

Better health

D iabetes UK, the British Heart Foundation and Tesco are working together to help change the nation's health for the better. The three year National Charity Partnership, set up in 2015, aims to help people to reduce their risk of developing heart and circulatory disease and Type 2 diabetes, both of which can be largely preventable. It aims to raise £30 million over three years. The greater part of the money raised will provide help for people to reduce their risk of developing either condition and, in doing so, give people across the UK a greater chance of a healthier and longer life. The rest of the money will be split equally between Diabetes UK and the British Heart Foundation.

The Partnership's prevention programme

The Let's Do This campaign is one element of an intensive prevention programme that the Partnership will lead over the next two years. In 2016, the Partnership will visit nine areas in the UK, offering free, fun events and programmes to inspire people to eat better and be more active.

The Partnership will work in a further six areas to support families by providing free food-based holiday lunch clubs and Beat the Street – a free real-life walking and cycling game to get families moving. In 2016, Beat the Street is set to support 230,000 people throughout the UK to get active.

Helen Dickens, Interim Director of Prevention of Type 2 diabetes at Diabetes UK, said: "This is a truly groundbreaking partnership. The great fundraising from Tesco colleagues and customers is not only enabling us to continue to support those living with diabetes, but the joint prevention programme is a vital step towards proactively tackling the obesity crisis in the UK and helping people reduce their risk of Type 2 diabetes"

Catherine Kelly, Director of Prevention, Survival and Support at the British Heart Foundation, commented: "The National Charity Partnership is integral in our aim to promote cardiovascular health and the prevention of cardiovascular disease. Amongst other things, the joint prevention project is enabling us to empower people to make healthy choices around physical inactivity, high blood pressure, elevated cholesterol and obesity."

Meanwhile, Caroline Silke, Head of Community at Tesco, said: "Tesco is proud to be working in partnership with Diabetes UK and the British Heart Foundation. By working together we are

able to address and make a real impact in improving the health of the nation, which is vitally important to our colleagues and customers."

Tesco colleagues and customers have now reached the £10 million milestone in their fundraising for the National Charity Partnership. 300,000 Tesco colleagues achieved this phenomenal total in just 16 months. This news comes as Tesco colleagues in stores across the country prepare to take part in the latest fund-raising activity for the Partnership – the Tesco 2016 flagship fund-raiser being held between 3 and 5 June.

How did the stores raise this money?

There were six flagship fundraising weekends held in stores nationwide, each with a different theme and each raising anything between £400,000 and £600,000. BHF and Diabetes UK volunteers helped too: last year 4,000 volunteers raised £378,000 for the Partnership at two Big Collection weekends.

Colleagues have also taken part in a variety of challenge events and organised local fundraising activities. Highlights have included: multiple head shaves; sponsored silences; 'It's a Knockout' themed tournaments; events such as the London Bridges challenge, where colleagues from the London Convenience stores raised £24,000; and gala balls, such as the Twickenham Rugby stadium event which raised £35,000.

How did Distribution Centres and Head Office colleagues fundraise?

Below: Diabetes UK's Louise Ansari with Chloe Hannon, participant in the National Charity Partnership's Beat the Street programme, East London
Bottom (left): Launch of Beat the Street, Olympic Stadium, London; (right) National Charity Partnership volunteers



through the National Charity Partnership

Diabetes UK, the British Heart Foundation and Tesco are working together to help change the nation's health for the better. Tesco colleagues and their customers have now raised an amazing £10 million for our National Charity Partnership through their hard work

The 20,000 colleagues across Tesco's seven offices and 26 distribution centres raised just over £550,000 of the £10 million total.

Head Office fundraising highlights include the annual Dundee Customer Engagement Centre Christmas ball, a marathon race for the Partnership and the Tesco Does Strictly event. To date, Distribution Centre colleagues have raised funds for the Partnership in a nationwide static rowing challenge, hosting a Winter Wonderland celebration for friends and families, and partnered with their suppliers' annual conference at Chester Races. They have also held several Distribution's Got Talent competitions. Finally, two colleagues from the Daventry Distribution Centre raised money by cycling 14,000 miles across England, Scotland and

i For more information about the National Charity Partnership visit www.tescocharitypartnership.org.uk; for more on the prevention programme, visit www.lets-dothis.org.uk

