

**We are working together with British Red Cross to reconnect Ukrainian refugees to vital support services.**

*“The donations provided by Tesco Mobile have been absolutely critical for those fleeing conflict.”  
Chris, British Red Cross.*

Digital connection is proving to be one of the few ways for people arriving from Ukraine to access essential support in the UK. One of Tesco’s valued colleagues has been volunteering every Saturday since the Ukrainian conflict began, helping refugees with vital assistance as they arrive in the UK for the first time at Luton Airport.

Mark Croft, Operations Manager at the Tesco Head Office, has been spending 10 hours every weekend at Luton Airport Support Hub, providing essential support to arriving families & UK sponsors, and distributing mobile phones, chargers and SIM cards from Tesco Mobile to those who have escaped the conflict in Ukraine for a new life in the UK.

Working into the night until the last planes land around 2am, Mark and the team of volunteers assembled by Bedfordshire and Luton Emergency Volunteers Executive Committee (BLEVEC) have supplied over 75 SIM cards, which help the refugees stay in contact with loved ones still in Eastern Europe, as well as accessing support services to rebuild their lives in the UK.

*“Many of the people we’re helping have left Ukraine at extremely short notice, gathering few personal possessions and whatever essentials they can carry. We get a lot of requests for UK SIM cards so that individuals can contact organisations for support as well as communicating with family who may already be over here.*

*“These donations offer a genuine lifeline for many, who only weeks ago were living completely regular lives before their world was thrown into chaos, and connectivity has never been more important for them.”* Mark Croft, Tesco

The team also works in partnership with Luton Borough Council, who provide temporary accommodation for refugees in hotels. Initially, the council were unable to keep in contact with the new arrivals as they had no UK SIM cards or travel adapters to charge their phones. But this changed following our donations.

*“The donations provided by Tesco Mobile have been absolutely critical for those fleeing conflict, an essential tool in the process of starting a new life in the UK. So many of the services many of us take for granted can only be accessed by telephone or online so without this technology its extremely difficult to become part of society.*

*“We saw the incredibly positive impact of SIMs from Tesco Mobile during the Afghanistan evacuation last year, and we’re so grateful to them for yet again providing this dedicated support to those who need it most.”* Chris Davies, British Red Cross

We are donating an additional 2,000 SIMs to the British Red Cross to continue supporting Ukrainian refugees. At Tesco Mobile, we care for human connection, and this is what drives us. Through our Reconnects mission, we’re connecting vulnerable people to society by donating devices and data-loaded SIM cards to community organisations through our Little Helps.

So far, Tesco Mobile Reconnects has donated over 27,000 devices, over 28,000 SIM cards and 1.7million GB of data to charities and organisations across the UK. Our care for human connection continues as we aim to help more vulnerable and disadvantaged people reconnect to society.

Organisations or charities can find information on requesting devices or SIM cards at:  
[tescomobile.littlehelps@tesco.com](mailto:tescomobile.littlehelps@tesco.com).