

# FareShare Slices

A healthy slice of FareShare volunteer news  
Coronavirus Emergency Response Special Edition



# Hello...

As we face up to the coronavirus crisis, we're determined to do everything we can to continue getting food out to charities and community groups. And we couldn't do that without the incredible support of our volunteers. Over the last two months we've been overwhelmed by your commitment and tireless hard work, as we find ourselves providing a frontline response in the form of vital food supplies. Thank you. We also want to thank the thousands of new volunteers who have signed up to help. To all our new volunteers we offer you the warmest of FareShare welcomes.

Across the UK, charities must now drastically change the way they get food onto people's plates, often with only a few days notice. In this issue of FareShare Slices we talk to Shropshire's Connect Aid Food Project, which is providing a safe place for families in need to collect fresh food (pg. 6) and Bradford's Safety First CTC, which is now delivering hot, healthy meals to those who are most vulnerable (pg. 10).

More than ever, thank you for everything you do,

Hannah

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Hannah Feld

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# Keeping safe at FareShare

At FareShare we take the wellbeing and safety of our volunteers very seriously. You will notice that there are new rules in place in the warehouse about how we operate, particularly around deliveries and collection, and that you'll now be working in smaller teams. If you have any questions or concerns about these procedures please talk to your shift lead or regional volunteer manager.

To keep other volunteers safe and reduce the risk of transmitting Covid-19 we are asking that all our staff and volunteers please do the following:

- Cover your mouth and nose with a tissue or your elbow (not your hands) when you cough or sneeze
- Put used tissues in the bin immediately
- Try to avoid close contact with people who are unwell
- Avoid touching your eyes, nose or mouth if your hands are not clean
- Thoroughly wash your hands with soap and water often – use hand sanitiser gel if soap and water are not available

When you come into the warehouse you will now see:

- Information when you arrive so you can check whether you should or should not be in the building
- Information on how to clean your hands properly and when they should be cleaned
- Suitable anti-viral soaps and hand sanitisers that kill the virus
- New procedures on advice on handling food safely

## Scottish Children's Lottery helps FareShare respond to COVID-19

The Scottish Children's Lottery has donated £100k of immediate funding to help FareShare reach the most vulnerable families impacted by the coronavirus crisis. Gillian Kynoch, head of FareShare Scotland, reports that "we're delighted to receive funding from the Scottish Children's Lottery, which will help us all rise to what is the biggest challenge we have ever faced."



## Major supermarkets get behind FareShare

Our supermarket partners have stepped up with timely donations to help us fund our operations during the coronavirus crisis. We face a host of logistical challenges as we work to get more and more food delivered safely during this crisis. Donations

of £500,000, £5m, and £3m from Tesco, Asda, and Sainsbury's, respectively, will help FareShare to support our local food heroes in reaching as many people in need as possible. We have also received generous donations of food from Tesco and Co-op.

## Food distribution rises in response to crisis

Thanks to our volunteers and partners, FareShare is rising to meet the unprecedented challenges of the COVID-19 crisis. Since the crisis began, in just under three months we have doubled the amount of food we're getting to frontline charities. We've also

signed up 500 more charities across the UK and our supermarket partners are donating millions more pounds worth of food.

We know that there is still work to be done. The number of charities applying for our help has tripled and, even

when the crisis ends, it's likely many more families will face food insecurity.

Together we will continue to deliver vital food supplies to support vulnerable people - not just over the course of the crisis but also in the difficult months to come.

## Co-op dedicates Easter ad campaign to FareShare

This April, the Co-op devoted their Easter ad campaign to highlighting their partnership with FareShare. The advert, which pays tribute to local food heroes, was created in collaboration with FareShare specifically to respond to the coronavirus crisis.

“I’m delighted we can make it easy for our shoppers to donate what they can to help FareShare and its very own band of local heroes,” said Co-op retail CEO Jo Whitfield. The advert represented a donation of £2.5m



The advertisement features a woman in a headset, likely a Co-op employee, with a rainbow in the background. The text includes:

- Be a local hero, donate to FareShare
- Find out more
- Calling all #LocalHeroes, donate to FareShare. Join us in supporting FareShare, the charity getting food to people in need.
- Text MEALS to 70490 to donate £10
- Find out more
- Donate in store or text MEALS to 70480 to give £10\*
- Find out more

worth of airtime. It also provided viewers with a number that they could text to donate £10 directly to FareShare, and encouraged shoppers to donate at Co-op tills.

Meritxell Jimenez, FareShare’s Marketing Manager, praised the quick efforts of the Co-Op and FareShare teams in putting together this campaign: “The advert itself was created in less than a week. We love how everyone came together to make it happen so quickly and of course we couldn’t be happier with the result.”

## FareShare to open eight new warehouse spaces

We have secured additional warehouse space for eight FareShare regional centres: Kent, the Thames Valley, Cymru, the Midlands, the North East, South West, London and Merseyside. Many of these spaces have been secured pro bono. FareShare Project Manager Nathan Au comments, “we’re extremely grateful to all the businesses who have stepped up to offer up vital warehouse space, helping us deal with a significant increase in ambient

food in particular.” We are hoping to secure more warehouses across the country, and wish to thank the many generous supporters and donors who are helping to make this possible!



# A community pulls together in Shropshire

Connect Aid's Food Share Project in Shropshire is just one of many community organisations across the UK working hard to ensure people in need don't go hungry during the coronavirus pandemic. FareShare Slices talks to Lea Bevan, their Project Lead.

Connect Aid Food Share started off as a pop-up pantry project, working to redistribute surplus food that would otherwise have gone to waste to local families. Because of the coronavirus crisis, this volunteer run project

**"We're set up like a market, there's a bread table, one for veg, one for treats."**

is now providing food from a new location at Park Lane Centre in Woodside, after putting in place special measures to comply with social distancing guidelines.

Lea Bevan, project leader and founder of Connect Aid, explains how they have adapted

to continue providing food to people in the community: "We are now situated in one fixed place and set up as a sterile location, with everything being cleaned every couple of hours with disinfectant.

"We're using a new booking system, via Booksy, so people can book a time slot to come and pick up food. We're set up like a market, there's a bread table, one for veg, one for treats. People come in at their allotted time, they have to use sanitiser when they come in. We have ropes around the tables and are asking people not to touch any of the food.

"We are in crisis mode so we're asking people

to only take what they absolutely need – if they have something already at home, we ask them to not take it. We're also getting referrals directed from council enquiries asking if people can come to us for food, so we're directing everyone to our Facebook page or Booksy app where they can book in a time slot.

**"We're also offering a drive through service for isolated and disabled clients."**

"People are asked not to just turn up because if there are too many people here at a time we run the risk of being shut down.

"We're also offering a drive through service for



isolated and disabled clients and have a coned area outside. People can pull up in their cars and we will take the food out to them.

"Just today, we've got 48 clients coming to pick food up but we're having to limit it to one slot per family, otherwise there just wouldn't be enough food for everyone who needs it. "We've also had to buy two large freezers and

an extra fridge to store some of the food we received from other retailers, like Burger King. We're trying to only give out these items when we sense there is a need for an extra meal.

"Every day we've got people coming in that are bringing us to tears. If they get a chance to have a quick chat with us, many of them are telling us they've had to come to us because

they've got nothing in at home. Everyone is soldiering on and pulling together to help."

During this challenging time FareShare is facing a hugely increased demand for food. In just under three months we've doubled the amount of food we're getting to charities and this would not have been possible without our volunteers. Thank you.

# Marcus Rashford partners with FareShare

The Premier League star helps children at risk of hunger during coronavirus crisis, raising over £180,000. We find out more.

Keen to help children who might go hungry as a result of school closures, Manchester United star Marcus Rashford partnered with FareShare to encourage his followers on social media to donate to FareShare's emergency coronavirus appeal. He also made a generous personal donation to the charity. In the weeks following Marcus Rashford's call out to fans FareShare's appeal raised over £180,000, enough to create almost a million meals for vulnerable children and their families. Marcus Rashford said in

a post on his Instagram: "Across the UK there are over 32,000 schools. Tomorrow all of these will close. Many of the children attending these schools rely on free meals.

**"No children should have to worry where their next meal is coming from."**

"So I've spent the last few days talking to organisations to understand how this deficit is going to be filled during the closures.

"I wanted to understand the scale of the problem and now we can reach vulnerable children. It's not just schools. It's community centres, breakfast clubs, etc that provide the only





meal many kids get each day.

“No children should have to worry where their next meal is coming from.

“FareShare distributes food to 11,000 different organisations across the UK, reaching almost 1m people a week. Today

I’m partnering with them to rework how food is distributed during the closure, with the aim that no child is missed.”

FareShare’s Commercial Director, Alyson Walsh, said: “We’ve been blown away by everyone’s kind words and donations, and we can’t thank Marcus enough for

shining a spotlight on our work during this time of crisis. The money raised will help us get good food onto the plates of vulnerable families. ”

# Safety First CTC deliver 'Bags of help' to Bradford

We catch up with volunteers at a community centre in Bradford using FareShare food to make sure that those who are most vulnerable have enough to eat during the Covid-19 crisis.

Safety First Community Training Centre (CTC) is a community education, training and health centre based in Bradford. The charity acts as a hub for unemployed people in the area, supporting single parents, job seekers with disabilities and those with English as a second language, as well as refugees and asylum seekers. The charity has been working with FareShare Yorkshire for the last 18 months to provide a pay-as-you-feel lunch.

Although Safety First CTC's core services are now shut because of the coronavirus outbreak, volunteers are determined to ensure those most in need still get food and support. Many of the attendees depend on the food the charity provides so Safety First CTC have been



**"We get the bulk of our food from FareShare and wouldn't be able to provide this service without their support."**



working with Bradford City Council to ensure those in need have food delivered directly to their homes.

Chris Graham of Safety First CTC explains: "We have had to change our model as well as follow

the government's advice on social distancing to ensure the most vulnerable people are looked after at this time. We have been working with Bradford Council to deliver 'Bags of help' using food provided by FareShare."

Safety First CTC works closely with 13 different schools, many of whom have contacted them directly to request 'Bags of help' for parents and students affected by the coronavirus crisis. These include refugees who have no direct links to other community groups or support services. The meals are halal and suitable for vegans too.

Chris says: "We get the bulk of our food from FareShare and wouldn't be able to provide this service without their support."

# Volunteer spotlight

## Abbie Wise

Abbie Wise, 20, is studying Spanish at Newcastle University. She was on a year abroad in Barcelona but she decided to fly back to Lymington in Hampshire as the pandemic worsened in Spain. Unable to return to her studies, she started volunteering at FareShare Southern Central.

Abbie says: "I've never really thought about volunteering before, but I've had to come home and now I don't have a lot to do, so I thought I'd go and see what it's about. I was living in Spain.

I flew back to London first and then my mum lives in Lymington near Southampton, which is where I am now.

I've not got anything to do now at all, no online work or anything.

I felt like I should do something as an able-bodied young person who,

even if they got the virus, wouldn't suffer too badly (fingers crossed).

I just thought I probably ought to do something useful for society.

That's why I joined FareShare. I think it's just a terrifying idea that some families won't be able to get food.

People are either too scared or too vulnerable to leave their houses, so I think it's really worthwhile to make sure that everyone gets fed while this is going on.



### We need YOUR stories

Has your Regional Centre held a special celebration or hit a big food milestone? Do you want to give a shout out to an 'unsung hero', or spread the word about a fundraising challenge? Would you like to write an article for us, or feature in our 'volunteer spotlight'? Get in touch with FareShare Slices by calling 020 7394 2462 or email [volunteering@fareshare.org.uk](mailto:volunteering@fareshare.org.uk).



## Two minutes with...

Each issue, we'll be finding out more about one of our amazing volunteers. This time we've got Leon from FareShare Sussex in the hot seat.

**Which living person do you most admire?**

Deborah Meaden, entrepreneur at Dragon's Den

**Which talent would you most like to have?**

Read minds, to know what people think (about me)

**Where would you most like to live?**

In Malta, I went there for 4 weeks when I was 15 and really like it and also because of the weather.

**What was the last film you watched?**

Hard to kill. I like it, Steven Seagal is a good actor.