



IMPACT

REPORT

2025



ABOUT THE

GREGGS FOUNDATION

The Greggs Foundation works to strengthen communities by expanding opportunities, increasing support networks and reducing the immediate impact of poverty through responsive, forward-thinking grant programmes that meet the real needs of people across the UK.

In 2025, our work centred on our three core strands of support where we continue to make an impact:

FEEDING BRIGHTER FUTURES



Through Feeding Brighter Futures, we partnered with schools to ensure children are nourished, included and able to access activities that support learning and wellbeing.

COMMUNITY ACTION FUND



Our grants into the community backed vital organisations delivering locally-led solutions.

RELIEF GRANT



Our small grants programme provided urgent help to individuals and families experiencing short-term challenges.

Our approach to grant-funding is guided by our theory of change which is rooted in early intervention and community partnership to make lasting change possible. By directing funding to the right people and places, we aim to break cycles of poverty and help build brighter futures for those who need it most.

“The impact is noticeable. Children who have eaten are more energetic, able to concentrate and ready to learn. It prevents the start of the school day from becoming a tiring experience that could make children dislike school. On the contrary, breakfast club makes children feel cared for and supported, knowing that their needs will be met when they arrive.”

Teacher at a UK primary school



FOREWORD

2025 was a year of evolution for the Greggs Foundation. It marked a shift not only in how we deliver support, but in how we respond to some of the changing realities facing children, families and communities across the UK.

One of the most significant developments was the transition of our long-established Breakfast Club programme into Feeding Brighter Futures. This change reflects what schools and communities have long been telling us, that children's needs do not begin and end at the school day. 2025 has been the beginning of a new era of school-based support that we are excited to build upon further in the coming years.

By broadening our support to include after-school provision, holiday activities and enrichment opportunities, we are helping children to access the kind of experiences that are accessible to the majority but may seem financially out of reach for so many of the children in our school network.

Alongside this evolution of our school support, we remained focused on our wider community work. We directed funds carefully, monitored impact and worked closely with partners to ensure our support reached those who need it most.

Our community grant and hardship programmes have continued to play a vital role in our offering, ensuring we could deliver both over a longer term and address urgent need. These programmes allow us to fund local organisations making a real difference while also supporting individuals and families who may feel they have nowhere else to turn.

Of course, none of this would be possible without the commitment of our Greggs colleagues and customers, wonderful funding partners and the amazing schools and community organisations we work alongside. I'd like to also give my personal thanks to our exceptional Foundation team and board of trustee directors, who give their time, skills and energy to the Greggs Foundation throughout the year.



Tracy Lynch
Foundation Manager

2025

AT

A

GLANCE

OUR THEORY OF CHANGE

IN ACTION

WHAT HAVE WE ACHIEVED AGAINST OUR THEORY OF CHANGE IN 2025?



People can access free or affordable food to reduce the impact of poverty and increase their readiness to learn, engage and connect with others



OVER 75,000

CHILDREN SUPPORTED DAILY THROUGH OUR SCHOOLS PROGRAMME

1046 SCHOOLS IN OUR NETWORK

65% OF SCHOOLS IN OUR NETWORK ARE IN IMD 1, 2 & 3

22 COMMUNITY FOOD BANKS AWARDED GRANTS

9 OF WHICH WERE NEWLY FUNDED IN 2025

746 GROCERY VOUCHERS AWARDED VIA RELIEF GRANTS

WITH A TOTAL VALUE OF £53,030



People can access a range of effective community services to widen their networks, reduce isolation, and build their knowledge, confidence and opportunities.



£151,262

AWARDED VIA SMALL COMMUNITY GRANTS AND GREGGS NOMINATED SMALL COMMUNITY GRANTS

OVERALL 102

COMMUNITY ORGANISATIONS AWARDED LARGE GRANTS

71%

OF COMMUNITY GRANTS WERE AWARDED TO COMMUNITY ORGANISATIONS IN IMD AREAS OF 1, 2 & 3

COMMUNITY GRANT AWARDS TOTALLED £1,840,656



People can access funds and vital household items to reduce the immediate impact of poverty on their lives.



£829,000

AWARDED IN RELIEF GRANTS

66 MILLION

FREE BREAKFASTS AWARDED TO CHILDREN IN THE LAST 5 YEARS

429

CLOTHING VOUCHERS DISTRIBUTED VIA RELIEF GRANTS TO FUND SUCH ITEMS AS SCHOOL UNIFORMS OR WARM CLOTHING

2782

WHITE GOODS AND BEDS AWARDED VIA RELIEF GRANTS



Schools and community organisations can access financial and partnership support to provide services which address their local needs.



OVER £500,000

DONATED BY FUNDING PARTNERS TO SCHOOLS

148

EXTERNAL PARTNERS DONATED TO SCHOOLS PROGRAMME

PARTNERS FOSTERED RELATIONSHIPS WITH

454 SCHOOLS IN OUR NETWORK

PROVIDING ADDED VALUE THROUGH VOLUNTEERING, SEASONAL DONATIONS & EDUCATIONAL WORKSHOPS

76 OF OUR CURRENT PARTNERS

HAVE FUNDED THE SCHOOL PROGRAMME FOR 5 YEARS OR MORE

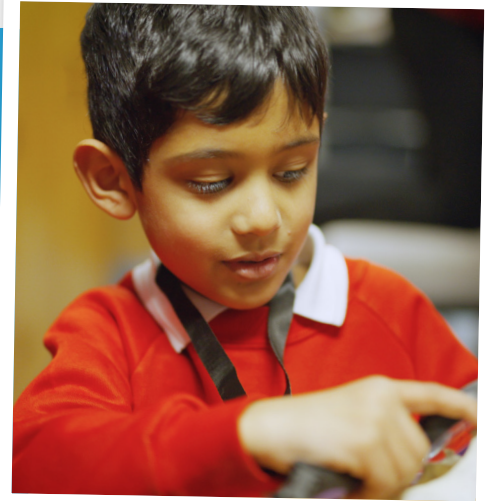
OUR THEORY OF CHANGE

OUTCOME

People can take advantage of opportunities to improve their quality of life

“This funding has been transformative for our wraparound care, bridging the gap between operational stability and student wellbeing.....Most significantly, providing 100% subsidised places has removed financial barriers for our most vulnerable families, leading to a measurable increase in attendance. Cooking Club has directly boosted attainment in Design & Technology, while the social bonding fostered in our clubs has led to a marked decrease in behavioural incidents during the formal school day.”

Bygrove Primary School



“This project (cooking club) has been one of the loveliest things we’ve ever had funding for. It’s been amazing to see the positive health and lifestyle outcomes from it and it’s a credit to the Greggs Foundation that they’ve allowed us to get on with it and use the money in the way we feel is impactful.

“We’re hoping that around a third of the people who come through this programme will finish with food hygiene certification – improving their future prospects as a result.”

Maria Wilby – Operational Lead at RAMA (Refugee, Asylum seeker and Migrant Action) in Essex



“We run an after school club called Nature Rangers which is directly affiliated to Forest Schools...we have been able to use this funding to pay for this and therefore many children now have access to this club and can attend. Pupils attending Nature Rangers benefit from being outdoors and learning about Nature as well as mixing with their peers and learning skills such as den building, whittling and safely building fires.”

Sunnylands Primary School



“The funding has been used to impact many of our younger children this term. The Year 1 children have had the opportunity to attend fine motor club each Tuesday, where they have developed their pre-writing skills. The money supported an extra adult helper each Tuesday which in turn has improve academic achievement and progress for these children. As part of the year 1 English, Art and Geography work, we have been able to subsidise at day trip to the Beatrix Potter Museum, the children will read stories, recreate illustrations from Peter Rabbit and learn more about The Lake District and Beatrix Potter as a significant person.

Brook Street Primary School, Carlisle



“The type of unrestricted funding we receive from the Greggs Foundation is the best type of funding for an organisation like ours. It can contribute towards salaries, premises and essentially help to keep our doors open. Importantly, it shows a trust in our organisation that we will use the money the best way and with the greatest impact.

“We’ve had volunteers come in from the local Greggs Outlet and give their time to serve breakfast and work in the kitchen. We’ve also had several visits from the Foundation team who’ve shown a genuine interest in our work.”

Joe Logan - Head of Funding for the Archer Project in Sheffield



FEEDING

BRIGHTER

FUTURES

2025 IN NUMBERS

465

SCHOOLS APPLIED FOR A RELIEF GRANT ON BEHALF OF FAMILIES

BY THE END OF 2025

119 SCHOOLS

WERE RECEIVING THE NEW FEEDING BRIGHTER FUTURES GRANT FOR ACTIVITIES OUTSIDE OF BREAKFAST



OVER 1000

SCHOOLS RECEIVED FUNDING FOR A BREAKFAST CLUB IN 2025

SCHOOLS APPLYING FOR THE NEW FEEDING BRIGHTER FUTURES GRANT RECEIVE

£1,000 PER TERM

FEEDING BRIGHTER FUTURES

In 2025, the Greggs Foundation evolved its long-running Breakfast Clubs programme into Feeding Brighter Futures.



Access to a nutritious breakfast remains essential for many children. With government funding for free breakfasts now available to English schools through the Brighter Starts programme, the time was right to look at ways to broaden our support beyond breakfast. Schools told us that wraparound provision, enrichment and learning opportunities are vital in nourishing children's potential, but all too often are not accessible to all due to financial barriers.

Feeding Brighter Futures expands support beyond the school morning to include after-school clubs, holiday provision and wider enrichment activity. We fund places and programmes to ensure equal access to all children – we don't want any children to be left behind.

At the beginning of 2025, our schools programme had just over 1,000 schools who were accessing breakfast club funding. Pilot funding phases proved successful, with over 100 schools moving to the new Feeding Brighter Futures funding model. Schools will receive £1,000 per term to fund free places for children at extra-curricular activities in school and school trips or to fund new programmes that could offer real value to pupils.

GROWING CONFIDENCE AND OPPORTUNITY THROUGH GARDENING

The Oaks Primary in Druids Heath, Birmingham is one of many UK primary schools using new and creative ways to help their school children overcome some of the challenges of living in their local area. The high-rise residential flats which characterise Druids Heath are slowly disappearing but still many children grow up without access to safe outdoor space, either at home or in the wider community.

Acknowledging the hugely positive effect of time spent outdoors for children, The Oaks teacher Michelle Calloway decided to take matters into her own hands and create new routes to engage with the natural world for the children.

Michelle comments:

"I'd often come into my classroom in the morning, open the blinds and be faced with a wilderness of weeds and plants that seemed to be out of control right outside of my window. It wasn't a huge space, but as a keen gardener myself, I know it was an area that with some time and effort could be turned into something genuinely useful for our pupils.

"With the support of the school, we slowly cleared the area. Despite the mammoth task, it unveiled a fantastic, untapped space that has become a little oasis of the natural world for our pupils to enjoy. Thanks to the help of volunteers and many kind donations, we've been able to create a pond which is full of tadpoles for the children to explore, a wildflower meadow and a relaxing teepee. Of course, the real star is our raised beds and greenhouse that supports a range of

growing and planting activities for a number of different school clubs – including gardening club."

Teaching and support staff at The Oaks are committed to providing enriching experiences that children may not be able to otherwise access. Central to this is the school's gardening club, which has been supported by the Greggs Foundation's Feeding Brighter Futures programme since the 2025 Autumn term.

Originally starting as a small, hands-on activity, the gardening club has developed into one of the school's most popular enrichment opportunities. Children are actively involved in creating and maintaining the garden space, giving them a sense of ownership and pride in their environment. Feeding Brighter Futures funding has been vital. The funding allows the school to work with a professional horticulturist, providing expert guidance that enhances the quality of the sessions and supports both staff and pupils. It also ensures the club can run consistently throughout the year, with resources such as soil, seeds and equipment readily available.



For many pupils, the club provides a rare opportunity to connect with nature. Without gardens at home, children are able to dig, plant and grow for the first time, spending time outdoors in a safe and supportive environment. Staff have observed a clear shift in pupils when they take part, with time outside helping them to relax, regulate their emotions and feel more engaged in school life.

Michelle continues:

“Gardening club is the highlight of the week for many of the children who attend. Under the guidance of our horticulturist Lindsay Sheppard, we have grown vegetables, flowers and have an area dedicated to herbs. The children actually grow and sell the vegetables in a local school market initiative and raised hundreds of pounds. It is absolutely invaluable to provide this connection to a garden, the shift in their focus at being outside and creating things in their garden is just a delight to see.”

The influence of gardening club has been of particular benefit to one child. One of the key stage 2 pupils, Elliot, enjoyed his time in the garden so much he became obsessed with wanting to grow his own vegetables outside of school. With no garden at home, his father was able to request an allotment space which has become a regular activity – allowing the family to bond at their allotment, growing and harvesting their own vegetables from scratch.

Michelle continues:

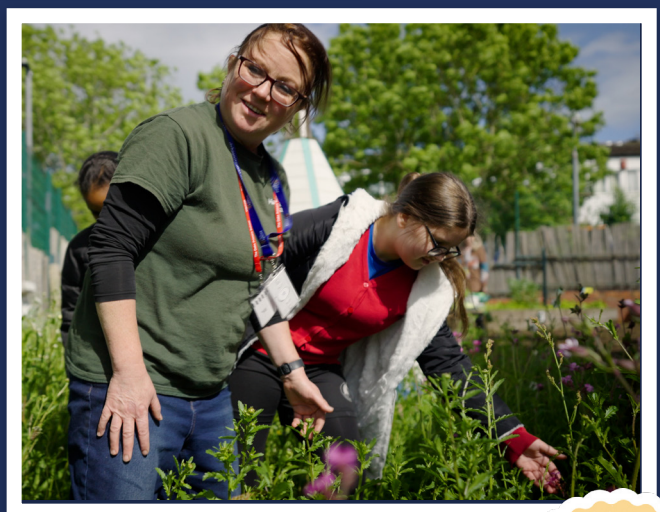
“I am a firm believer in the positive power of being outdoors in nature and through gardening club, we’re not only providing skills and education on growing and planting, we’re able to give the children experiences they just can’t access in their home environment. Through gardening, children develop practical skills, curiosity and a growing interest in the natural world. Over time, participation has evolved from simply exploring the soil to actively growing plants, with some pupils even taking

what they have learned home and continuing to grow on windowsills or balconies.”

The club has quickly become oversubscribed, with a waiting list each year, highlighting both its popularity and the demand for this type of opportunity. To ensure fairness, places are rotated so more children can benefit.

Without the support of Feeding Brighter Futures, the school would not be able to deliver the club at its current scale or quality. The funding removes cost barriers for families and ensures all children can access the opportunity, regardless of their circumstances.

Thanks to the continued support of Feeding Brighter Futures, the school is building a greener, more inspiring future for its pupils, one seed at a time.



COMMUNITY GRANTS

Community grants are our core support for charitable organisations delivering practical, community-led solutions to local challenges.

 **LARGE COMMUNITY GRANTS**

 **SMALL COMMUNITY GRANTS**

Grants of up to £20,000 per year, for up to two years were awarded to 48 new organisations in 2025, bringing the total organisations funded to 102 across the year. From Glasgow to Rhyl, London to Oldham, community grants are partly funded through a percentage of the profits donated by Greggs Outlets. We target support to locations near to Greggs Outlets, as well as areas of acute need throughout the UK.

Grants are available to organisations working with children, young people and families facing disadvantage, typically supporting projects that strengthen resilience, connection and opportunity.



ELCAP African Drumming



Cultivate Tees Valley



Lifecentre Salford

COMMUNITY ACTION FUND

For 2026, the community grants programme has changed its name to the Community Action Fund – supporting the action delivered by local organisations. The Community Action Fund offers a three-year commitment to funding and reflects our belief that longer-term financial help can enable deeper, more sustainable impact.

Offering up to £20,000 a year for three years allows organisations to plan longer-term delivery, respond to local needs, and strengthen their organisational capacity.

A broad spectrum of community organisations were supported in 2025 – with a mix of beneficiary/focus areas:

- Carers
- Children/Families and Young People
- Disability/Illness
- Ethnic Minorities
- Financial Hardship
- Homeless People
- Older and Isolated People
- Victims of Crime



YOUTH LEADS UK

CHAMPIONING YOUNG NORTHERN VOICES

Youth Leads UK is an award-winning charity supporting young people aged 12–25 across Bolton and Greater Manchester to build confidence, skills and influence. What began in 2011 as a youth magazine challenging negative narratives about young people has grown into a programme of leadership development, social action and creative platforms that help young people shape decisions affecting their lives.

The organisation focuses on supporting those furthest from opportunity, including young people from underprivileged backgrounds and the care system. Through practical employability support (such as CV writing, interview preparation and financial literacy) and direct exposure to leaders in positions of influence, participants gain the tools and networks they need to make the most of educational and employment opportunities and

civic leadership roles. Alumni have gone on to launch businesses, pursue careers in journalism and develop their own social action projects.

In 2025, a £20,000 Community Action Fund grant from the Greggs Foundation enabled Youth Leads UK to fund a part-time Youth Engagement Coordinator, expanding capacity and supporting an additional 90 young people to join its leadership programme.

“It’s not that we’re giving them (young people) a voice; it’s that we’re amplifying it and showing them how to use it.”

Mehran Mokri

Chief Operating Officer, Youth Leads UK



SUPPORTING ACTION IN NORTH WALES

BRIGHTER FUTURES RHYL

Brighter Futures Rhyl is working to reduce social isolation, loneliness and poverty in North Wales by creating a welcoming hub where local people can connect, learn and access support. Established in 2018, the organisation brought several small community groups together under one roof - an old pub on Wellington Road - renovated into an energy-efficient and flexible community space.

Today the centre hosts a wide range of activities, from parent and toddler sessions to "Sheds" - their name for group activities for men, women, young people and children. Alongside this, Brighter Futures Rhyl runs a community café, repair workshop and IT suite - practical services that help people build skills and confidence in an area where opportunities can be limited.

Beyond the building, Brighter Futures coordinates "A-Team Rhyl", working with local partners on community improvement projects such as gardening, decorating, litter picking and repairs. The organisation also shares resources with other not-for-profits, helping them deliver activities without prohibitive overheads and strengthening the local support network.

Brighter Futures Rhyl use their grant to support essential staffing costs, helping to part fund an engagement worker for two years and support the delivery of its core programmes. This flexible, core funding allows the charity to focus on meeting real community needs, rather than reshaping its work to fit short term project funding requirements, ensuring services remain responsive, consistent and effective.

"Having unrestricted funding... means that staff can then deliver what the community needs rather than us having to adapt things to suit project requirements."

Shane Owen
Chief Officer, Brighter Futures Rhyl



HARDSHIP GRANTS

IN TOTAL, 2025 AWARDS WERE
£829,000

Our hardship grants offer support on a referral-only basis to individuals and families experiencing acute difficulties.

Assessed weekly, the grants meet essential needs such as food and clothing vouchers, beds and essential household items.

In 2025, the programme continued to act as a vital safety net for people facing sudden crisis, often at points where no other support was available.

RELIEF GRANT

At the beginning of 2026, the programme was renamed from Hardship to Relief Grant to better reflect its purpose: **providing relief at moments of intense challenge.**



2025

RELIEF GRANTS

AT A GLANCE

SCHOOLS

73%
APPLICATION SUCCESS RATE

APPROVED REFERRAL PARTNERS

ITEMS FUNDED



616
COOKERS



429



CLOTHING VOUCHERS



990



WASHING MACHINES/
TUMBLE DRYERS



54



SMALL KITCHEN
APPLIANCES



639



FRIDGE FREEZERS



746



GROCERY VOUCHERS



637
BEDS



57



ENERGY VOUCHERS

OUTCOMES

"I told the Dad in person as he was dropping his children into school this morning. He was overjoyed and could not thank us enough. It will make a huge difference to this family. Once again thank you for making a difference in improving daily life for this family."

"Hi just let you know we got our double bed from the grant and we are so grateful thank you for helping. it's been amazing sleeping with a bigger space for me and my daughter."

"Have spoken with the parent and she is really grateful for your support - it will make a real difference to her and her family, thanks so much from her and me"

FUNDRAISING



PARTNERSHIPS

Fundraising and partnerships continued to play a vital role in supporting and enabling the Foundation's work in 2025.



INCOME STREAMS

- Greggs Donation
- Income from Greggs Outlets (shops with the red signage)
- Customer Donations
- Greggs Carrier Bag Income
- External Funders (Partners & Trusts etc)
- Investment Income
- Fundraising

TOTAL 2025 INCOME: £6,212,324

PROGRAMME FUNDING

- Feeding Brighter Futures
- Relief Grant
- Community Action Fund
- Innovation/Strategic Grants

TOTAL 2025 GRANT EXPENDITURE: £5,374,650



FUNDRAISING

HIGHLIGHTS

148

**EXTERNAL PARTNERS HELPED
POWER FEEDING BRIGHTER FUTURES**



**£500,000 IN
DONATIONS**

Support from partners went beyond donations: partners volunteered time, shared skills and careers guidance and helped support schools with upgrades to the school environment. It goes without saying that external partners offer so much more than financial support to schools – they bridge a gap between business and education to the real benefit of pupils, schools and the wider community.

All partners in our network make a range of contributions to our schools but this year we're putting a spotlight on two partners who have helped go the extra mile this year - Turbochef for all their additional fundraising support and Christeyns, who used their own long-term partnership with the Greggs Foundation to bring in new funding partners in the form of Yeo Valley.

“As part of our ongoing partnership with Yeo Valley, I was keen to explore how we could collectively extend our positive impact beyond business and into the heart of the community. When we discussed Christeyns’ work with the Greggs Foundation, it became clear that we had a unique opportunity to combine strengths.

The Feeding Brighter Future initiative reflects what our organisations stand for - long term relationships, local support, and doing the right thing. I’m proud to have instigated this collaboration and excited to see the difference it will make in the Yeo Valley area and, ultimately, for many more of our customers and their communities across the UK.”

Chris Bayliss UK Sales Director, Christeyns

“Middleby and specifically TurboChef are always trying to match the Greggs ethos around giving back to the community. Starting in 2024, we decided to increase our charitable support from a sporadic approach to a more structured and sustained effort to make a real difference. We began by sponsoring holes at the Greggs Foundation charity golf day, and by 2025 had upped this to a more primary sponsor position. We then chose to accelerate again, with TurboChef becoming a partner, offering long-term funding for Feeding Brighter Futures, on top of our other event-focused help for their fundraising calendar.

“Middleby and especially our TurboChef brand are very proud to be able to lend such strong committed support and it feels great to team up and do some real sustainable good together to hopefully improve and enhance the lives of so many people.”

Keith Shelly Middleby UK

Our 2025 fundraising events brought colleagues, partners and supporters together and raised just over £123,758 collectively. Two charity golf days formed the backbone of the events calendar along with the second of our Dragon Boat Race days in July 2025. We closed the year with FuturesFest in Windermere in October 2025.

Greggs colleagues made a huge difference in 2025. Through in-shop fundraising, product and till donations, cash donations and two appeal weeks in 2025, teams in Greggs shops across the country rallied behind the Foundation - raising an astounding £900,000. This figure was bolstered even further with thousands raised via give as you earn donations and team-led fundraising activities. Greggs teams across the UK and in different parts of the business hold their own fundraising activities throughout the year. Whether it's climbing mountains, charity football matches, bake and book sales or sponsored walks, our Greggs colleagues have taken fundraising to a new level in 2025 to help support the Greggs Foundation.

A huge thank you to all our supporters and fundraisers, we couldn't do what we do without your help.



A YEAR OF IMPACT

In 2025, we strengthened our commitment to communities throughout the UK. The evolution of the schools programme into Feeding Brighter Futures marked a significant step forward, supporting over 75,000 children each day with access to food, enrichment and wider opportunities. Alongside this, community grants empowered over 100 organisations to deliver the kind of locally-led support that is really making a difference, while relief grants provided a crucial safety net for individuals and families in need of help. Together, our grant programmes continue to demonstrate the power of partnerships and targeted funding.

Looking ahead, we are focused on deepening this impact by extending long-term support, strengthening partnerships and continuing to listen to the needs of the communities we serve. By building on what has been achieved and embracing new support routes, the Greggs Foundation will continue to help create brighter futures for children, families and communities across the UK.

Thank you to our colleagues, partners, schools and community organisations who made our work possible in 2025.

Your support helps the Greggs Foundation continue breaking barriers and building brighter futures.

GET INVOLVED

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 info@greggsfoundation.org.uk

 [LinkedIn](#)

 [Facebook](#)