



Rotary and Asda Community Life Champions Guidelines for working together

Introduction

This guidance document outlines how Rotarians can work with ASDA Community Life Champions with the aim of working on local projects. This document is intended to be read by Rotarians, particularly those holding district community and club community chair positions, who are looking for support for local projects.

Asda is a friend of Rotary and it is hoped this relationship will lead to great success for all involved from Rotary, Asda to the communities we serve.

The relationship stems from a successful pilot in Scotland between the Rotary Club of Inverkeithing & Dalgety Bay and the local store. Rotarians successfully worked with Asda in the local area on a number of projects and even used the store to meet in in an extension of the club. Asda colleagues were, and continue to be, very supportive.

Opportunity

There is an opportunity for Rotarians to work with their ASDA Community Life Champion to help initiate and complete community based projects. ASDA Community Life Champions are based in each Asda store and are willing to help various projects in various ways. Rotarians can benefit from this great avenue of opportunity by contacting their local store and introducing themselves to the Community Life Champion.

Process

District community and vocational chairs and Rotary club community chairs can contact their local Asda store with a clearly defined project idea. The project must fulfill the following criteria to be considered:

1. The project must be based in the 'mile' around the nearest Asda store. Please contact your Community Life Champion to discuss this further if you feel you may be further from your store.
2. The project must be with a charity or not-for-profit organisation (for example the PTA of the local school), that is run by volunteers.
3. The project must not be designed to support a charity or scheme that is run on a national basis.

Next steps

1. Discuss your project idea with your Rotary club, nearby clubs or district and formulate a plan of approach.

2. Contact your local Asda store and ask to speak to your Community Life Champion. The phone number for your nearest store can be found on the store locator page on the Asda website: [asda.com/storelocator](https://www.asda.com/storelocator).
3. Introduce yourself and your idea.
4. Discuss how this can be turned into a success. Your Community Life Champion may be able to: offer support with fundraising through colleagues, offer space in store to collect or raise awareness, offer a room for meetings in the store, the opportunity to nominate your project for the Chosen By You, Given By Us green token scheme, or discuss possible further funding from the Asda Foundation once it can be demonstrated that both the store and project have worked together to support the community. Staff may also volunteer to help progress the project
5. Agree on a plan of action. You may be required to complete a booking form for activities in store or other application for Asda Foundation funding.
6. Inform your Rotary district community / vocational chair who can then inform Rotary GBI for information and PR purposes. Put the project on Rotary Show Case, get it in the local paper / community website. Sharing information is important as your successes will help other clubs to explore new routes to help communities.

Rotarians can also contact the Rotary Projects Manager at Rotary GBI headquarters in Alcester via cds@rotarygbi.org or call 01789 765 411 for advice.

Equally, Asda Community Life Champions are welcome to contact their local Rotary club by using the club finder on the Rotary in Britain & Ireland website rotarygbi.org/club-finder/. This will list the nearest five Rotary clubs in the area.