

Sainsbury's Food Donation Programme - Join us as a Virtual Volunteer to help increase donations

About the Sainsbury's Food Donation Programme

Sainsbury's is launching a digital version of their existing in store Food Donation Programme from Wednesday 26 August until Friday 16 October in support of FareShare.

Customers can donate £1, £2, £5 or £10 online, with 100% of the donations going to FareShare. Donations will then be used to purchase food which will be redistributed across the FareShare network to more than 11,000 charities across the UK. The programme will take place entirely online.

This is why we need your help! We would like your help to raise awareness of the Food Donation Programme to encourage more people to donate online if they are able to. Will you support us by becoming a Virtual Volunteer?

Virtual Volunteers can pledge their support for FareShare in a number of ways - every small action can have a big impact! Here are just some of the ways you can support us:

- Sharing posts on social media (we've supplied some suggested wording further down this document)
- Sharing FareShare social media posts about the Sainsbury's Food Donation Programme
- Talk about the Sainsbury's Food Donation Programme with family and friends
- Post in local Facebook groups to help spread the word and encourage residents to donate when they do their shopping online
- Find out if there are any regional Twitter sessions in your area and encourage people to donate. Examples include:
 - #DevonHour
 - #HullHour
 - #SwanseaHour
- If you're able to, donate online at <http://bit.ly/FoodDonationProgramme>

About FareShare

FareShare is the UK's largest food redistribution charity. We take food from the food industry that can't be sold in shops, either because of packaging errors or a short shelf life, and we redistribute it through a network of 11,000 frontline organisations. We support groups such as homeless hostels, school breakfast clubs, domestic violence refuges, older people's lunch clubs, food banks and hospices. FareShare provides enough food to create more than a million meals for vulnerable people every week.

Food poverty is a big issue in the UK - 1 in 8 people in the UK currently struggle to afford to eat and, of that figure, 1 in 4 of those in the UK affected by food poverty children. 1 in 10 people miss meals to pay their bills.

Since the coronavirus crisis began, we have seen a significant increase in need for our services and we have tripled the amount of food we're getting out to frontline charities since lockdown began. The donations FareShare receives through the Sainsbury's Food

Donation Programme will be used to purchase food which will then be redistributed to a network of more than 11,000 charities and community groups.

Suggested posts for social media

This week sees the launch of the new @sainsburys Food Donation Programme in aid of @FareShareUK! All donations will be used to purchase more food that will be distributed to thousands of frontline charities supporting those in need.

<http://bit.ly/FoodDonationProgramme>

In response to the coronavirus pandemic @sainsburys has launched a Food Donation Programme to raise money for @FareShareUK. Can donate £1, £2, £5 or £10 to help FareShare continue getting food out to those who need it most?

<http://bit.ly/FoodDonationProgramme>

Can you donate just £1 to @FareShareUK? @sainsburys is running a Food Donation Programme to support FareShare, with all donations being used to purchase more food that will be distributed to thousands of frontline charities supporting those in need.

<http://bit.ly/FoodDonationProgramme>

Help us get food to people in need by donating to the @sainsburys Food Donation Programme, in aid of @FareShareUK. Your donations will help us to keep feeding people across the UK. <http://bit.ly/FoodDonationProgramme>

Food charity @FareShareUK has had to triple the amount of food they deliver to frontline charities since the start of the pandemic. Please consider donating £1, £2, £5 or £10 via the @sainsburys Food Donation Programme to ensure FareShare can keep feeding the people who need it most. <http://bit.ly/FoodDonationProgramme>

1 in 8 people in the UK currently struggle to afford to eat. If you can, please consider donating to the @sainsburys Food Donation Programme to support @FareShareUK

<http://bit.ly/FoodDonationProgramme>

Images

<https://drive.google.com/drive/folders/1Ep-Lc0bLrRNt74438w8yFjRV55jmBbkn?usp=sharing>

Video

<https://youtu.be/navZwsRFwtw>