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FOODCYCLE

**SOCIAL
IMPACT
REPORT**

2019

Welcome!

Last year was a landmark year for FoodCycle as we served our one millionth meal and celebrated our 10th Birthday.

This is a remarkable achievement, especially considering our volunteers cook all the food from scratch, using raw ingredients destined for the bin.

We take pride in the food that we cook and the service we give our guests. By taking the time to speak to our diners, we truly learn the value of sitting down for a three-course communal meal. For some, it is their one chance each week to meet and talk to other people. For others, it stops them from going hungry that day, or helps them stay nourished for the rest of the week. Whatever their reasons for attending, we're proud to provide a safe, friendly and welcoming environment.

FoodCycle brings communities together and last year we welcomed 77,000 hungry or lonely diners to our Projects. These guests ensured 178 tonnes of perfectly good food did not go to waste and helped create a convivial atmosphere at the 2,035 dining events across our 41 Projects.

This year, we've set-up seven new Projects across the country, including Westgate in Newcastle; St Mary's in Portsmouth; Oldham; Longbridge and Witton in Birmingham; Weston-super-Mare and Kilburn in London.

Thank you to our growing team of volunteers who gave over 68,000 hours of their time and provided such an amazing service in their local community. Thank you also to our Project Leaders who dedicate a humbling amount of energy to FoodCycle; to all our partners, suppliers and funders for working with and supporting us, and to our guests who shared a meal with us.

We look forward to reaching more communities and serving more meals with you in 2020.

Mary McGrath
FoodCycle Chief Executive



2019 IN NUMBERS

423,000 MEALS* SERVED



SEVEN NEW VENUES
(that's 41 community projects in total)

4,600 VOLUNTEERS DONATED 68,000 HOURS

77% OF GUESTS MADE NEW FRIENDS

81% GUESTS FELT MORE PART OF THEIR COMMUNITY



178 tonnes
FOODWASTE SAVED THIS YEAR



*equivalent meals, based on the assumption of an average meal weighing 420g (FSA 2008)

Why we are needed

Food poverty continues rise...

Figures from the Institute for Fiscal Studies in 2018 suggest that a fifth of the UK's population live in poverty, with 1.5 million unable to afford essentials. FoodCycle guests agree, with 93% saying that the cost of living has continued to increase and 68% worrying that their food will run out because they do not have enough money to buy more.

Loneliness is affecting Britain's health...

A study by Co-Op and British Red Cross revealed that 9 million people are always or often lonely and this is reflected across FoodCycle's Projects, with 75% of guests saying that they felt lonely. Lack of social connections and isolation are harmful to health and it is thought that loneliness can increase the likelihood of early mortality by 26% (Holt-Lunstad).

Food waste is impacting our environment...

Studies published by WRAP highlighted that, in one year alone, avoidable food waste generated 20 million tonnes of greenhouse gas emissions. Preventing this pollution would be equivalent to taking one in four cars off UK roads.

Nutrition and health benefits ...

What we eat influences our health - the World Health Organisation recommends eating a minimum of 400g of fruit and vegetables a day to lower the risk of developing serious health complications. Sadly this isn't always possible for FoodCycle guests with 65% telling us that they will often skip a meal. By providing a nutritious three-course meal we are helping them eat a healthier range of food. 79% of FoodCycle guests eat more fruit and vegetables by coming along to one of our Projects.

The importance of community



Being part of a community is good for us...

Disconnected communities cost the UK economy £23 billion every year (Eden Project). By bringing people together from different backgrounds and ages, FoodCycle is helping to strengthen local communities, build and develop friendships and create a safe, secure and welcoming environment for guests and volunteers.

85% of FoodCycle guests told us they had met people from different backgrounds and 81% said that attending one of our Projects helped them feel part of their local community.

Meaningful Social Mixing Contact theory suggests that positive, meaningful interaction breaks down mistrust and suspicion between groups. Research by the Social Integration Commission demonstrates that when people meet and mix under the right circumstances, trust grows and prejudice declines.



"It's the one social event I go to. I really look forward to it. I enjoy the food but I am motivated to come for the company and conversation :) Thank you!"

FoodCycle Guest, Manchester

OUR 2020 GOALS



Champion community dining

Put community dining at the forefront of everything we do. Bringing people together to cook and share food is a great way to develop friendships, alleviate loneliness and create a sense of belonging, for both guests and volunteers.

Serve more guests

Increase the number of community diners by at least 5,000, taking our annual total to 82,000.

Enhance our website

Evaluate and revamp the FoodCycle website so that it best meets the needs of volunteers and guests. In particular we want to make it as easy as possible for hungry and lonely people to find a hot meal.

Benefit more communities in need

Key to our mission is to continue expanding into more communities. We have plans in the pipeline to open in Felling in Newcastle, Falcon Lodge in Birmingham, Chelmsford in East Anglia, a second Project in Bristol, Wythenshawe in Manchester and at least one more Project in London.

Save more surplus food

Increase the amount of food we rescue by 25%, saving 220 tonnes over the year.

Recruit more volunteers

Recruit and train 4,000 more volunteers.



MEET OUR GUESTS



Paul

Living on disability allowance, Salford

"I've been coming to FoodCycle since it opened. I'm currently on a waiting list for an operation to fix a long-term health problem which is crippling and I've been put on the lowest Disability Living Allowance you can get, so my money situation is pretty dire at the moment. If it wasn't for places like FoodCycle I wouldn't eat in the week.

Things go up in price every year and what I'm on now, I'm not always able to afford to go to the shops. There was a fire in my flat recently so now I only have a microwave. Opening cans is all I can do at the moment.

Because of my medical condition, I can't and don't work anymore and I spend a lot of time in the flat on my own. Here it's such a nice and relaxed atmosphere, I get a nice nutritional meal and it's good to get out and see people and talk to people.

I've been to other types of meals but it's FoodCycle I keep coming back to. It's nice and chilled, the volunteers are lovely, it's great that they have been there for three hours preparing the meal. Keep up the good work, it's in good spirits, it's what people need."

68%

worry they can't afford food to live

31%

have long term health conditions

46%

are unable to work due to disability or illness



Ahmed
Migrant, Newcastle

"It's hard to meet people in this country. I like to come here as there are people from all different countries, I am from Somalia and there are people from Gambia and Iraq too. You are here to make friends, they chat to you, you learn about different cultures and we all eat together.

'When people share food, they open their hearts, discuss things and make friends. I am also learning about English food and how to cook, the volunteers have taught me how to make custard."

25%
have a mental health condition

21%
have housing problems or are homeless



Joan
Lives alone, Cambridge

"I have lots of health issues, which means that I am often in and out of hospital and it has meant I have become socially isolated. I can be in hospital for days without speaking to anyone. Even when I'm at home, I can't always get out of the house easily, which is very hard for someone who likes to talk and spend time with people.

I feel like there is a lot of loneliness in Cambridge and FoodCycle really brings people together. Students, volunteers and us, guests, we become friends and see each other every week. The majority of us live on our own and come on our own but we all sit and eat together.

The food we get is incredible, the choice of fruits and vegetables is so good – you would think you are in a 5-star restaurant. It is also particularly good for me in the winter, because I am ill a lot and really feel the cold, so it is good to know I can come and get a hot, nutritious meal."

77%
have made friends

75%
feel lonely

88%
look forward to coming

41%
are on a very low income

John
Father of four, Birmingham

"I'm on a very low wage and I have four children, who live with me part-time, that I need to feed. I first brought the kids along so that they could get a healthy nutritious meal, we enjoyed it so much we just keep coming back.

The volunteers are really friendly, it's like a family community. Having the extra food to take home also really helps me out with the children as I often use it for their packed lunches. It makes a big difference to all of us."



Our amazing volunteers

FoodCycle is powered by a team of incredible volunteers. They do everything from collecting food, preparing and cooking the nutritious meals, providing a warm welcome, serving, eating and speaking with guests, washing up and supporting with community engagement.

"I moved from Asia to study at the University of Manchester. When I first arrived, I really wanted to get to know my local community and when someone gave me a leaflet on FoodCycle I decided to go along. I cook for myself and I usually eat alone, often cold food like sandwiches. Eating can be expensive and I'm on a student budget.

I initially started coming as a guest but after going a few times I also decided to volunteer. I keep coming back because I get to meet more people. I have built a strong bond with the people here and we have been to other community events together. The food is amazing and I really enjoy it. It's always so healthy and it always amazes me how they can turn surplus food into such amazing meals. It's like my highlight of the week and it's probably the only day I eat out as well."

Thao
FoodCycle Guest and Volunteer, Manchester



"I've been volunteering with FoodCycle for nearly two years now and I just love it. After I had my son, I was looking for something that would get me out of the house for a few hours a week. I love meeting the guests and chatting with them, they really do appreciate it. I met my best friend through volunteering at FoodCycle - all the volunteers are my friends, it's like a big family.

I'll be going back to work in September when my son starts school but I'll be making sure that Mondays are my day off, so I can carry on volunteering. It makes me so happy knowing that I can give back to those that need it most."

Ashley
Project Leader, Clacton

With thanks to our many supporters during 2019

Corporate Partners



Trusts and Foundations



Food Suppliers



We would also like to thank our franchise partners...



Finance

Last year FoodCycle decided to run a long financial year (September 2018 – December 2019) so that, going forward, we could bring all figures in line with each other. From 2020 our financial year will run from January – December, mirroring our impact figures and enabling us to be more transparent in terms of costs.



Income 2018-19	£943,787
Community fundraising	£70,100
Corporate and events	£475,149
Trusts and Foundations	£348,388
Individual and other	£50,150



For every £1 we spend...

Direct Project costs	17p
Volunteer recruitment, training & expenses	50p
Support costs	19p
Fundraising and events	13p
Governance	1p



“The kitchen staff and servers are more friendly than a 5-star restaurant. I love them. They are like a family.”

FoodCycle Guest, Bath

HOW YOU CAN HELP



HOW THE MONEY HELPS

- £10** rescues 1 tonne of surplus Food
- £20** Feeds a regular guest every week for 3 months
- £50** pays for a community meal
- £80** trains volunteer project leaders to ensure the safety and well-being of guests

Volunteer

We have lots of Projects across the country and are always looking for more volunteers to help collect food, cook, or host. It's a great way to engage with your community and you can do it on your own or with friends, family or colleagues.

To sign up to volunteer visit www.foodcycle.org.uk

Corporate partnership

As a corporate partner there are many ways you and your teams can get involved, no matter the size of your organisation. It can range from a 'Cause Related Marketing' campaign, Charity of the Year or donating employee time or skills.

Working with FoodCycle is one of the best choices your business can make for brand recognition, engaging teams large and small, and uniting people to a common goal.

For more information on fundraising and corporate partnerships please email fundraising@foodcycle.org.uk

Fundraise

You could take on a something sporty such as a sponsored walk, run, swim or cycle; organise something food related, such as a supper club or bake sale or arrange an event like a quiz night or karaoke evening. We have a tonne of ideas to inspire you in our fundraising pack and on our website.

To make a donation, no matter how big or small, visit

www.foodcycle.org.uk

NOURISHING COMMUNITIES USING SURPLUS FOOD



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