Father's Day handwash bottles, men can check their risk of prostate cancer in less than 30 seconds. This online risk checker helps men separate the fact from the fiction and gives them accurate health information so that our Dads, brothers, sons and mates can make the right choices.

Over 12,000 men die from prostate cancer each year in the UK, and it is the most common cancer in men. It poses a significant threat to men's lives and currently there is no routine screening programme - this needs to change. We're grateful for our incredible partner, like Iceland, who continue to support our lifesaving work and help turn these ambitions in to reality'."

Laura Kerby Chief Executive Prostate Cancer UK

"there need be no conflict between the long-established **Iceland principles of Doing It Right while** also having some fun"

Children introduction

Children have been a key area of focus for IFCF for decades, with major campaigns raising £1 million for Petö UK in the 1990s and £3 million for Alder Hey Children's Hospital in the early 2000s.

Since 2020 we have built a partnership with Action for Children that has raised over £1 million to support vulnerable children, young people and families across the UK. My Iceland and The Food Warehouse colleagues were delighted that we were able to make each and every one of them a Secret Santa in 2020, helping to bring some Christmas joy to a needy child.

Our subsequent support for Action for Children – our charity partner for 2022 – has been channelled into an Iceland Winter Crisis Fund that provides emergency financial assistance to vulnerable families, and has supported more than 16,000 children and young people to date.

Our colleagues always do their utmost to raise money for our chosen partner during the annual Charity Week in our stores, embarking on a wide range of challenges with the generous support of our wonderful customers. In the face of a cost-of-living crisis and the added pressure of declining cash usage, we were pleased to raise £340.000 in our stores and head office during Charity Month in 2022.

I was also delighted to take on my own personal fundraising challenge for Action for Children, alongside Richard Walker and other Iceland colleagues, at the "Boycott Your Bed" event at Zip World in North Wales in October 2022. Spending the night in a hammock suspended from a zipline in the gigantic underground cavern was certainly an experience I will never forget.

This event raised £40,000 for Action For Children, taking our total donations for the year to £1 million, and the event was also much enjoyed by a group of children, parents and carers. Demonstrating once again that there need be no conflict between the long-established Iceland principles of Doing It Right while also having some fun.

Paul Dhaliwal Trustee of the Iceland Foods Charitable Foundation & Group Sales Director of Iceland Foods





OUR CHILDREN IMPACT

The foundation has donated over **£6 million** to children's charities.



Helped many projects including new technology equipment, vital research work and essential toys for distraction therapy.

Donated over £1 million to Peto UK



Helped create a National Institute for Conductive Education, helping to improve the lives of children with neurological motor disorders



We worked with the National Youth Advocacy Services on supporting their National Helpline and enabled them to expand the team taking calls and extend its opening hours.



We raised **£300,000** for Childline which helped counsel 10,000 children and young people in the UK.



Funded a 'When You Wish Upon A Star', Winter Wonderland break for 50 families at Center Parcs Christmas 2015. When you wish upon a Star



CHILDREN'S FOOD TRUST Eat Better Do Better

With The Children's Food Trust we supported teaching children in foster care and residential homes the

importance of nutritious food and helping them to develop cooking skills.



Created an Action for Children Winter Fund which helped **16,174** children and young people in the UK. Supported **6,448** families



- Children are more than twice as likely to live in poverty than adults
- 4.2 million children in the UK are living in poverty that's 3 in 10 children
- Work does not provide a guaranteed route out of poverty in the UK. 71 per cent of children growing up in poverty live in a household where at least one person works.
- **44 per cent** of children living in lone-parent families are in poverty.



Alder Hey

We gave **£3 million** to Alder Hey, Europe's largest children's hospital, between 2005 and 2009. Our fundraising helped to advance Alder Hey's pioneering medical work, buy vital equipment, and improve its facilities and environment.

Our support helped many projects including new technology equipment, vital research work and essential toys for distraction therapy.

One of the projects we supported was the children's cancer unit in Alder Hey's old building, enabling Alder Hey to make the experience for children the very best it could be.

In 2017 Iceland continued its support by donating five pence from every sale of the Hungry Heroes range to Alder Hey Children's Charity, to provide vital support for Alder Hey's unique ward chef service in its hospital 'Alder Hey in the Park'.



"Iceland's generous support of Alder Hey Children's Charity over the last 23 years has contributed significantly to enabling us to make a difference to the thousands of patients and their families who visit the hospital. From supporting our bespoke Oncology Unit in 2000, through to fundraising with staff and customers to support research, life-saving medical equipment and creating a child-friendly environment for our patients and their families, Iceland has had a big impact here at Alder Hey. The awareness raised through partnering with both the company and the Foundation has been invaluable and we'd like to say a big thank you for the support we've received."

Fiona Ashcroft, CEO, Alder Hey Children's Charity





Action For Children



Our partnership with Action for Children started in 2020 and we have raised over **£1 million** to support vulnerable children, young people, and families across the UK to have a safe and happy childhood. We are extremely proud to have received Action for Children's Stephenson Award for our Outstanding Corporate Partnership.



In 2020, we made every single one of our team a Secret Santa by donating £280,000, which represented £10 on behalf of each of our 28,000 amazing colleagues. This provided essentials for 6,811 children.

The following year, we continued our support and once again made our colleagues Secret Santa's donating a further

£300,000 to create an Action for Children 'Iceland Winter Crisis Fund".

We further helped the Iceland Winter Crisis fund by nominating Action for Children as our charity partner for 2022.

London Marathon

In 2022 & 2023 we entered an Iceland London Marathon. In total the determined team raised an amazing £40,000 for Action for Children



The Iceland Winter Crisis Fund, helped children, young people and families using Action for Children services, with emergency financial assistance to meet the cost of daily essentials, such as food, utility bills, baby items, clothing, cleaning products and home learning resources. This support helped to relieve the stress and ensure more vulnerable families could provide their families with nutritious meals at a crucial time.

Our support of Action for Children has meant that an additional **6,448 families** across the UK received vital grants, supporting a total of **16,174 vulnerable children and young people since 2021.**





"Since 2020, Iceland Foods Charitable Foundation has donated over £1 million to support Action for Children. With 4.2 million children in the UK currently living in poverty, and many more families suffering as we get deeper into the cost-of-living crisis, Iceland Foods Charitable Foundation's support has been absolutely vital. Every penny raised has helped support vulnerable children and families through the Crisis Fund, supporting hard-hit families who would otherwise struggle to pay the bills and put food on the table. Thank you Iceland Foods Charitable Foundation your support is making an incredible difference in children and young people's lives and having an impact that will last a lifetime."

Locks Farmer Managing Director, Fundraising, Communications & Policy Action for Children



Boycott your Bed

On Friday 7th October 2022: IFCF Trustees Richard Walker and Paul Dhaliwal and team members from Iceland's headquarters took part in Action for Children's 'Boycott your Bed' campaign at Zip World, North Wales.

Richard, Paul and colleagues braved the dark (and heights!) by sleeping out in a 180-year-old rock cavern, measuring twice the size of St Paul's Cathedral. Paul and Richard were suspended on a zipline, while colleagues slept out on giant trampoline-like nets hanging from the rock face.

The night was packed with activities, from a 'cave rave', singing competition, silent disco to dinner, midnight snacks and breakfast provided by Iceland's Chef Dave Lennox.

Children and young people supported by local Action



for Children services were invited to be a part of the event during the day before the sleepout. A small group of children, parents and carers excitedly joined Richard and Paul on the 'Titan' zipline, while a session on Zip World's 'Bounce Below' trampolines was enjoyed by a larger group.

The Iceland Foods Boycott your Bed event raised £40,000, ensuring IFCF's total donations to Action for Children reached the £1 million target. This allowed Action for Children to create an 'Iceland Foods Winter Crisis Fund' to provide grants to families for food, essentials and utility bills that are desperately needed in the current climate.





Thank you to Crops UK for buying a place for Boycott your Bed at Iceland's 2022 Golf auction. Paul Weatherby, joined Paul and Richard on the suspended zip wires. He was supported by Emily Sheppard and Steve Yates of Crops UK. The event also achieved great awareness of Action for Children and its Boycott your Bed campaign through the collaboration of all parties in generating news stories and messages in both traditional and social media – with Zip World receiving an impressive 2.5m views of their TikTok 'Cave Rave' video clip, well in excess of our 1m view target.





"We were extremely excited at Zip World to donate our unique underground venue to Action for Children (AFC) and Iceland for this incredible fundraising event. I was so excited when the AFC team approached me with the concept, because we're all about doing the extreme, and what better way to spend an evening, suspended in a hammock on a zip line, all in the name of an amazing cause. The work AFC do is second to none, especially in these difficult times we're facing at the moment, and Zip World are incredibly proud to be part of such a commendable and exciting fundraising event."

Sean Taylor Founder & President Zip World





We were very proud to have been short-listed in the category 'Challenge Event of the Year' at the Business Charity Awards 2023 for our Boycott your Bed event.

"Doing It Right for the planet ... a simultaneous win for climate, nature and our communities"

Environment introduction

The environment is a relatively recent addition to IFCF's areas of focus. But with the future of humanity at risk from the climate emergency and depletion of the natural world, there could surely never have been a better time to apply our resources to Doing It Right for the planet.

The Backyard Nature campaign we funded in partnership with Semble was inspired by a fantastic group of committed young environmentalists at an inner-city school in Liverpool, and delivered more than a million hours of nature engagement to children who had simply lost touch with the natural world around them, with fun initiatives that included sowing wildflower seedballs and creating bug hotels.

Our three-year partnership with the environmental charity Surfers Against Sewage has taken direct action to tackle plastic pollution and other litter through three successive Million Mile Cleans embracing beaches, riverbanks, hills and streets throughout the UK. In total more than 478,000 volunteers took part between 2021 and 2023. We were also pleased to fund four years of the UK's first Plastic Free Awards, recognising those in the front line of tackling the scourge of plastic pollution at source.

We always prefer to help smaller charities where IFCF's support can make a real difference, and we were very happy to be able to provide key funding to Wildlife Trusts Wales to help them realise their ambition to restore all the peatlands in Wales by 2030. Peat is a potentially huge carbon store and so has a vital role to play in the fight against climate change – but the current degradation of peatlands has turned them into a carbon emitter instead. The restoration programme will reverse this trend, lock up carbon, improve river quality, restore wildlife, and protect homes against flood risks - making it a simultaneous win for climate, nature and our communities.

Tichal MM.

Richard Walker OBE Chairman of the Iceland Foods Charitable Foundation & Executive Chairman of Iceland Foods





OUR ENVIRONMENT IMPACT

In line with Iceland's 'Doing It Right' plan and corporate activism campaigns led by Chairman Richard Walker, IFCF is proud to support projects tackling the environmental crisis here in the UK.



750,000 hours of Backyard Nature generated hours







• 8 million pieces of plastic pollution make their way into the ocean every day.

- 12 million tonnes of plastic is dumped into the ocean every year.
- 200 million people could be displayed by sea - level rise and extreme weather events by 2100.
- **2.5 tonnes** of carbon dioxide is generated by producing 1 tonne of plastic.

Backyard Nature

Backyard Nature is a national campaign for children, funded by the IFCF and grown by Semble, the UK's leading organisation for grassroots community projects.

Our goal is to get all children to spend more time enjoying and protecting nature where they live. Inspired by the Eco Emeralds, a group of young, inner-city environmentalists from Anfield, Liverpool. Backyard Nature aims to inspire a million hours of nature engagement for children in the UK.

Backyard Nature is helping children (and their grown-ups) to make a real difference to the planet. How? By providing them with the tools they need to protect their own patch of nature - even if they live in the heart of a city.



Save the Bees & Love Bugs campaigns

During our first Backyard Nature mission to 'Save the Bees', we gave away **330,000 seedballs** to children from every Iceland and The Food Warehouse store in the country, planting **15 million** wildflower seeds. To promote the campaign two Iceland vans were liveried as bees, a design created by Eco Emerald Elliott Fitzpatrick.



Our second mission 'Love Bugs' saw **300,000 bug** hotels given away for free to help children protect the bugs and insects on their patch of nature.







IFCF Supports Backyard Nature's Seedball Giveaway

The Eco Emeralds received a surprise visit from HRH The Prince of Wales. On 5th October, 2020 ITV aired Prince William: A Planet for Us All, putting Backyard Nature and the Eco Emeralds on primetime TV.

Since the launch of Backyard Nature, which was supported by HRH The Princess of Wales, the campaign has recruited over **13,000 Backyard Nature Guardians** and inspired more than **750,000 hours** of nature engagement for children all across the UK.

To celebrate the release of the ITV documentary, the non-profit organisation Project Maya, who run the company Seedball, gave away **200,000 wildflower seedballs** to community groups and schools with support from Semble, IFCF and Clarion Futures.



"Launching Backyard Nature in the Summer of 2019 was a life changing experience. We were whisked to London and spoke on a stage to numerous environmentalists. You could hear a pin drop as we spoke and we could tell that everyone was listening to our group.

I wish for the world to be fair and have clear blue seas. A world where everyone is peaceful. I want a world where people think of their surroundings and I want a world where people care about the environment and take on the responsibility of being a Backyard Nature Guardian."

Elliott Fitzpatrick Eco Emerald, Age 11

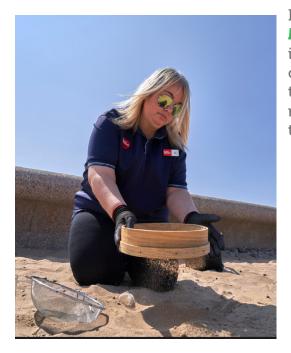


Surfers Against Sewage



Our partnership with Surfers Against Sewage (SAS) has seen tens of thousands of people coming together in their communities to rid our beaches, riverbanks, mountains and streets of plastic pollution, in the UK's biggest ever environmental clean-up event.

The first Big Spring Beach Clean: Summit to Sea took place in April 2019, with more than 45,000 volunteers joining over 750 community clean up events. Together, they collected almost **72 tonnes of marine plastic, equal to 18,000 full bin bags!** For the first time, SAS worked with The Wave Project to pilot 'Accessible Beach Cleans', making it easier for volunteers with physical and mental disabilities to take part with trained helpers, specific equipment and a more inclusive environment.



IFCF pledged to continue as Lead Partner of the **'Million Mile Clean'** in 2021, 2022 and 2023. The environmental initiative encourages people to get out locally, on streets, country lanes, in parks and along local waterways to tackle plastic pollution and litter. The campaign aims to reconnect people with their local environment to help their physical and mental wellbeing.



CLICK TO WATCH **IFCF / SAS** BEACH CLEAN





Plastic Free Awards

IFCF was proud to sponsor the UK's first ever Plastic Free Awards in November 2019, in partnership with SAS. The event honoured and celebrated the remarkable campaigners, entrepreneurs, community volunteers, youth activists and influencers who are playing leading roles in the fight against plastic pollution. We have continued to support these awards in 2020, 2021, 2022 and 2023.

Awards include:

- Best Campaign
- Innovation And Design
- Media Award
- Sporting For Change
- Business Leader





"We are delighted to partner with Iceland Foods Charitable Foundation on our Million Mile Clean campaign. Throughout the UN Decade for Ocean Science, the Million Mile Clean aims to mobilise 1 million volunteers to clean plastic pollution from over 10 million miles of UK landscape."

Giles Bristow CEO Surfers Against Sewage

Wildlife Trusts Wales



Iceland Foods Charitable Foundation (IFCF) has backed ambitious plans by Wildlife Trusts Wales (WTW) to seek the restoration of all Welsh peatlands by 2030.

Across the globe, peatlands occupy only 3% of the world's land area but store over 30% of global carbon, making them essential in the fight against climate change. Our peatlands represent a huge carbon store so are essential in our fight against climate change. However, over 80% of the UK's peatlands are damaged - and when damaged, the peat becomes dried and exposed to the elements, and instead of storing and taking up carbon, it emits it back into the atmosphere as CO2.

IFCF awarded £94,000 to Wildlife Trusts Wales, playing a pivotal role in this ambitious move by investing now to realise this vision.

In Wales, peat currently releases around 550,000 tonnes of carbon into the atmosphere every year. If this were to continue and the carbon in peatlands in Wales was lost to the atmosphere, it would be the equivalent to 15 years' worth of Wales's total CO2 emissions.

Wildlife Trusts Wales worked with IFCF to reverse this trend by developing projects to restore Welsh peatlands. The donation enabled work to influence Welsh Government to unlock funding and set clear ambitions to restore 40,000 tonnes of peatland in Wales. This will lock-up carbon, clean water due to filtration, restore endangered wildlife, and protect Welsh homes from flood risk.



Image courtesy of Robert Jordan



IFCF Crisis Response





In 2020 we donated **£150k** to St John Ambulance for their Covid-19 response.

St John Ambulance's focus is, and has always been, to respond to health emergencies, support communities and save lives. Iceland Foods Charitable Foundation's donation has contributed to St John offering services directly relevant to the major crisis our communities have faced.

The unprecedented circumstances of Covid-19 directed all the charity's assets to the fight against the pandemic. They up-skilled thousands of new and existing volunteers in Covid care training and gave almost 240,000 hours of support to patients during 2020.

Our contribution was significant in enabling the country to increase the number of resources available, undoubtedly helping to relieve the pressure on the NHS and save as many lives as possible.



National Emergencies Trust

Through the generosity of our customers we were able to donate **£10k** to the National Emergencies Trust Coronavirus Appeal, a nationwide fund which was set up to raise money to help communities during the time of crisis.







IFCF made an urgent donation of £150,000 to Age UK's Coronavirus Emergency Fund, who were aiming to raise £10 million, so it could be there for older people who desperately need its support during the unprecedented health emergency.

Age UK wanted to provide additional financial support to roughly 150 charities that form the Age UK network as they were forced to find new ways to work with their service users. This included measures such as delivering meals or essential supplies to older people, who were told by the government to stay at home to protect them from the virus.







In 2022 IFCF made an urgent donation of **£150,000** in support of the British Red Cross Ukraine Crisis Appeal to help with the Ukrainian relief efforts.

Ukraine has already endured almost eight years of conflict. The current escalation in fighting places millions of people in immediate danger. The Ukrainian Red Cross Society (URCS) and the International Committee of the Red Cross (ICRC) are continuing to respond to existing and emerging humanitarian needs. Our donation helped those affected get food, water, first aid, medicines, warm clothes and shelter.



BritishRedCross British Red Cross

In 2023 IFCF donated £50,000 to support the British Red Cross Turkey-Syria Earthquake Appeal. Over 50,000 people lost their lives and millions more were affected due to the devastating earthquake.

Our donation helped provide food, water, shelter, and more to millions of people.



Forces

HELP for **Help For Heroes**

We raised an amazing **£1.5 million** for Help For Heroes, our charity of the year in 2010/11. In addition to our usual charity week fundraising in stores, we held a spectacular charity ball to mark Iceland's 40th Anniversary in November 2010.



In 2014 we marked the centenary of the First World War by raising **£1 million** for RBL. Our support was focused principally on RBL's Battle Back Centre for the rehabilitation of wounded service personnel, and its Poppy Calls van service for veterans and their dependants.





Walking With The Wounded in Antarctica



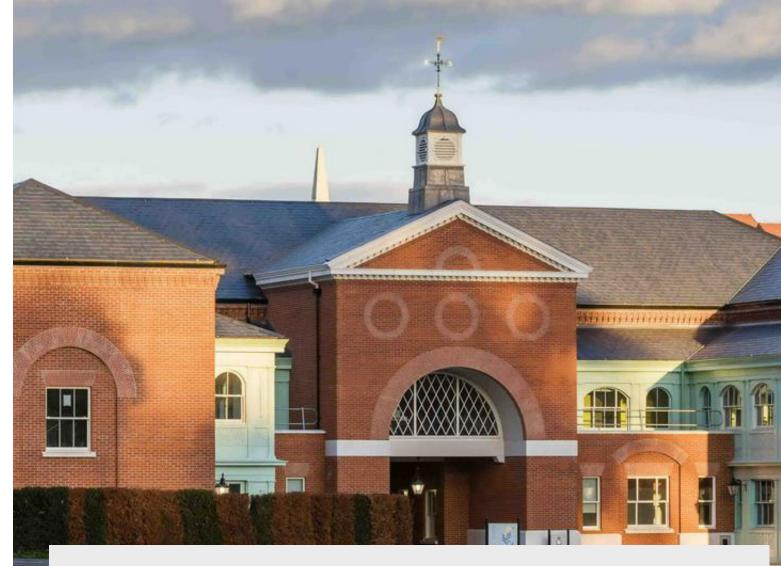


Iceland raised **£60,800** for Walking With The Wounded in 2012/13, to support its work in the re-education and re-training of injured service personnel. Our CEO Malcolm Walker joined a number of wounded servicemen on the 2012 Iceland Antarctic Expedition to the South Pole to raise money for this great cause as well as ARUK.

Helping to create homes for veterans

Iceland supplied food for the tradesmen who transformed Canada and New Street to provide homes for veterans as part of the BBC One programmes 'DIY SOS: The Big Build Veterans Special' broadcast in October 2015.





Defence & National Rehabilitation Centre

IFCF donated a major contribution of **£1 million** towards the construction of the new Defence & National Rehabilitation Centre (DNRC) at Stanford Hall in Nottinghamshire, which provides state-of-the-art facilities for the rehabilitation of both injured service personnel and those disabled in civilian life. IFCF's contribution funded the Neurological Treatment Garden.





"Most people in our prison system are poorly educated and have a bad or non-existent employment record. This is not always their fault and the cumulative effect upon the families, dependents and their mental health can be life threatening. This initiative by Iceland Foods presents a prison leaver not only with the hope of a job, but the hope of a new life. It is exciting to be working with an innovative team who care about the marginalised and have the practical means to tap into the locked-up potential in our prisons."

Paul Cowley MBE Rehabilitation Director Iceland

Rehabilitation

In line with its 'Doing It Right' philosophy, Iceland Foods, with the support of IFCF has introduced a rehabilitation programme. The initiative is to support prisoners to secure employment when released, thus challenging soaring rates of re-offending.

By working closely with the HR Team processes have been put in place to support the Rehabilitation programme and to make sure it is as easy as possible for people to join us. Iceland will not consider anyone on the sex offenders register, anyone who has committed acts of terrorism or arson, they must not have taken a life and are not on methadone. The programme currently is recruiting for home delivery drivers, retail assistants including cleaners and pickers.

Paul Cowley, Iceland's Rehabilitation Director, insists on interviewing all potential candidates in-person, to make sure they are likely to be a good fit. The recruitment scheme works in tandem with the Prison Employment Lead (PEL) – a person employed by the government in every prison to develop connections between prisoners and businesses.

According to data from the Ministry of Justice, two-thirds of prisoners have not been in employment or training prior to imprisonment and almost three-quarters have no paid employment upon release.

It is a proven fact that if you employ an ex-offender their risk of re-offending halves, The cost of re-offending on society is estimated at around £18 billion per year. Giving someone a second chance is about doing it right, not just for the person, but also to prevent future victims of crime, and improve the wider society and the economy. Men and women given a second chance often make the most loyal employees and there is so much locked up potential in prisons it feels right for us to be making a significant change.

The programme has seen a strong support and positive response from Iceland colleagues and the community it supports.







Thank you to Retail Week for awarding Iceland Foods the prestigious Community Retailer of the year award 2018

We would like to say a special thank you to Cascade Productions who supported us during our journey, helping us to create amazing events and capturing our special moments.







Iceland Foods Charitable Foundation, Second Avenue, Deeside Industrial Park, Deeside, Flintshire CH5 2NW

Website: ifcf.org.uk

Email: IFCF@Iceland.co.uk

Telephone: 01244 830 100

Iceland Foods Charitable Foundation, Registered Charity Number: 281943