

## Tesco Food Collection Pack for Virtual Volunteers

### About the Tesco Food Collection

Tesco is running its annual Food Collection in small 'Express' stores all week from 16-21 November and in large stores from 19-21 November in support of FareShare and The Trussell Trust.

The annual Tesco Food Collection brings in a huge amount of much needed, ambient food to the FareShare network. It is a great source of stock and allows us to top up food donations to our charities with ambient stock that lasts much longer than fresh items.

Donations from the Food Collection are even more vital as many families face financial strain over the winter months due to rising heating bills and the additional pressure of Christmas. This year, many more people will be facing real hardship as a result of the pandemic, and for them, Christmas will be unbelievably tough.

It is with a heavy heart that together with our partner Tesco we have made the decision not to put volunteers in store for this year's annual Food Collection. Volunteers have always been at the heart of every Food Collection so this is not a decision taken lightly but the ever evolving situation across the UK and the need to minimise all but essential activity in areas in lockdown makes it the right decision for FareShare and our supporters, for Tesco colleagues and their customers.

### How can you help

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 Tesco Food Collection; you can find and follow us on @FareShareUK on Facebook, Twitter, Instagram and LinkedIn
- Talk about the Tesco Food Collection with Family and friends
- Use [the map](#) on our website to identify stores in your area
- Post in local Facebook groups to help spread the word and encourage residents to donate when they do their shopping
- 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 in your nearest Tesco Express store from 16-21 November and large Tesco stores from 19-21 November. If you can't get into a store, you can donate your Clubcard points [here](#) or make a financial donation on our [Donations page](#) - please help spread the word!
- Share a selfie<sup>1</sup> of you donating in store, tagging in @FareShareUK along with the hashtag #everycanhelps

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• <sup>1</sup> Remember that face masks are required in all stores

## Suggested posts for social media

### Before the Food Collection

Support people in need by donating a store cupboard essential item to @FareShareUK at your nearest @Tesco store from 19-21 November. Help thousands of frontline charities and community groups affected by the coronavirus pandemic #everycanhelps

Christmas will be unbelievably tough for so many people facing financial hardship as a result of the pandemic. Please donate at the @Tesco Christmas Food Collection from 19-21 November & help @FareShare get food to those that need it most #everycanhelps

From 19-21 November go to your nearest @Tesco store and donate. The Tesco Food Collection will support @FareShareUK in delivering vital food supplies to frontline organisations providing a lifeline to those most affected by the coronavirus pandemic #everycanhelps

### During the Food Collection (Monday 16 - Saturday 21 November 2020)

Tinned veg, pasta, or cereal - could you donate just one of these items to @FareShareUK in your local @Tesco store this weekend? Help get food to people in need this Christmas #everycanhelps

Food charity @FareShareUK has had to triple the amount of food they get out to frontline charities as a result of the pandemic. Please consider donating food at the @Tesco Food Collection this weekend #everycanhelps

Can you donate just one item? Support @FareShareUK by adding an extra item to your basket at @Tesco this weekend #everycanhelps

Did you know that 1 in 8 people in the UK currently struggle to afford to eat? If you can, please donate a bag of pasta, tin of veg or some tea bags at your nearest @Tesco store this weekend to support @FareShareUK #everycanhelps

Donations from the @Tesco Food Collection are even more vital as many families face financial strain over the winter months. Please donate and support @FareShareUK #everycanhelps

There are 3 ways to donate to FareShare during @Tesco Food Collection! Give food in store, donate Tesco [Clubcard points](#) or donate to FareShare on [our website](#)

If you can't get in store for the Food Collection you can still make a big difference by [donating Clubcard points](#) or making a financial donation [here](#)

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# Tesco Food Collection

from 19 – 21 November



## Thursday 19 November

The @Tesco Food Collection starts today - please donate just one item in your local store to help @FareShareUK continue getting food to those in desperate need #everycanhelps

## Friday 20 November

More than 1.5 million people in the UK have gone a day without food as a result of the pandemic. Please consider supporting @FareShareUK, who are doing everything they can to support people in need, by donating at the @Tesco Food Collection #everycanhelps

## Saturday 21 November

Today is the final day of the @Tesco Food Collection in support of @FareShareUK - please donate at your nearest store if you can #everycanhelps