

## **Aldi Ireland launch a new 2-year partnership with Barnardos to raise €1million for vulnerable children and families across Ireland**

A recent survey carried out in Barnardos services shows an over 50% increase in demand for food support for families since the onset of Covid-19. This comes as Barnardos announced a new two-year partnership with leading family retailer Aldi Ireland to raise €1 million for vulnerable young children across Ireland.

Aldi's commitment to raise €1 million for the charity will be delivered through a two-year programme of staff, store, customer and community fundraising initiatives supported by the company. All monies raised will go directly to Barnardos Early Years and Family Support Programmes, enabling the charity to provide 10,000 warm meals to children who attend its centres. Each year, more than 21,000 vulnerable and at-risk families and young children benefit from the services provided by Barnardos.



Since March and the onset of Covid-19 restrictions in Ireland, Barnardos has experienced a substantial increase in the number of young families seeking help to meet basic meal requirements. Since the onset of the pandemic, the charity has provided 7,250 food parcels and 9,620 hot meals to families unable to access nutritious, good quality food for their children. A number of parents have also told Barnardos that they have been eating smaller, or fewer meals, because they are worried their family won't have enough food.

Barnardos is calling on Aldi customers to help vulnerable families experiencing food poverty to donate\* €4 by texting 'BARNARDOS' to 50300 or by visiting [Barnardos.ie/Aldi](https://www.barnardos.ie/Aldi) and making a donation online. [\*Text costs €4. Barnardos will receive a minimum of €3.60. Service Provider: LIKECHARITY. Helpline: 076 6805278.]. Pledging as little as €4 can help Barnardos to provide a hot dinner and access to specialised care for a child in a Barnardos after-school club.

Announcing the partnership, Niall O'Connor, Aldi Ireland's Group Managing Director, said: "Barnardos is a very important partnership for Aldi, and the work they do to support vulnerable families and children reflects our values. As a family retailer, Aldi has always championed equal access to affordable and nutritious food through initiatives such as Super 6 to give families on a budget quality, fresh ingredients at the lowest prices. However, some families need extra help and support, and that is where Barnardos and Aldi come in."

Suzanne Connolly, CEO Barnardos, said: "We are delighted to have signed a new two-year partnership with Aldi, and it has come at an important time for Barnardos and the families we support. Aldi has shown the importance of making good quality food accessible to all, and as we head into winter we are confident that the monies raised will make a real difference to the lives of young children who are particularly at risk at this time."