
Feeding Families

Annual Report

2021-2022



ORGANISATION DETAILS

Charity Name: Feeding Families

Address: 46 Blaydon Bank
Blaydon
Gateshead
Tyne and Wear
NE21 4AU

Telephone Number: 0191 908 7163

Email: info@feedingfamilies.org.uk

Website: <https://feedingfamilies.org.uk>

Legal status: CIO

CEO:
Juliet Sanders

Trustees:
Emma Jarvis (Chair)
Antony Byrne
Brian Palmer (Treasurer)
Jon Regan
Sarah Ticherou
Alex Wilby
June Fletcher (resigned January 2022)
Tracy Kirk (resigned January 2022)
Gemma Wilson (resigned August 2021)

TRUSTEE REPORT

“We can change the World and make it a better place. It is in our hands to make a difference.” Nelson Mandela

2021-22 - a year of evolving change - the year we tentatively went back to our pre-pandemic lives, whilst continuing to navigate the impact that Covid-19 has had on the way we work, socialise and travel. Post pandemic we saw an unprecedented growth in the number of people and organisations needing our support - driven by an increased cost of living, unemployment & redundancies, changes to universal credit, and most recently fuel increases resulting in many families being forced to choose whether to heat or eat.

Having enhanced the way in which we served the North East in 2020, Feeding Families further evolved in 2021 to respond to the growing needs in our community and helping more people than ever before, the launch of our new HQ played a pivotal role in our ability to operationally step up. We supported those in financial difficulty through Emergency food boxes, ensured that people leaving hospital had food to go home to, and continued our legacy of providing Christmas Hampers to families who can seldom afford treats which most of us take for granted. In addition to fulfilling immediate needs through food provision, we furthered our presence within the community working with schools, delivering youth education and partnering with other local charities & organisations - coming together to achieve common goals.

The growing need that we see within the community that we serve is palpable, and the challenge that we face daily to raise enough money & gather enough food is unrelenting - but our small but perfectly formed army of donors, supporters, volunteers, staff and trustees continue to amaze us with their generosity and selfless pursuit to make the World (or at least our North East patch of it), a better place than they found it. Myself and the trustees are tremendously grateful to all those who work with and support us, and we are incredibly proud of everything they have achieved. Spurred on by love, compassion & empathy they help us to evolve and make a real difference, in the hope that one day our services will no longer be required.

Emma Jarvis - Chair

2021-22 Annual Report



Mission Statement

Our mission is to:

- 1) Provide relief to any person experiencing poverty primarily in the North East of England. We will do this, in particular but not exclusively, through the provision of food, education and other resources which they could not otherwise afford.
- 2) Promote wellbeing and mental health for those who give and receive aid.

Our Vision

We aspire to be a numerically growing and geographically expanding community of people who offer practical help and support to families in financial difficulties at Christmas and beyond. We aim to motivate individuals and local and national businesses to connect with us and to inspire acts of kindness and generosity which bring joy and hope and provide a practical response to a very real and desperate situation that is happening right here in our towns and cities.

Emergency boxes

161,000+

MEALS DELIVERED

To approximately 15,856 people across the north east from April 2021-March 2022.

£156,860

Of food distributed in our emergency boxes containing food supplied by individual & corporate donations, funding bids & individual giving.





Welcome Home Box £13,700

WELCOME HOME BOX CONTENTS

Low/no cook food and a bag of toiletries aimed at different groups (male/female. homeless. refugees etc.)

765

PEOPLE HELPED

Welcome Homes boxes have been an innovative pilot project, designed initially to support vulnerable patients returning home after a hospital stay. The mix of low/no cook foods and basic toiletries have been well received in hospitals across the north east.

It turned out that some patients have no home to go to and so we have adapted a homeless version and are also in discussions about using these to support ex offenders on release from prison and young people leaving the care system.

Having food to support health and mental wellbeing is so important!

On the back of this we have started a sewing group in the Blaydon centre to make drawstring bags to hold the toiletries which go out alongside the boxes.



Christmas Hampers 9047

CHRISTMAS HAMPERS DELIVERED

In an area covering Northumberland, Tyne and Wear, County Durham and Cleveland.

13%

INCREASE IN 2021

Up from 8014 in 2020. Of these, 30% were matched hampers and 70% were produced from our packing centre.

3300

VOLUNTEERS

Around 3,300 volunteers were involved in producing and delivering hampers including 600 volunteers helping in our packing centre.

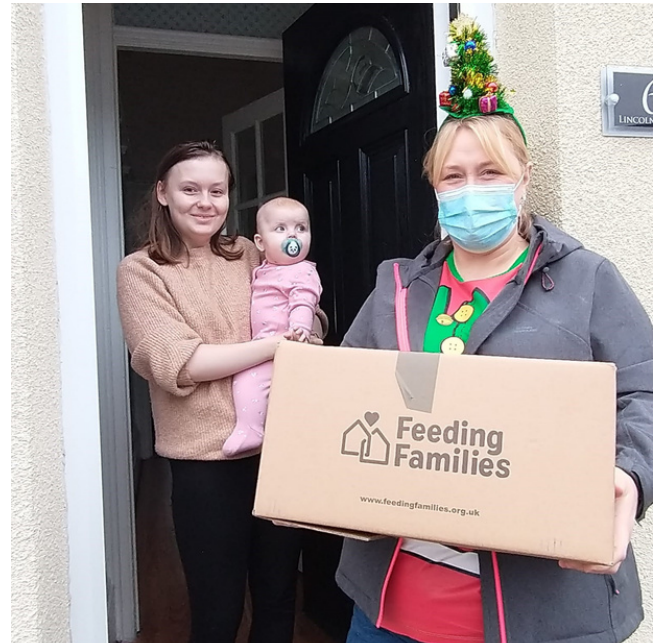


Statistics

£367,800

CHRISTMAS FOOD

Based on an average of £65 per matched hamper and £30 per packing centre box.



27,600+

PEOPLE HELPED

"As a mother of 6 (4 growing boys still at home) and a partner to an amazing fiance I have always strived to work and provide for us as a family, even throughout one of our son's childhood cancer treatment, I still worked where possible. Sadly I suffer from the devastating effects of Covid-19 and have Long Covid which has meant I've had to leave work due to the symptoms I suffer with and find myself on the receiving end of care rather being the care giver. This has been awful in more ways than one after being a woman who has always been the rock of our family. It's been really embarrassing for me to ask for help but I'm so pleased I did. My hamper which was gifted to us meant my family were able to have a Christmas day lunch without myself and my partner having the added stress of where we were to find the money to provide it. Its been horrendous for us, but the generosity of the donors is just an absolute life line for many. Myself included. "

2021 Christmas Recipient

Impact Summary

£538,360

FOOD DISTRIBUTED

44,000+

PEOPLE HELPED





Impact on Donors

It does you good to do good! As well as thousands of families benefitting, our donors tell us what it means to them. Christmas is a particular time of giving but the goodness goes all year round.

"This is now a yearly Christmas tradition for me! I absolutely love going shopping for the hamper and knowing I'm providing for a family in need just makes it all so worthwhile!"

"We always make some kind of food donation at Christmas but this year we wanted to know our donation to be exactly what a family needed and Feeding Families allowed us to do that. Our little boy really enjoyed having an input into the hamper and learning about how some children aren't as lucky as he is. We will continue donating with Feeding Families."

FEEDING FAMILIES' DONORS



Impact on Families

Can a box of food make a difference? Yes it can!
Every small act of kindness can transform a life at a moment of need.

"I cried when I shut the door, the lady who dropped it off made me feel like such a equal. She was non judgemental, kind and respectful. It was a wonderful hamper that made such a difference to me while in need.

Words cannot express how it changed me."

CHRISTMAS RECIPIENTS



Impact on Partnerships

In 2021-22 we worked with 150 other charities, schools and organisations to get food distributed into the areas where it is most needed in the community.

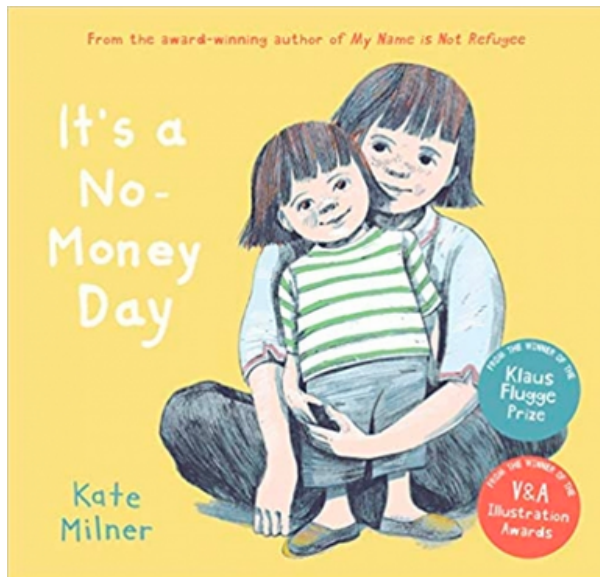
Supporting them with food allows our partners to concentrate on their valuable work and they know they can rely on having food available quickly for the people they know and support.

"We delivered a hamper to a lady who lived alone and has various health issues. Due to mobility issues and feeling vulnerable because of Covid, she is reluctant to leave her home. The lady was being assisted by our team to apply for disability and means tested benefits."

"When the hamper was delivered the lady was overwhelmed by the display of kindness. She stated that 'throughout Covid she had received no support and struggled on alone. This was the first time anyone had thought about her needs. A few days later she also rang the office to once again express her gratitude.'"

Age UK County Durham

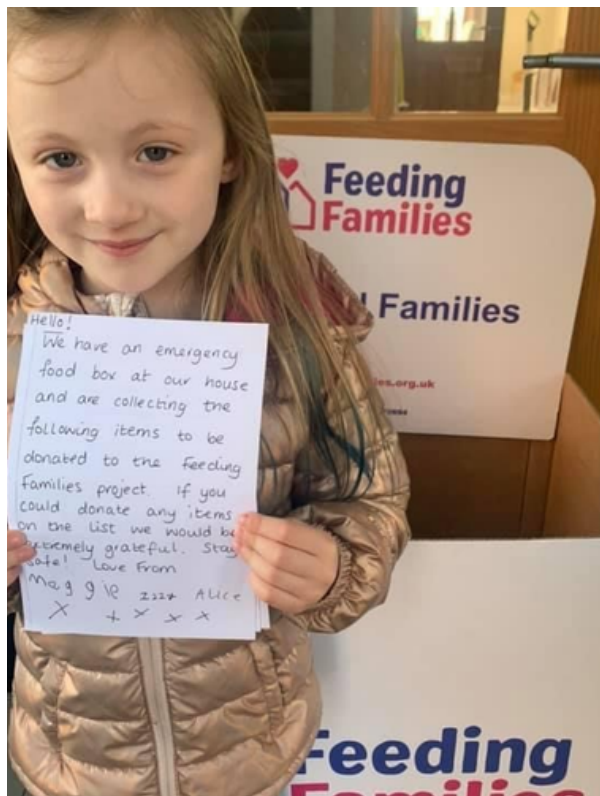
Engaging Youth Champions



Children are our future! That's why we love to encourage children and young people into giving and volunteering at Feeding Families.

In 2021 we received funding to develop & deliver a package into schools to educate children on food poverty and to inspire them to come up with ideas on how they can make a difference. This might be planning a food collection or organising a fundraising event. They came up with some fabulous ideas.

We use a book called "It's a No Money Day" to start the discussions, it's been a great way of engaging with schools - something we hope to do build upon in the coming year.





Supporting Schools

Working hand in hand with schools has been a wonderful way of getting help where it's most needed.

We hear a lot about children receiving free school meals but sometimes those in need fall below the required threshold and don't qualify for any help. Supporting families in this way is an important element of our work.

"A family asked for support due to struggling financially due to the pandemic and growing debts. Initially food packs were provided, and the school identified funding for white goods and the pupil was encouraged to attend breakfast club.

The family then shared with us they were worried about Christmas and had not celebrated Christmas the previous year due to the cost. They were supported to apply for the Christmas family appeal and were successful. As we were now aware of the families worries, we were able to obtain school uniform to reduce the family's outgoings and they are now on a payment plan which has prevented them losing their tenancy.

All of this was possible due to school having the facilities to offer a food pack which then opened the door for more targeted support. The family had a wonderful Christmas they told me and were so grateful for their hamper. They know packs remain available at school and they can contact us for any additional support which reassures us as a school, that no child will go without food."

School Family Support Worker

Blaydon HQ



On 1st April 2021 we opened our new centre in Blaydon - an expansion from our first centre in Byers Green. The former gym was in a sad state, thanks to the hard work completed by staff and volunteers over a number of months, the building has been transformed into a welcoming, functional space for packing and distribution.

4,000 sq ft of space allowed us to run our whole of our Christmas Hamper operation from the central hall.

Having a base in Tyneside has helped us to achieve a broader reach reach in terms of recipients and volunteers.



Byers Green Packing Centre



Our original packing centre in Byers Green continues to be a central part of our operations and is managed by a committed team of volunteers.

Due to their hard work and deep cleaning the centre gained a 5* food rating this year.

Sadly, the building is going to be put up for sale this year, so we are looking for new premises in the area.



Volunteers

Feeding Families relies upon an army of volunteers!

Whether it's making and delivering a hamper, helping in one of the packing centres, driving deliveries out across the region, completing administration behind the scenes or joining the fundraising team - each person brings a unique skill and their support means we can make a massive difference to thousands of people.



"Volunteering at Feeding Families gives me a huge sense of fulfilment. There is a great team spirit and everyone "gets it". We all recognise the community need and it feels good to be doing something to alleviate even a small part of the issue."

"Anyone's circumstances can change overnight and then be left facing hardship. Food is a vital and basic need. To me, it's all about making a difference where we can, helping out to support those most in need and feeling good that my small contribution can matter to someone in a big way. Feeding families is a real team effort that inspires hope and kindness. A team that I'm proud to be part of."

FEEDING FAMILIES' VOLUNTEERS

Getting involved



Whether it's doing a monthly food collection round the area where you live, using your talents to fundraise, giving up your Golden Wedding gifts, getting your doggy daycare involved or being a regular donor, there are lots of ways people get involved with Feeding Families. All these incredible people (and dogs) and many more made a huge difference this year.



£400 donated to Feeding Families
Thank you 🙏



Business Support

Paul Moralee, Community Investment Manager at Karbon Homes, said: “The current landscape is putting a real strain on many of our residents and the communities we support, and as a result our partnerships with community projects and charities are more important than ever.

Feeding Families is a fantastic charity, providing much needed support to those in crisis right across the North East. By working alongside them we’ve been able to support a number of our residents with emergency food boxes, and we’re committed to offering what additional support we can going forward, from colleague volunteers through to food drives.”

Partnerships like the one with Karbon Homes are key in ensuring Feeding Families’ support is accessible to those in need across the region.

The logo for Karbon Homes features the word "karbon" in a bold, lowercase, sans-serif font. The letters are colored with a gradient: "k" is red, "a" is purple, "r" is purple, "b" is purple, "o" is blue, and "n" is blue. Below "karbon" is the word "homes" in a blue, lowercase, sans-serif font.

karbon
homes

Grants

An important part of our income comes from grants from funding bodies. These pay for our central costs (salaries, administration, insurance, utilities etc.) which allow the charity to function. In 2021-22 we were supported by:

Arnold Clark

Community Foundation Tyne and Wear

County Durham Community Foundation

Gateshead Council

Hadrian Trust

Linden Family Trust

Lockton Charitable Association

Lottery Community Fund

Newcastle City Council

Penchant Foundation

Phyllis and Frank Scotto Trust

Sainsburys

Tesco Bags of Help

The 1989 Willan Charitable Trust

The Fore

Virgin Media/O2



**THE
FORE**



Sainsbury's

The Linden Family
Trust



**NEWBY
TRUST**



**The 1989 Willan
Charitable Trust**



County Durham
Community Foundation

Donations

We are grateful to so many businesses who have given their financial support, including:

Bloom Procurement

Cello Electronics

Dame Allans School

Derwentside College

Emmersons Solicitors

Home Bargains

Nexus

Rotary Club of Blyth

Rotary Club of Ponteland

Squidgy

Suez Recycling

Supportive

cello 

home bargains

nexus

Supportive.

Bloom*



 **suez**

 **SQUIDGY**

 **Derwentside College**


DAME ALLAN'S SCHOOLS
building the future

Hopper Wright Vinyls

Muckle Solicitors

Northern Floorcraft

Sage



muckle ^{LLP}

emmersons
solicitors

sage

NORTHERN  **FLOORCRAFT LTD**

Special people

In December 2021 Ros Hall, our Volunteer Co-ordinator and instigator of our Welcome Home boxes was shortlisted as Volunteer of the Year by the Northern Echo. Ros is a shining example of the role our volunteers play in helping the charity.



Ros Hall



Sarah Ticherou

At the end of February 2022, Sarah Ticherou, our Chair since 2019, decided to step down from her role. Sarah's contribution to the charity has been outstanding. From coming along as a volunteer to our first Christmas packing centre in 2017, she has worked tirelessly to grow the charity, often taking on several roles at a time. She is going to be missed by us all.



Emma Jarvis

We are, however, delighted that Emma Jarvis has stepped up to take the reins and lead us forward into a new season.

Summary

Although we have been successful in helping thousands of people in 2021-22, we are under no illusion - the need for our service continues to grow. With the increase of financial pressures on so many families, demand is rising steeply whilst donations have reduced. Undeterred, we are committed to increasing our reach and impacting many more people in the years to come.

None of this is possible without the community coming together, be it individuals, businesses or grant makers, to give food, money and time. At the start of the new year we look back on so many achievements but also look forward to the challenges ahead.

