

# Tesco Food Collection July 2021

## Join us as a Virtual Volunteer to increase donations

### About the Tesco Food Collection

Tesco is running a special Food Collection this summer to support FareShare and the Trussell Trust, taking place in Tesco Extra and Superstores from 15-17 July and from 12 July until 28 August in all Tesco Express stores.

The collection will support FareShare in delivering vital food supplies to frontline organisations providing a lifeline to those most affected by the coronavirus pandemic.

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 us as @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:  
<https://fareshare.org.uk/foodcollection/>
- 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 store
- Share a selfie of you donating in store, tagging in @FareShareUK along with the hashtag #everycanhelps
- Remember that face masks are required in all stores

### 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 beginning of the coronavirus crisis:

- **1.5 million** people have gone a day without eating
- **8 million** adults have experienced food insecurity



- More than **1.5 million** people in households with children are unable to access food for economic reasons
- The number of adults who are food insecure in Britain is estimated to have **quadrupled**

The Tesco Food Collection brings in a huge amount of much needed, long-life 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 this Food Collection are even more vital as many families face financial strain over the school holidays as children do not receive free school meals during this time.

At FareShare, we have seen a significant increase in demand throughout the pandemic:

- The number of charities applying to receive food from FareShare has more than **tripled**
- We're also **tripling** the amount of food we're getting out to frontline charities
- More than **1,000** new charities have been signed up to get food since the start of the pandemic
- **Ambient food** has been the most in demand food for all charities across FareShare
  - Ambient stock levels are now critically low
  - As a result, we're having to reduce the amount of ambient food going to all charities

This is why we really need your support!

### Suggested posts for social media

Volunteer at the @Tesco Food Collection with @FareShareUK and help get food to families in need #everycanhelps

Be a #FoodHero - in just three hours you could collect enough food for 600 meals! Volunteer at your nearest Tesco store 15-17 July to support @FareShareUK.

In just three hours you could help @FareShareUK collect enough food for 600 meals for families in need. Sign up and bring along a friend or a colleague.

Donations from the @Tesco Food Collection are even more vital now as many families face financial strain as a result of the pandemic. Volunteer 15-17 July at your nearest Tesco store and @FareShareUK get food to families in need.

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 rice, tin of tuna or some cereal bars at your nearest @Tesco store this weekend to support @FareShareUK #everycanhelps

Support families in need by donating a pack of pasta or tinned tuna to @FareShareUK at your nearest @Tesco store 15-17 July. Help thousands of frontline charities and community groups affected by the coronavirus pandemic #everycanhelps

Tinned fruit, cereal, or cooking sauce - could you donate just one of these items to @FareShareUK in your local @Tesco store this weekend? Help get food to families in need #everycanhelps



If you can't get in store for the Food Collection you can still make a big difference by donating Clubcard points to @FareShareUK.