



FOODCYCLE'S IMPACT 2015

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Welcome!

2015 was quite a year for FoodCycle: we opened 7 new projects, partnered with 6 organisations, worked with over 20 community organisations to deliver our service, been supported by 2 new retailers, reached an amazing 100,000 hours of volunteer time, and secured charity of the year partnerships with Veolia and Autonomous (as well as one marriage and a new baby amongst the team!)

Our model is simple: supported by an incredible volunteer team, surplus food and spare kitchen spaces, we create healthy three-course meals for vulnerable people. Thank you to the 1,200 volunteers who provide an incredible service in their local community, the shops and supermarkets who support us, and our charity partners; you make FoodCycle possible.

We had to make the very hard decision this year to close our Pie in the Sky Café in order to better focus on our core objective of supporting the most vulnerable in our society. Thank you to everyone for your hard work and achievements over the years, particularly with supporting volunteer trainees.

At FoodCycle, we know that having a welcoming place where you can share a meal and make new friends will always be needed. We have a vision of serving community meals in deprived areas across every major UK town and city within the next ten years.

I hope you can be a part of making this a reality – thank you for your support.

Mary McGrath

**FoodCycle
Chief Executive**



FoodCycle 2015 highlights

Reached **100,000**
hours of volunteer time

OPENED **7**
new projects

 **26** organisations to
work with to deliver our service within local communities

Been supported by  **2**
new retailers

Breadline Challenge 2015 raised
£5000+

 **charity of the year**
partnership received with Veolia and Autonomous

 Contributed to the
APPG on Hunger and Food Poverty

Been supported by  **1,200**
wonderful volunteers

38,871 
community meals created

Reclaimed over **46,050KG**
 of surplus food

82% of our guests say they have made
FRIENDS 

and feel more a part of their
COMMUNITY
since coming to one of our meals

Our work

We run 24 projects across the country, serving nutritious three-course meals for people at risk of food poverty and social isolation.

We believe that eating with other people is so important – it's what unites us and is one of life's greatest pleasures. For many of our guests, a weekly FoodCycle meal is one of the few opportunities they have to sit down and share a meal with someone else.

We address food poverty by serving hot, nutritious three-course meals to those that would otherwise struggle to access healthy affordable food. We also work to reduce social isolation by creating chances for those affected by loneliness to mix with others and feel valued as part of their community.

Our volunteers work with local retailers to use surplus food that would otherwise go to waste. In partnership with charities and community groups, these ingredients are cooked into delicious meals and served to guests. It's always been incredibly important that we're serving not just any food, but *good food*: our meals are cooked from scratch, often including five portions of fruit and vegetables. We offer any leftover portions and ingredients for guests to take home.

WE HAVE THREE MAIN AIMS:

**BUILD
STRONGER
COMMUNITIES**

by bringing people together through community meals

**REDUCE
FOOD
POVERTY**

by providing nutritious meals to those in need

**REDUCE
SOCIAL
ISOLATION**

by reaching out to the most vulnerable

"I have been extremely proud to support FoodCycle in its mission to reduce food poverty and social isolation, by making good use of surplus food that retailers would otherwise have wasted.

FoodCycle has done this by harnessing impressive levels of volunteer engagement and training people in the art of cooking from scratch, giving people who are socially isolated the chance to meet others in their community over a delicious, nutritious meal. I would strongly recommend anyone who hasn't done so, to join in one of their meals, which are great occasions."

Kerry McCarthy MP and FoodCycle Patron



Who do we serve?

Although everyone is welcome to a FoodCycle meal, we particularly work with vulnerable people at risk of food poverty and loneliness.

Our guests include older people, people affected by mental health issues, people affected by homelessness, low-income families, and asylum seekers and refugees.



OUR DOORS ARE OPEN TO ALL

Through speaking with our guests, our monitoring and evaluation found that:

21%

of guests are affected by homelessness

57%

of people who come to our meals live alone

26%

of guests are unable to work due to illness or disability

68%

of people interviewed sometimes struggle to afford basics

26%

of those we support are already accessing foodbanks

14%

of guests are accessing money or debt advice

16%

of guests are retired

19%

of guests do not have cooking facilities at home

FoodCycle across the country



LIVERPOOL

Having celebrated their first birthday in Toxteth, this team has gone from strength to strength and the meal is already an important fixture in the week for the local community.

BRISTOL

Not content with serving over 1,200 meals to the local community, this passionate team of volunteers has organised pop-up restaurants and cycled to Paris and back to raise money for the Hub.



BATH

From cake sales to Christmas markets, FoodCycle Bath have done some great community fundraising in order to support the success of the project.



SHEFFIELD

There are two FoodCycle projects across the city, including a women's-only group for the local Muslim community. The St Bart's project is going from strength to strength with the creation of a garden to grow fresh produce for their weekly Wednesday meal.



CAMBRIDGE

Serving twice weekly to families, older people and homeless guests, the Cambridge team has also catered a wedding from surplus food. Great work, team!



CLACTON-ON-SEA

In an area with high levels of deprivation, isolation and poverty, the team in Clacton served over 2,000 meals this year. Guest Shirley says, "someone will say 'how was your week?' and that's nice. It's good to speak to someone new."

Objective 1: Build local communities

Eating with other people has so many benefits: it helps us to connect with each other, it's relaxing, it encourages us to chat and, above all, it's fun. Ultimately it's the best way to eat and we believe everyone has the right to enjoy this.

For many of our guests, a FoodCycle meal is the one chance they have to share a communal meal. We bring people together around the dining table to enjoy a nutritious meal in a friendly and welcoming environment.

"It is not just about food, it's about other things. It's somewhere for people to go, to socialise, to mingle, to interact with other human beings. It passes time and it's more than just a plate of food... you see places like this, it reaffirms your faith in humanity."

James, Hackney





OUR IMPACT

71%

of our guests come to a meal every week

82%

of guests feel more a part of the community since coming to FoodCycle

Communities are built around a FoodCycle meal: volunteers make friends, building relationships with local shop owners and store managers. Guests meet new people and eat with those from different walks of life and enjoy conversation with one another.

92%

of volunteers developed a better understanding of other cultures and backgrounds

77%

of volunteers have developed friendships

85%

of volunteers feel more involved in their local community

88%

of volunteers started working with FoodCycle because they want to help others

97%

of communities in the UK have become more socially fragmented over the past 30 years.

Changing UK, BBC

Objective 2: Tackle loneliness

Research shows that lacking social connections is as damaging to our health as smoking 15 cigarettes a day.

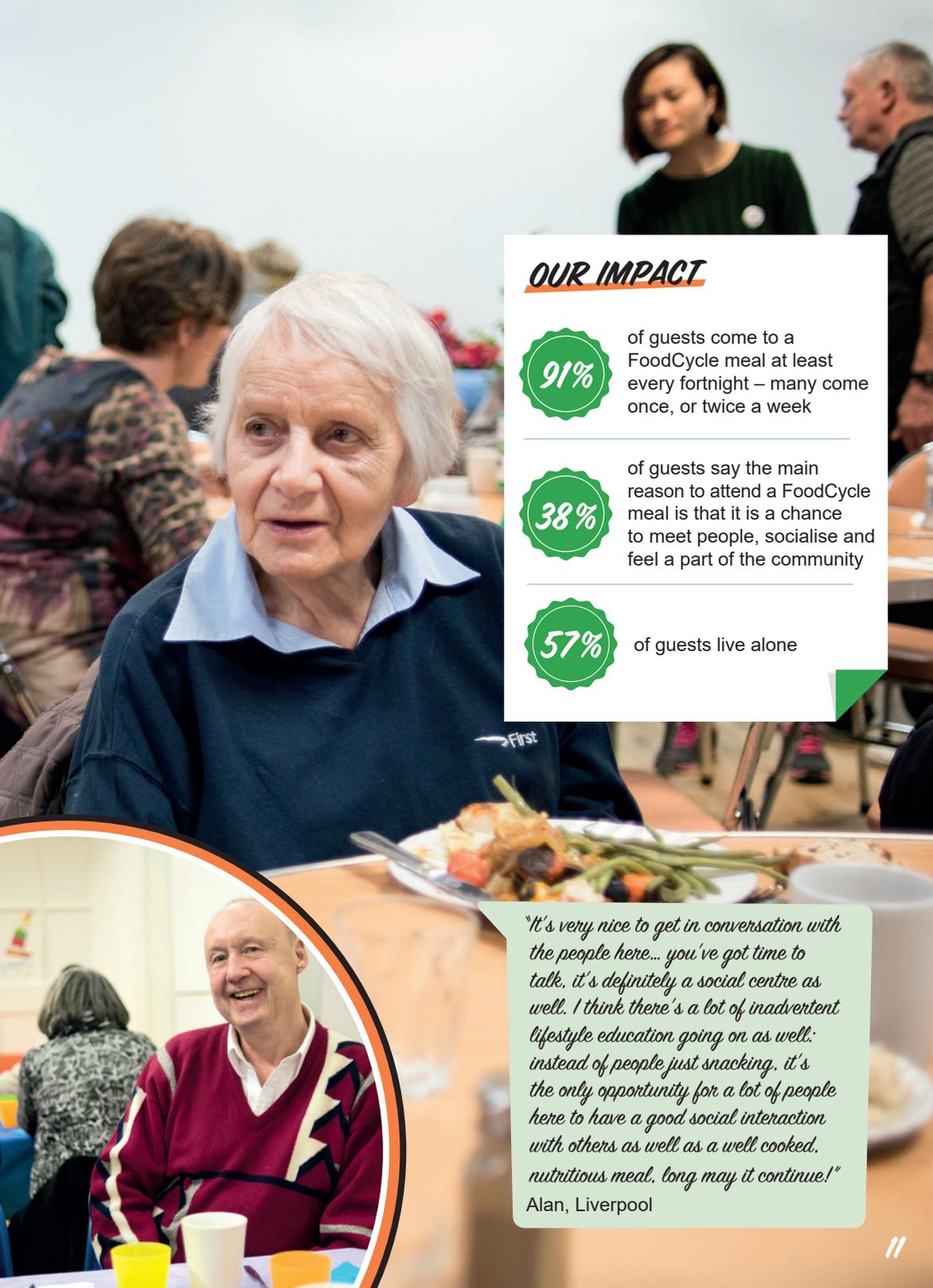
Campaign to End Loneliness

In Britain, nearly 600,000 people leave their homes just once a week and over 1 million older people say they often feel lonely (Age UK).

A lack of social contact with other people and the wider community can affect anyone but there are particular links to physical and mental health, disability, age, unemployment, transportation, loss of a spouse, and socio-economic background.

FoodCycle brings people together through the power of good food and everyone is welcome through our doors.





OUR IMPACT



of guests come to a FoodCycle meal at least every fortnight – many come once, or twice a week



of guests say the main reason to attend a FoodCycle meal is that it is a chance to meet people, socialise and feel a part of the community



of guests live alone



"It's very nice to get in conversation with the people here... you've got time to talk, it's definitely a social centre as well. I think there's a lot of inadvertent lifestyle education going on as well: instead of people just snacking, it's the only opportunity for a lot of people here to have a good social interaction with others as well as a well cooked, nutritious meal. long may it continue!"
Alan, Liverpool

Objective 3: Reduce food poverty

At FoodCycle we believe that food poverty and food waste shouldn't co-exist – and we're doing something about it.

The past few years have seen a dramatic rise in food poverty in the UK. Food poverty is not being able to afford grocery bills, lacking shops in the local area, not having the knowledge of what constitutes a healthy diet, the skills necessary to create healthy meals or the kitchen space (Food Ethics Council).

Due to this complex mix of factors, people on low incomes statistically have the lowest intakes of fruit and vegetables and are far more likely to suffer from diet-related diseases.

**OVER
4 MILLION**
people in the UK
are affected by
food poverty.



OUR IMPACT

38,871 nutritious three-course meals served last year

19%

of our guests do not have access to any cooking facilities

68%

are struggling to afford basics such as food, energy bills, and other essentials

26%

of our guests are already accessing foodbanks

14%

of our guests are experiencing problems with debt

Our guests do not have to prove a need to receive our support: we do not operate a voucher or referral scheme and, with the exception of a few closed-service projects, our projects are open to anyone. We also continually work to improve our guest experience and make the meals feel fun, dignified, and uplifting for our guests through table service, proper cutlery and crockery.

Our contribution to the All Party Parliamentary Group on Hunger and Food Poverty read:

"Our projects are based in some of the most deprived communities in the UK, supporting people at risk of poverty, isolation and loneliness. Just as we have in this country people who are 'hidden homeless', we also have the 'hidden hungry' - those who are skipping meals on a regular basis, who do not have proper cooking facilities or who have no access to affordable fresh produce."

In 2015, our Breadline Challenge, which asks our supporters to live on £2.86 a day to raise awareness of food poverty, raised over

£5,000

Making it possible

VOLUNTEERS

We couldn't do what we do without the enthusiasm and dedication of our amazing volunteers and in 2015 we were supported by 1,200 individuals. Thank you to all our volunteers for their incredible time and energy.

Our volunteers can donate their time on a flexible basis – they may come along every week, once a month, or less often depending on how much time they are able to give.



Volunteers have improved confidence and developed important skills.

69%

of volunteers feel they now have skills that will help them get a job

62%

of volunteers feel they have learnt how to reduce food waste at home

55%

of volunteers have developed new skills: communication and teamwork

71%

of volunteers have increased confidence

98%

of volunteers would recommend volunteering with FoodCycle to a friend





"I really valued that we were given good time to discuss and voice opinions, and generally were able to discuss things with the FoodCycle top team and feel very much listened to."

Hub Leader Conference 2015

Making it possible

HUB LEADERS

FoodCycle's Hub Leaders are the inspirational volunteers that keep our Hubs cooking. If you've been to a FoodCycle Hub, you will have encountered at least one Hub Leader, running the kitchen and making sure that all volunteers and guests enjoy the meal and the company.

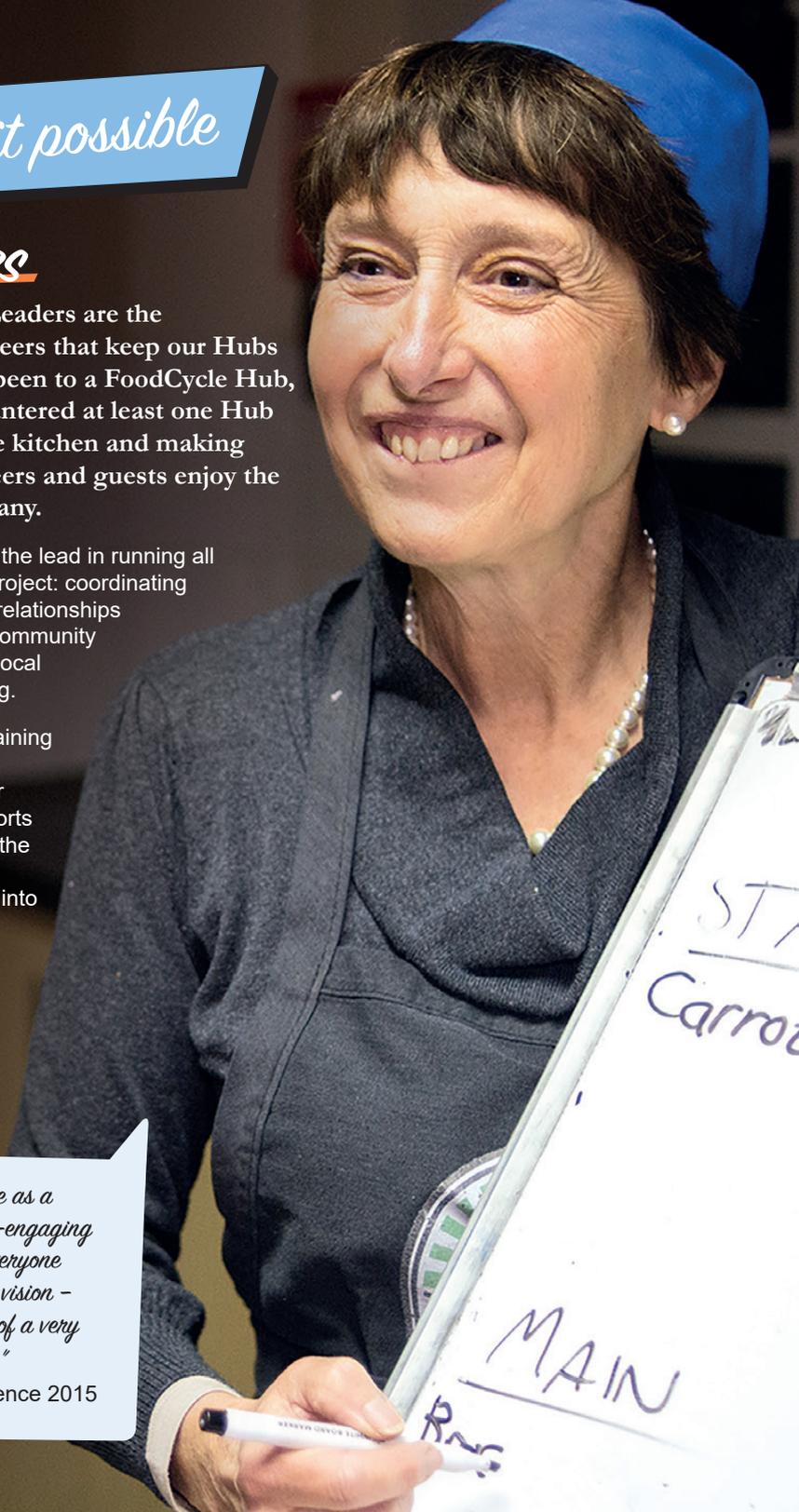
Our Hub Leaders take the lead in running all aspects of their local project: coordinating volunteers, managing relationships with charity partners, community fundraising as well as local outreach and marketing.

FoodCycle provides training in all of these areas at our annual Hub Leader Conference, and supports each team throughout the year to develop these skills as they put them into practice at their Hubs.

Hub Leaders give a huge amount to their community, running an important local service as well as gaining important lifeskills.

"I think the Conference as a whole is great for re-engaging and re-energising everyone with the mission and vision - makes you feel part of a very important movement."

Hub Leader Conference 2015



Making it possible

SURPLUS FOOD

An estimated 15 million tonnes of food is wasted in Britain from plough to plate. If we stopped wasting food it would save the CO2 equivalent of taking 1 in 4 cars off the road.

FoodCycle works with supermarkets, farmers markets and other retailers to source perfectly edible surplus food in a safe and responsible way. The vast majority of the surplus ingredients we reclaim are fruit, vegetables and bread. We also rely on donations such as pulses, rice, and dairy products to make our meals as balanced and nutritious as they are tasty.

FoodCycle also works at a policy level to ensure less food is wasted, and that as much unavoidable surplus food as possible is donated to charities supporting people in need. We sit on the London Food Board and work closely with a number of supermarkets to reduce their store waste.

"Morrisons are delighted to have been able to develop and expand our commitment to support FoodCycle Hubs through our stores around the country. Our aim is to support FoodCycle as they continue to grow, matching stores with new Hubs wherever possible. We really value the enthusiasm and professionalism of FoodCycle's volunteers and see what a positive impact they have on the communities we serve."

Steven Butts,
Head of Corporate Responsibility, Morrisons

We work with supermarkets including Sainsburys, Waitrose, Planet Organic, Tesco, Morrisons, Marks & Spencer and local independent shops.



This year we have reclaimed
46,050KG
of surplus food

Educating our guests ...



take home spare ingredients and extra portions of a meal



eat more fruit and veg



have an improved understanding of healthy eating



are more aware of food waste and throw away less food

Thank you

FUNDERS AND SUPPORTERS

We're extremely grateful to our funders and supporters for all their help.



Esmée
Fairbairn
FOUNDATION



Garfield Weston
FOUNDATION

the
Tudortrust



COMIC
RELIEF

The London
Community
Foundation



The Rayne
Foundation



THE FREEMASONS'
GRAND CHARITY



Albert Hunt Trust, Bristol Quartet Foundation, Burges Salmon, Chapman Charitable Trust, Charles S French Charitable Trust, City Bridge Trust, City of Manchester Council, Dame, Violet Wills Will Trust, Douglas Turner Trust, Dulverton Trust, Elizabeth Rathbone Charitable Trust, Greggs Foundation, Hadrian Trust, Hubert Blake Charitable Trust, Invesco Cares Foundation, Jack Petchey Foundation, Lalonde Trust, Laspen Trust, Leathersellers' Trust, Leeds Convalescent Society, Liverpool Mayor's Hope Fund, Liz & Terry Bramall Foundation, Mollie Croysdale Charitable Trust, Paul Bassham Charitable Trust, Persula Foundation, Proven Family Trust, Rayne Foundation, Richard Kilcuppe's Charity, RS Brownless, Charitable Trust, Saintbury Trust, Schroder Charity Trust, Shelroy Charitable Trust Fund, Sir Robert Gooch Charitable Trust, Susanna Peake Charitable Trust, Team London, Tudor Trust, Wakefield & Tetley Trust/Tower Hill Trust, William Leech Charity, Wragge & Co Charitable Trust, Garfield Weston, Cripplegate Foundation, Doris Pacey Charitable Foundation & Dr Michael and Anna Brynberg Charitable Foundations

RETAIL PARTNERS

Sainsbury's

Waitrose



MARKS &
SPENCER

Many farmers markets, greengrocers, local retailers, and other food companies across the country including Mr Organic, Food Speed, London Farmers Markets.

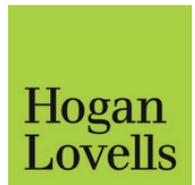
CORPORATE SUPPORTERS



AUTONOMOUS

excelian

COGNOLINK



PARTNER CHARITIES



the food chain

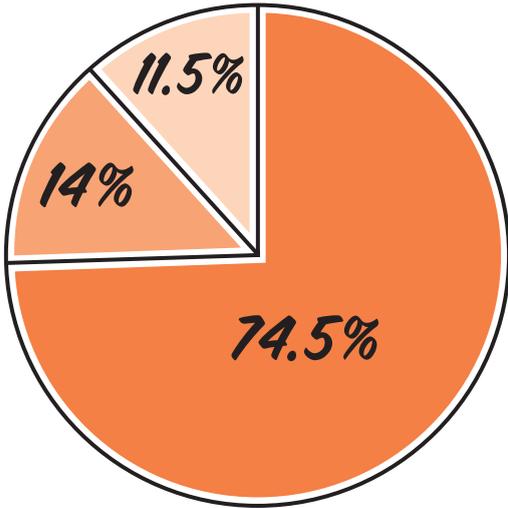


Many other brilliant local charities, churches, and community organisations including:

Community Shop, St Mary's Church & Conference Centre, All Saint's Church in Peckham, St Mary's Church in Bath, All Saints Church in Birmingham, Somers Town Community Centre, New Kingshold Centre, The Centre at St Paul's in Cambridge, Barnwell Baptist Church in Cambridge, Trinity Methodist Church in Clacton-on-Sea, Salvation Army Sanctuary 21 in Durham, Islington Mind, Little London Community Centre in Leeds, Inkwell Arts, St Cleo's Church in Liverpool, The Roby, Coffee 4 Craig, Friends Meeting House in Norwich, King's Church in Portsmouth, St Bartholomew's Church Centre in Sheffield, FareShare, Barton Hill, Timebuilders

Finance

Since we first started cooking seven years ago, FoodCycle has grown significantly. We have exciting plans to expand further and, like all charities, we try our best to keep our costs as low as possible. We always work to ensure that your donations are spent on delivering our projects.



FOODCYCLE INCOME 2014-15

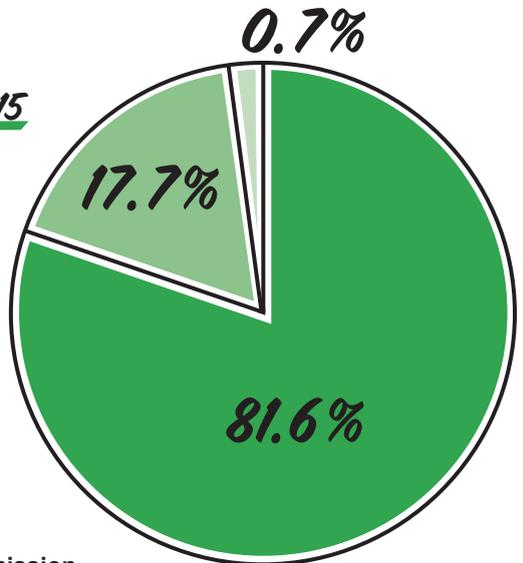
£583,779

-  Grants and donations (£434,549)
-  Hub fundraising (£82,110)
-  Café and other revenue (£67,120)

FOODCYCLE EXPENDITURE 2014-15

£523,010

-  Cost of charitable activities (£426,793)
-  Cost of generating income (£92,484)
-  Governance costs (£3,733)



Full accounts are available on Charity Commission.

Looking to the future

In 2013 we developed a model for expansion that is enabling us to grow our network of Hubs in a sustainable and effective way.

8

projects were launched using this model, and we will open another 8 by the end of 2016.

These Hubs are run by partner organisations with an established community presence.

Using the FoodCycle brand, franchise partners have been able to attract funding before starting their Hubs. Being a part of the FoodCycle network has helped them to attract volunteers and leverage vital local support. Having finalised our franchise model, we're really excited to open more projects in the future.

Get involved...



VOLUNTEER

FoodCycle is powered by thousands of amazing volunteers across the country. Without them, FoodCycle just wouldn't be possible. Whether you're a Masterchef winner in the making or a cooking novice, everyone is welcome to volunteer with us. There are all sorts of things you could do: picking up the surplus food, meal prep, chopping, cooking, stirring, serving, fundraising, community outreach – all making a positive difference in your community and of course, having fun! If you'd like to find out more please get in touch or visit www.foodcycle.org.uk



FUNDRAISE & DONATE

FoodCycle is a low-cost model but we do have some essential costs that we need to cover. We are reliant on donations and grants and do not receive government funding. If you are able to donate then please visit www.foodcycle.org.uk

We also have many ways for you to fundraise for us – take part in Breadline Challenge, host a bake sale, run a marathon or cycle across the country. Please get in touch or visit our website for plenty more ideas!



CORPORATE PARTNER

We are keen to work with more companies who can help us to reduce food poverty and food waste in the UK. Whether you could fundraise for us, work with us on a cause-related marketing campaign, volunteer, choose us as your charity of the year, or offer pro-bono advice, we'd love to hear from you!



CHARITY PARTNER

Our social franchising expansion model focuses on working with other charities and community organisations to run a local FoodCycle Hub in partnership. If you like our concept and think it could work in your community then it'd be great to hear from you and explore whether we set up a new Hub together.



FOOD RETAILERS

If you're interested in donating surplus food on a regular basis then please do get in touch! We take fresh ingredients (such as fruit and veg) and dried goods (rice, lentils, etc.) but we do not take processed or readily prepared foods.





FoodCycle
Oxford House, Derbyshire Street, London, E2 6HG
www.foodcycle.org.uk hello@foodcycle.org.uk 020 7729 2775



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@FOODCYCLE

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