



# FOODCYCLE'S IMPACT 2016

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# Welcome!

2016 has been a big year for FoodCycle.

We've served over 37,000 meals to hungry people, opening our doors and providing a safe, friendly, welcoming space for vulnerable people to eat and make friends week in, week out. This year, we've set up nine new projects across the country, with new Hubs in Exeter, Chester-le-Street and Peterborough and opening new services in Birmingham, Norwich, Manchester, London and Sheffield. Thank you to all those involved in helping us to serve within more communities. This report aims to show how we fulfil our objectives and deliver impact in local communities across the country.

At FoodCycle, we know that having a place where you can share a meal and make new friends will always be needed. We want to create a society where no-one is hungry or lonely and so we set out to unite and nourish communities through hot, healthy three-course meals made from surplus food.

Thank you to the 1,800 people who signed up to join our growing team of volunteers and who gave over 29,000 hours of their time to provide such an amazing service in their local community. Thank you also to our Hub Leaders who dedicate their energy to FoodCycle, to all our partners, suppliers and supporters for working with us and, most importantly, to our guests for coming to eat with us.

*Mary McGrath*

FoodCycle Chief Executive



To anyone reading this thinking that your area needs a FoodCycle meal, we'd love to hear from you. We're looking to partner with community organisations who would like to add to their services and support people in need.

Visit [foodcycle.org.uk](http://foodcycle.org.uk) to find out more.

# FoodCycle 2016 highlights

This year, we have...



**87%**  
of guests say FoodCycle  
has a positive effect on  
their community



**2/3**

of guests have made  
friends since coming to  
a FoodCycle meal



Reclaimed over

**59**  
**TONNES**  
of surplus food



Began a major project called  
**FROM FARM TO FORK**  
to get young people involved in  
the environment



# Our vision

## VISION

A society where no-one is hungry or lonely

## MISSION

To unite and nourish communities using surplus food

## WE AIM TO

### STRENGTHEN COMMUNITIES

by bringing people together around a healthy meal and creating opportunities to talk, exchange and build lasting relationships.

### ENCOURAGE FRIENDSHIPS

by creating spaces for people from all backgrounds and walks of life to have fun together, to share experiences and to meet new people.

### IMPROVE NUTRITION AND REDUCE HUNGER

by cooking healthy meals for those in need and sharing essential information on food and nutrition.

### REDUCE FOOD WASTE

by using surplus food and spreading our passion for food and the environment.

“Since I became a patron of FoodCycle back in 2011, I have watched it go from strength to strength, gaining recognition for its great work and continuing to open new projects across the country. I have been extremely proud to support it in its mission to reduce food poverty and social isolation, by making good use of surplus food that retailers would otherwise have wasted.

I will be recommending FoodCycle as a potential partner to community organisations, to consider providing a community-meal alongside the services they already provide. I would also strongly recommend anyone who hasn't done so, to join in one of their meals.”

**Kerry McCarthy,**  
MP for Bristol East  
and FoodCycle  
Patron



# Our work

We run projects the length and breadth of the country that serve nutritious three-course meals for people dealing with food poverty and loneliness.

Eating with other people is one of life's greatest pleasures. For many of our guests, a FoodCycle meal is the only opportunity they have each week to sit down and share a meal with other people.

Our model is simple: volunteers work with local supermarkets to use surplus food that would otherwise go to waste. In just a few short hours, they have cooked these ingredients into delicious, three-course meals which are served to guests. Volunteers and guests sit down to eat and share a conversation together.

It's always been incredibly important that we're serving *good food*: our meals are cooked from scratch, often include up to five portions of fruit and vegetables and we offer leftover portions and ingredients for guests to take home.



# FoodCycle across the country



Everyone is welcome at a FoodCycle meal, but many of our guests are older people, people affected by mental health issues, homeless people, low-income families, and asylum seekers and refugees.

## LIVERPOOL

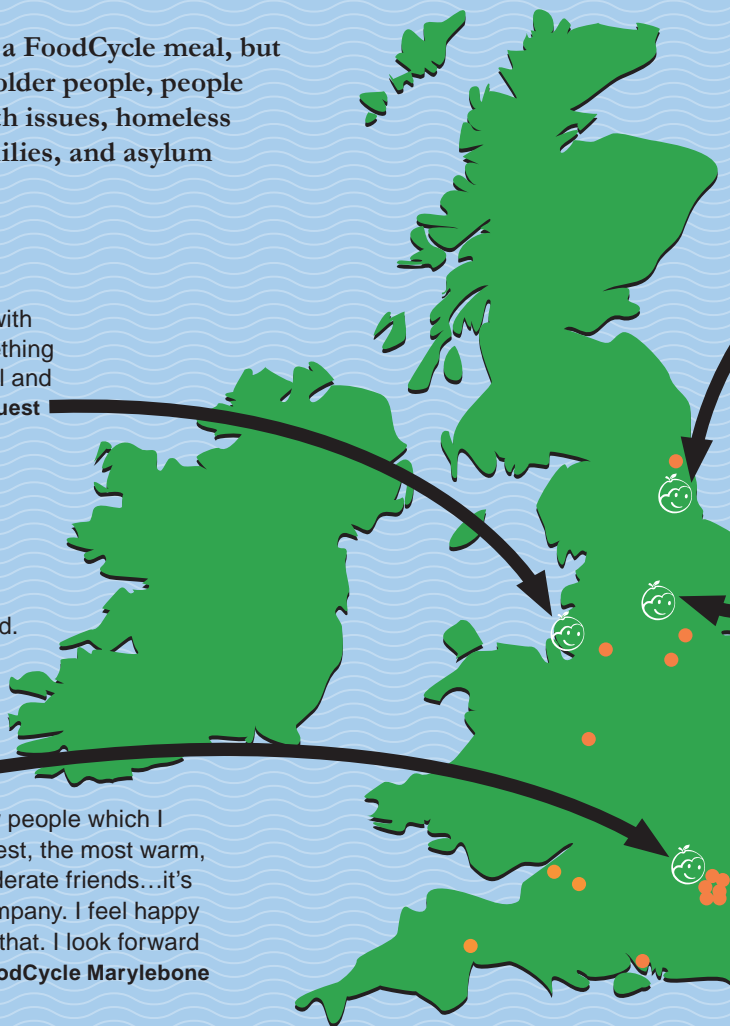
“You feel normal again: sit with ordinary people, have something to eat, you go out feeling full and a little bit happier.” **Stevie, guest**

## LONDON

“I knew [when I was on drugs] that eating bad food was having an impact on my body but didn’t think what it was doing to my mind. Food is so important, it’s fuel for thinking. Being here means I’m heading in the right direction.”

**Guest at FoodCycle LSE**

“I came hoping to meet new people which I have and I’ve met the loveliest, the most warm, genuinely caring and considerate friends...it’s not just the food, it’s the company. I feel happy and it’s not very often I feel that. I look forward to coming.” **Sue, guest at FoodCycle Marylebone**





## DURHAM

"It's fantastic, I come down with a few of my mates normally but even if I come down by myself there's always someone who's nice and friendly."

**Tom, 18, guest**

## LEEDS

"This is the best thing I could have done, it's changed my life. I took it really bad when my wife died and I didn't know which way to turn. It's changed everything because I was seeing people and talking to people. It helped to relieve the bereavement." **Ted, 79, guest**

## CLACTON-ON-SEA

"[FoodCycle] makes a lot of people feel empowered, feel like they are people, and valued. Seeing other people each week definitely helps, you can hear people supporting each other when you're serving them." **Jess, support worker at Mid and North Essex Mind**

## MEET OUR GUESTS

**15%**

are homeless, living in temporary accommodation or 'sofa surfing'

**ALMOST HALF**

live alone

**OVER A THIRD**

have a long-term health condition

**44%**

live on very low incomes

**58%**

sometimes worry their food will run out because they do not have enough money to buy more

**42%**

have used foodbanks

**20%**

are accessing money or debt advice services

# Aim 1: Build local communities

This year, we have worked with New Philanthropy Capital to create our theory of change which helps us clearly demonstrate how our meals make a difference to the lives of vulnerable people, and to ensure that everything we do is driven towards building local communities.

*GUESTS GAIN CONFIDENCE / SKILLS TO BE SOCIAL*

*INCREASED UNDERSTANDING OF / INTEREST IN PEOPLE FROM DIFFERENT BACKGROUNDS*

New Philanthropy Capital and FoodCycle

## **WE AIM TO: STRENGTHEN COMMUNITIES**



We do this by bringing people together around a healthy meal and creating opportunities to talk, exchange and build lasting relationships.

We all want to belong to a community, feel that we have a sense of identity within our local area, that it supports us and that we support it. For many of our guests, however, this sadly isn't the case - many live alone and will eat alone for the rest of the week.

## **HOW DO WE MAKE A DIFFERENCE?**



Eating with other people helps us to connect with each other, it's relaxing, it encourages us to chat and it's fun. We bring our guests together around the dining table so they can enjoy a nutritious meal in a friendly and welcoming environment.

Through table service, proper cutlery, flowers and music, we constantly work to make our meals feel fun, dignified, and uplifting for our guests – places where they feel relaxed and welcomed, and where they will return each week.

New Hubs have opened up across the country in Birmingham, Exeter, Peterborough, Sheffield and London, and we've extended existing services by opening meals in Chester-le-Street, Manchester and Norwich.





**GUESTS MORE  
MOTIVATED AND  
EQUIPPED TO INTERACT  
WITH OTHERS**

**GUESTS GET TO  
KNOW MORE  
PEOPLE IN THEIR  
COMMUNITY**

**STRONG LOCAL  
COMMUNITIES**

*"We have really welcomed the opportunity to work with FoodCycle on their monitoring and evaluation. The guest survey was a huge success and they now have some really good data on who they are reaching and what they think of the service."*

**James Noble, NPC**



Do local people in your area need a community meal?

Partner with FoodCycle – visit our website to find out more.

**87%**

of guests said FoodCycle has a positive effect on the community

**2/3**

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

**OVER 85%**

of volunteers developed a better understanding of other cultures and backgrounds

**75%**

of volunteers have a better understanding of their local community

**OVER THREE-QUARTERS**

of volunteers think they will get involved in other community projects or feel inspired to start their own

# Aim 2: Encourage friendships

- GUESTS HAVE COMPANY
- MAKE FRIENDS

GUESTS MORE LIKELY TO INTERACT OUTSIDE OF HUB

GUESTS GAIN CONFIDENCE / SKILL TO BE SOCIAL

GUESTS MORE MOTIVATED AND EQUIPPED TO INTERACT WITH OTHERS

New Philanthropy Capital and FoodCycle

## WE AIM TO: ENCOURAGE FRIENDSHIPS



We do this by creating spaces for people from all backgrounds and walks of life to have fun together, to share experiences and to meet new people.

Over 1 million older people will go for a month without speaking to another person (Age UK). For many of our guests, their physical and mental health, age, lack of employment or loss of a husband or wife means they are particularly affected by loneliness.

## HOW DO WE MAKE A DIFFERENCE?



We all need human contact and friendship, and everyone is welcome to a FoodCycle meal. Whether a longstanding regular or a first-timer, a guest can always expect a warm welcome, a group of people to chat with and a place to make friendships that go beyond a shared meal.

For many of our guests, someone saying hello and remembering their name makes a huge difference to their sense of identity, confidence and wellbeing.



**REDUCED  
SOCIAL  
ISOLATION**

*"It helps a bit; just to eat a little bit, distract your mind, not stay at home, not get bored. You make friends here, you help them they help you. It's not just about the food, the people who come here you talk to them, and they become your friends."*

**James, 46, guest at FoodCycle Islington**



Like what we do and want to lend a hand? Get involved and join our team of amazing volunteers.

Visit our website to sign up!

**75%**

of guests said the chance to meet people from the community was very good

**OVER 70%**

of guests come to a FoodCycle meal at least every fortnight

**OVER HALF**

of guests say their social life is better since coming to FoodCycle

**OVER 80%**

of volunteers have made new friends

# *Aim 3: Reduce poverty*

**GUESTS HAVE A BETTER UNDERSTANDING OF HEALTHY FOOD**

**GUESTS ARE BETTER EQUIPPED TO PREPARE NUTRITIOUS MEALS**

**GUESTS CONTINUE TO BUY, PREPARE AND EAT MORE NUTRITIOUS FOOD (OUTSIDE OF FOODCYCLE)**

New Philanthropy Capital and FoodCycle

## **WE AIM TO: REDUCE HUNGER AND IMPROVE NUTRITION**



**We do this by cooking healthy meals for those in need and sharing essential information on food and nutrition.**

Over 8 million people in the UK struggle to get enough to eat (Source: Sustain). Low incomes, the cost of groceries, difficulty in reaching shops, lack of knowledge of healthy diets and no access to kitchen spaces all contribute to food poverty.

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

## **HOW DO WE MAKE A DIFFERENCE?**



Our guests do not need to prove a need in order 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.

The meals served are hot, healthy, balanced and nutritious. We also offer leftover portions for guests to take home to feed themselves and their families throughout the week, as well as recipes and information cards on nutrition.

Our annual Breadline Challenge campaign, which asks supporters to live on £2.50 a day, not only raised vital funds for FoodCycle but highlighted the issue of food poverty in the UK today.



**REDUCED  
HUNGER AND  
IMPROVED  
NUTRITION**

*"There's people here that are struggling with benefits and they're coming here to get fed. You're only allowed to go to the foodbank three times and after that you're going nowhere. A lot of these people are not getting anything for months, they've got to come here."*

Trevor, guest at FoodCycle Durham



Could you run a FoodCycle project?

Find out how to get involved on our website.

**37,000**

nutritious three-course meals

**8,000**

Tupperware boxes  
for guests to take home

**38%**

of guests cook  
healthier food at home

**47%**

of guests know more  
about healthy food

**74%**

of guests talk about the  
meal with volunteers

# Aim 4: Reduce food waste

**HUBS SHOW PEOPLE HOW TO USE/REDUCE SURPLUS FOOD**

**GUESTS & VOLUNTEERS INCREASE THEIR UNDERSTANDING OF FOOD WASTE & ARE MOTIVATED TO REDUCE IT**

New Philanthropy Capital and FoodCycle

## **WE AIM TO: REDUCE FOOD WASTE**



**We do this by using surplus food and spreading our passion for food and the environment.**

12 million tonnes of food is wasted every year in the UK alone and if we stopped wasting food it would be the CO2 equivalent of taking 1 in 4 cars off the road (Love Food Hate Waste). FoodCycle works with supermarkets, farmers markets and local retailers to source perfectly edible surplus food in a safe and responsible way.

## **HOW DO WE MAKE A DIFFERENCE?**



The vast majority of the surplus food we reclaim is fruit, vegetables and bread. Volunteers collect surplus food which is turned into three-course meals in just a few hours. It's always a challenge and we have to think creatively – so if you've ever missed seeing Ready, Steady, Cook on the TV, FoodCycle is for you!



**LESS FOOD  
WASTE**

*"You usually have a table full of food that needs to be taken, because it would go out of date so usually there's some food, sticks of bread and you just help yourself or it would be wasted otherwise. I don't like wasted food...if it's something I think will come in handy I'll take some. It's a big help as it's one thing less to buy."*

**Ted, 79, FoodCycle Leeds**



Are you a retailer and would like to put your surplus food to good use?

Please get in touch and we'll connect you with a Hub.

We reclaimed

**59 TONNES**

of food this year

We save and use

**OVER A TONNE**

of food a week

**CONTRIBUTED**

to the Environment, Food and Rural Affairs Committee inquiry into food waste

We work with

**ALL MAJOR  
SUPERMARKETS**

# *We couldn't do it without...*

## *VOLUNTEERS*

We couldn't build communities, fight food poverty, reduce waste and support our guests without the incredible work of our amazing volunteers.

Our volunteers may come along every week, once a month, or less often depending on how much time they'd like to give. We're supported by over 2,000 incredible volunteers – thank you all so much for your time and energy.

*79% OF VOLUNTEERS  
HAVE DEVELOPED  
TEAMWORK SKILLS*

*OVER TWO-THIRDS  
OF VOLUNTEERS  
HAVE MORE CONFIDENCE*

*98% OF VOLUNTEERS  
WOULD RECOMMEND  
VOLUNTEERING WITH  
FOODCYCLE TO A FRIEND*





## HUB LEADERS

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 manage relationships with charity partners, speak with local press and organise fundraising events.

We train our Hub Leaders at our annual conference, and provide ongoing support throughout the year to develop these skills as they put them into practice.

By running an important local service, Hub Leaders give a huge amount to their community and we're so thankful to them for giving their time and energy to making such a difference in their area.



*"I would implore you to look up your local FoodCycle... to dedicate a few hours a week for the greater good not only helps out the people around who need your help the most, but it can have huge positives effects on your own self"*

**Daryl Burt, FoodCycle Norwich Hub Leader**





## ***FROM FARM TO FORK***

Over the course of three years, we're working with food waste campaigners Feedback to train over 4,000 young people to reclaim unharvested fruit and vegetables from farmers' fields.

These young people will then continue the food journey in the kitchen by volunteering with FoodCycle and turn surplus food into meals for vulnerable people. We've already worked with over 800 volunteers and next year we'll be using social media and running food waste events to engage with more young people.

# Understanding our impact

This year we have worked hard to improve how we monitor our impact: supporting volunteers to help them accurately capture data and working with projects so they are able to report their impact on a weekly basis.

We improved the format of our guest surveys, translating them into Romanian, Polish, Urdu and Czech and worked directly with guests to help them provide their feedback on FoodCycle. We're acting on the results:



## **LISTENING TO OUR GUESTS**

we are taking guest feedback on board, working hard to understand their needs and identifying the impact we have beyond the meal. We want to understand the value for guests of having a take-home meal as well nutrition cards and recipes.



## **INCREASING SUPPORT FOR HUBS**

we're working with our volunteers to identify where they need support as well as explaining how and why we need information about the meals they serve.



## **LISTENING TO OUR VOLUNTEERS**

we got our 2016-17 year off to a great start with our annual conference, with a huge improvement in our conference delivery and feedback which encouraged experience sharing and more joint working.



## **MAKING A LASTING DIFFERENCE TO GUESTS' LIVES**

by improving signposting to other services in the community and increasing awareness of nutritional benefits of the FoodCycle meal.

## **LOOKING TO THE FUTURE**

We're passionate about making a difference and have big plans for 2017.



## **INCREASE GUEST NUMBERS**

by inviting more people in need to share a meal with us. We want to reach out to hungry and lonely people through GPs surgeries, libraries, community projects and local press.



## **EXPAND AND OPEN NEW HUBS**

by partnering with like-minded community organisations who want to bring people together through a shared meal. If this sounds like you, please do get in touch – we'd love to take the conversation further.



## **INVEST IN VOLUNTEERS**

by developing our specialist training, support and online resources.



## **ENSURE GUEST EXPERIENCE IS THE BEST IT CAN BE**

by working on our front of house presence to welcome guests old and new to the meal. We want every guest to feel supported as soon as they step through the door of a FoodCycle meal.

# THANK YOU

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

## FUNDERS



THE DULVERTON TRUST



The London  
Community  
Foundation



the  
Tudortrust

Albert Hunt Trust, Argentarius Foundation, Augustine Courtauld Trust, Ballinger Charitable Trust, Boltini Trust, Bristol Quartet Foundation, Broughton Family Charitable Trust, Burges Salmon, Chapman Charitable Trust, Charles and Elsie Sykes Trust, Charles S French Charitable Trust, City & University of Cambridge Masonic Charitable Trust, Colonel J D Sherwood Charitable Trust, Crick Institute Community Chest, Cripplegate Foundation, David Gibbons Foundation, Douglas Turner Trust, Dowager Countess Eleanor Peel Trust, Elizabeth Kate Harding Charitable Foundation, Elizabeth Rathbone Charitable Trust, Greggs Foundation, Hadrian Trust, Hemby Trust, Invesco Cares Foundation, John James Bristol Foundation, M J Woodhead Charitable Trust, Manchester City Council, Mrs L D Rope Charitable Settlement, Norman Family Charity Trust, Ormsby Charitable Trust, Paul Bassham Charitable Trust, Persula Foundation, Proven Family Trust, Pye Foundation, Richard Kilcuppe's Charity, Saintbury Trust, Schroder Charity Trust, Shelroy Charitable Trust Fund, Sir James Knott Trust, Sir Robert Gooch Charitable Trust, Stephen Clark 1957 Charitable Trust, Susanna Peake Charitable Trust, The Brocklebank Charitable Trust, The Camelia Trust, The Charity of the Worshipful Company of Arbitrators, The Charles Wolfson Charitable Trust, The D C Moncrieff Charitable Trust, The Goodman Trust, The Lee Bakirgian Family Trust, The Pennycress Trust, Tower Hill Trust, Warburtons, Wates Foundation, William Leech Charity, Wragge & Co Charitable Trust, Zurich Community Trust.

## COMPANIES



## RETAILERS



...as well as many farmers markets, greengrocers and local retailers across the country.

## PARTNERS

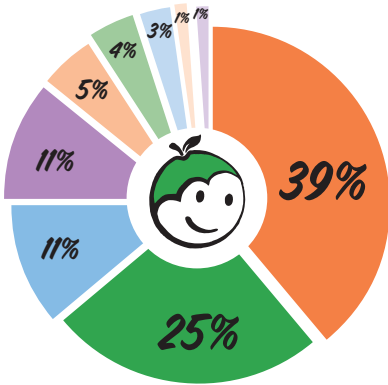











Many other brilliant local charities, churches, and community organisations including: All Saint's Church, Barton Hill Settlement, Barnwell Methodist Church, Better Leeds Communities, Birmingham Settlement, Cemetery Road Baptist Church, Cornerstones, Cross Key Homes, Friends Meeting House, Inkwell Arts, Islington Mind, King's Church, New Kingshold Centre, New Horizon Centre, Rushey Green Timebank, Salvation Army Sanctuary 21, Somers Town Community Centre, Southwood Smith Centre, St Cleo's Church, St Bartholomew's Church Centre, St. Cuthbert's Church, St Cyprian's Hay Mills, St. Mary's Catholic Church, Timebuilders, The Little London Community Centre, The Roby, Trinity Methodist Church in Clacton-on-Sea, Wonford Community and Learning Centre, Westgate Church, Wesley Methodist Church, West London Synagogue.

# Finance

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 2015-16 £694,876




-  Restricted Grants (£272,859)
-  Corporate Donations (£172,850)
-  Unrestricted Grants (£76,757)
-  Events (£76,339)
-  Hub Fundraising (£38,478)
-  Individual Giving (£28,493)
-  Partnership Fees (£18,099)
-  Gift Aid & Other Income (£5,889)
-  Community Fundraising (£5,112)

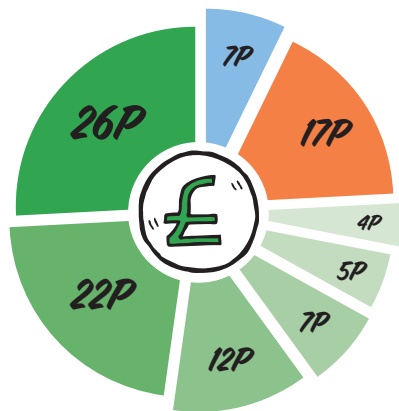
## FOR EVERY £1 WE SPEND...

### COST OF CHARITABLE ACTIVITIES


-  26P on training and supporting our volunteers
-  22P on raising our profile and opening new Hubs
-  12P on direct costs such as rent, store cupboard stock and equipment
-  7P on gathering feedback from guests and improving our service
-  5P on supporting our guests and outreach activities
-  4P on relationships with partners

### COST OF GENERATING INCOME

-  17P on fundraising



### GOVERNANCE COSTS

-  7P on auditing and legalities



*"FoodCycle is a charity that attends to the very basic and vital of human needs and that being feeding those less privileged than us...I do my best to help raise vital funds so that those less fortunate than us can be given sustenance in their days of need, comfort in their lives and friendship in their solitude, such that their worries for the day may be removed."*

**Cyrus Todiwala, OBE, Café Spice Namaste**

*"Food waste is a huge concern for me in running my business and operating the kitchen. FoodCycle's approach to food waste is so positive and inspiring, it is a pleasure to be involved in such a meaningful charity."*

**Giorgio Locatelli, Michelin starred chef, Locanda Locatelli**

*"FoodCycle is a charity close to my heart and it's a charity that fits naturally with my life in the restaurant industry – it's something I relate too and consider incredibly important. Here's to next year."*

**Ben Tish, chef, Salt Yard Group**

*"FoodCycle is a fantastic initiative which ensures support goes to those that need it most. We are all too pleased to play our part in assisting their mammoth efforts in getting food to the more vulnerable people from the local area."*

**Richard Rostill, Branch Manager, Waitrose Islington**

*"It's really good. It's nice to meet people and see the same faces. It's difficult living on your own. I like talking to people and I like meeting new people. I was nervous when I came here in the beginning but I got to know people and feel much more comfortable. Some of us have families but being here is our family."*

**Kristian, guest**

# Get involved...

## ***VOLUNTEER***

Whether you're a Masterchef winner in the making or a cooking novice, everyone is welcome to volunteer with us – come and join the team!

## ***FUNDRAISE***

Take part in Breadline Challenge, host a bake sale, run a marathon, cycle across the country or donate online.

## ***CORPORATE PARTNER***

Whether you could fundraise for us, choose us as your charity of the year or offer pro-bono advice, we'd love to hear from you!

## ***PARTNER WITH US***

If you like what we do and think a community meal is needed in your area, we'd love to hear from you.



FoodCycle

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