

Felix | THE FELIX PROJECT

GOOD FOOD FOR GOOD CAUSES

IMPACT REPORT 2021



A MESSAGE OF THANKS TO ALL OUR SUPPORTERS AND SUPPLIERS

Last year was tough for many Londoners and demanding for The Felix Project, as we scrambled to meet sharply rising demand for food across London from our four depots and new kitchen. We rescued and redistributed nearly 13,000 tonnes of surplus food, enough to make more than 30million meals, up more than 70% since 2020.

It has always been important to us that this food is high quality and nutritious, too; not just the tins and packets which you see in food banks, but fresh fruit, vegetables, meat and dairy.

I want to thank all our suppliers, including Ocado, Amazon Fresh, Hello Fresh, Daylesford, Fortnum & Mason, Mindful Chef, Gorillas, Noons, Sainsburys, Co-Op, Blue Skies, Abel & Cole, Muller, Innocent and the many other food businesses which make these results possible.

We supply more than 1000 charities and schools, making us the largest surplus food redistributor in the UK, in terms of beneficiaries.

One thing which always strikes me about this network is how small many of these charities are; many operating on annual expenditure of £200,000 or less. These charities, often feeding people in really desperate need in their local communities, are the most affected by the statutory funding cuts of recent years.

You will appreciate how important it is for their viability and, sometimes, survival, that we provide a dependable supply of food, which would otherwise be one of their biggest items of expenditure.

Jacqui, the manager at St Peter's Church in Maida Vale, says: 'Felix has been a real saviour to us. If Felix didn't supply us, I would seriously worry for our survival.'

I hope you agree that your support of the Felix Project has had an extraordinary multiplier effect on London's wonderful charities and schools. Thank you.



Justin Byam Shaw
Founder, The Felix Project

“

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“

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THE CHALLENGES AHEAD

Since joining The Felix Project as CEO in January, I have been thinking about the future: what the world around us might look like as we move beyond the pandemic and what Felix should do to achieve our vision of a London where no good food is wasted and nobody goes hungry. I am proud to be leading this innovative, energetic, resilient, entrepreneurial and optimistic organisation, which is so well placed to play a significant role in London's recovery.

There are huge challenges all around us, with the impact of the last 2 years still bearing down on those most in need and the rise in the cost of living forcing many to make impossible choices between having food on the table or heating their homes. We have so much more to do if we are to live sustainably on this planet, with food waste still contributing enormously to climate change.

We can only achieve all we do because of our fantastic workforce of both staff and volunteers, who are so dedicated to achieving our vision. One of our priorities for 2022 will be to increase and diversify our volunteer base. I am particularly excited about bringing more young people and apprentices on board.

We know there is still much more food in the system for us to rescue and so many charities whose service users desperately need it. We want to ensure the food we rescue has the greatest impact possible; not just by stopping someone being hungry for a short while, but also by partnering with organisations who help break the cycle of poverty wherever possible.

To do this, we need your help: whether by offering financial support, by volunteering your time, by supplying us with food or in the many other ways different people contribute. We have huge aspirations and hopes for London, but we can't succeed without The Felix Family; we need you on this journey with us. There is room for everyone to pitch in, so we look forward to working with you.

Charlotte Hill

Charlotte Hill OBE
CEO, The Felix Project



THE IMPACT OF OUR WORK IN 2021

The continued presence of COVID-19 in 2021 meant millions of people receiving Universal Credit were hit by the £20 cut, mortality rates were higher in the most deprived neighbourhoods and those on low incomes were most likely to lose their jobs or be furloughed. The already stark numbers of those living in poverty in our city continue to increase.

Meanwhile, the national haulage crisis caused disruption across supply chains, affecting the strategies Felix employs to rescue surplus food.

When food is not used for its intended purpose, the resources that go into producing and distributing it are also wasted. Worse still, if that food is sent to landfill, methane is produced – a greenhouse gas more damaging than carbon dioxide, accelerating climate change further.

By rescuing this food, we have not only supplied organisations across London with great quality produce that they would otherwise be paying for themselves, we have also reduced the volume of greenhouse gases being produced that contribute hugely to climate change if that food had gone to waste.

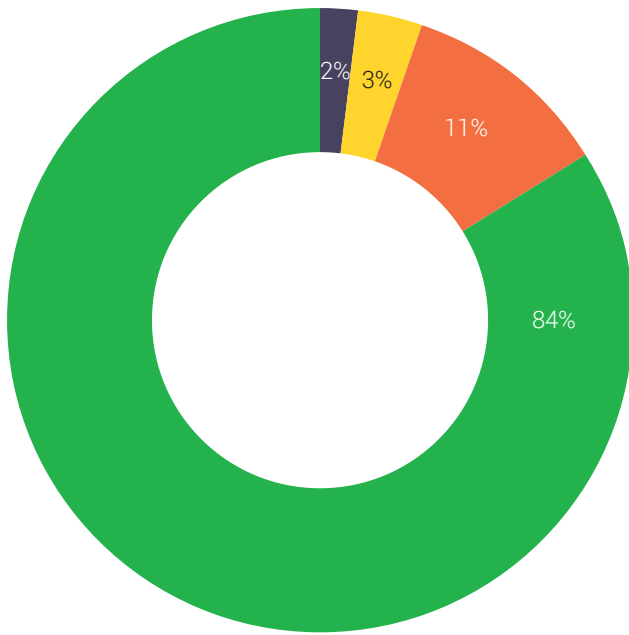
All data in report uses figures for 2021



LANDMARK ACHIEVEMENTS

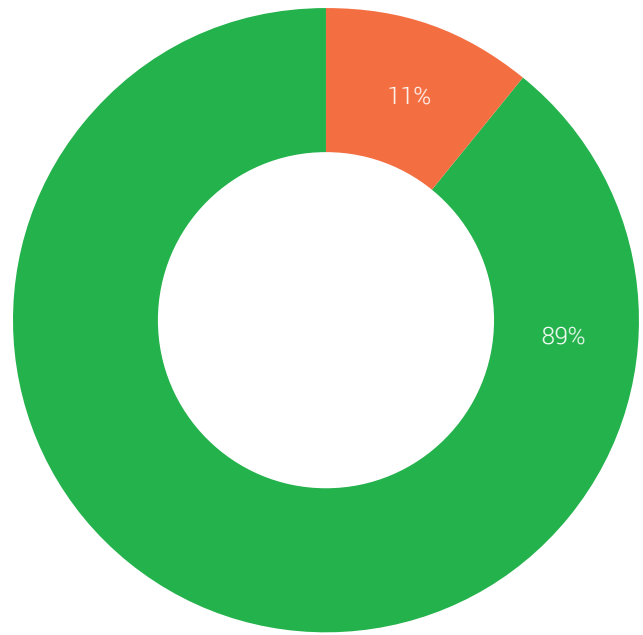
A momentous Felix event in 2021 was the opening of our new depot and Felix's Kitchen in Tower Hamlets, East London, one of the most deprived areas in Europe. We had vans on the road in East London from July delivering food to the local community and our own social kitchen now produces thousands of meals every day, turning surplus ingredients into nutritious and delicious meals for Londoners.

We went viral, our vans reached new lofty heights, we won awards, we worked with new suppliers, we launched new electric van routes and our supporters went as far as climbing mountains for us.



INCOME

Fundraising	£6,950,13
Government grants	£890,284
Gifts in Kind	£276,720
Other	£157,193
Total	£8,274,334

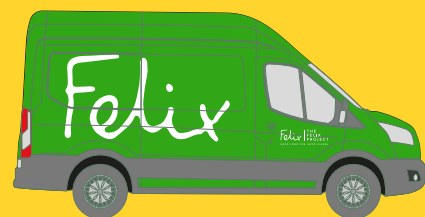


EXPENDITURE

Charitable activities	£6,012,534
Raising funds	£748,530
Total	£6,761,064



30,000,000
MEALS DELIVERED



42 VANS

EAST LONDON

At the start of our journey in 2016, our plan was to have warehouses covering the North, West, East and South of London, so that we could reach any community organisation that would benefit from our deliveries. In July 2021, thanks to some incredible partners, including Sainsburys and WRAP, we opened the shutters of our fourth depot in Poplar, East London.

This East London depot is situated in the residential neighbourhood of Tower Hamlets, at the heart of the worst food poverty in London, and in sight of Canary Wharf. It is our biggest depot yet and, despite being the new kid on the block, managed to distribute 2.8 million meals since launch.

In the next-door industrial unit, Felix's Kitchen now creates delicious meals from surplus, working with daily changing ingredients to make a range of vegetarian, vegan and meat dishes from around the world. These are delivered directly to our community partners across London through our depot network. Felix's Kitchen has made 335,000 meals between launch and the end of 2021 and has been awarded the Circular Food Pioneer Project status by ReLondon, The Greater London Authority, and the Ellen McArthur Foundation.

RECIPE FROM FELIX'S KITCHEN

Lentil, cauliflower, spinach &
Pepper Curry with Rice

600 portions

18 kg green lentils

8 kg cauliflower

8 kg spinach

6 kg peppers, mixed

500 g garlic

200 g cumin seed

200 g coriander

100 g ginger powder

500 g curry powder

200 g chilli

40 kg rice

4 ltr veg stock

20 kg chopped tomatoes

“

It is incredible to think that there's hunger in a wealthy place like London. Many people unfortunately can't cook for themselves and it's humbling to know that we can help them.”

Leon Aarts, Head of Felix's Kitchen.

London has a diverse demographic and our kitchen team focuses on ensuring meals are culturally appropriate and familiar so that all Londoners who are in need enjoy food that is nourishing with a comforting taste of home. Quality is vital; our chefs push to ensure every individual meal is of the highest standard, with the number one ingredient being compassion.



Ready, steady ... cook: Felix mega kitchen rolls out its first meals



Abbianca Makoni

THE huge social kitchen created as a result of our Food For London Now appeal has served the first set of hot meals from its base in Tower Hamlets.

The site, which is run by our appeal partner The Felix Project, will produce more than 1.5 million meals per year to feed hungry school children and vulnerable families across the capital.

Chicken curry, sweet potato, lentils and vegetable cuisines are just a few of the meals that will be delivered by a fleet of vans to a network of community groups who will ensure it goes to those most in need.

The site, which is the largest charity

social kitchen created in central London, was made possible by the donations of Evening Standard readers and a £1 million donation from the Standard's Dispossessed Fund.

Schoolchildren from areas that will receive the meals were joined by former Tottenham footballer Ledley King to see the kitchen go into operation.

King, who revealed that he also understood how difficult it was for his mother to put food on the table, told the Standard: "As someone who grew up in the area, I know what it's like to go through what a lot of families here will be going through."

During his visit through the kitchen, he said he was "gobsmacked" with the amount of food that was being delivered and redistributed into the community.

"I had the chance to meet some of the chefs and they're doing fantastic work. I also ate one of the meals and it was very good. I had chicken curry, cauliflower and broccoli — so nice and healthy." One recipient, mother-of-two,



Mariana, 45, said the pandemic had been a "really difficult time" for her and she said she didn't know what she would have done without the charity.

Last year, the charity's mission was backed by our Food For London Now initiative which facilitated its expansion to supply an extraordinary 29 million meals to more than 900 charities and schools.

Head chef Leon said: "It's a very humbling and gratifying experience. This is

I'll give the orders: chef and cookery writer Melissa Helmsley with Ledley King in the Felix kitchen

something that we started 16 months ago before the first lockdown, where we cooked and delivered food to people who needed our support and now that's moved into this kitchen, where we have the ability to cook well over 5,000 meals a day. That's humbling."

Justin Byam-Shaw, The Felix Project founder, said: "We intend this to be the biggest social kitchen in Europe. And we hope that people in cities and towns around the UK will copy our model."

**250
YEARS**

COLLECTIVE KITCHEN
EXPERIENCE

670

DIFFERENT RECIPES
CREATED

9,000

HOURS VOLUNTEERING
IN KITCHEN



EAST LONDON | 7

COMMUNITY ORGANISATIONS

Community is at the very heart of what we do at Felix. It is thanks to the hundreds of organisations we work with all over London that so many individuals and families benefit from Felix food.

We are proud to work with hostels, schools, community centres, churches, youth centres, surplus cafes, cultural centres, holiday programmes and other types of organisations across London. These are a crucial part of life for thousands of Londoners who are struggling, those experiencing food insecurity, the lonely, and the homeless amongst them.

In 2021 more than 9 out of 10 food bank providers reported increasing numbers of people contacting them for support, whilst donations of food from individuals have decreased due to price rises.

Now, more than ever, our community partners need every penny to spend on supporting people by providing advice, access to training and a welcome space in which to eat a warm meal with warm conversation. As we do not charge for our deliveries, partnering with The Felix Project can save an organisation thousands of pounds every year, money which can be spent delivering their core services. At the same time, they join our effort to stop food waste and reduce climate change.



“

I served in the military for quite a long time. It left me with problems with my health and my mental health. I'm at Acton Homeless Concern on a regular basis. I know everyone here, all the staff. It's become a part of my life. They're good people. When you come in here, you know you're going to get a good lunch. Living on benefits isn't easy. If I didn't come here, the quality of my life wouldn't be all that great. Every little helps.”

Colin Harris, homeless veteran,
Acton Homeless Concern, West London



£37,500,000

THE VALUE OF THE FOOD WE HAVE
REDISTRIBUTED



1,011

COMMUNITY ORGANISATIONS RECEIVED FOOD,
REACHING BETWEEN THEM



434,730

INDIVIDUALS



“

Families depend on us. One of the best things is to give good, quality food that's good for health, well-being and mind. We've been with the Felix Project for a good number of years and they've been amazing. They give us a variety of stuff, so we'll get fruits, we'll get veg, we'll get meat, massive pumpkins - even gluten-free pasta or plant-based milk. To a family who's on the breadline, to a family who is struggling with food, to a family that has to go to a supermarket and wait till the end of the night to get the reduced food, it's a treat. It's amazing.”

Michelle Do, founder and CEO of Children with Voices and The Community Food Hub, Hackney

OUR FOOD REACHES:

LOCAL COMMUNITY ELDERLY
SOCIALLY ISOLATED CHILDREN
MENTAL HEALTH ADDICTION
EX-OFFENDERS HOMELESS
ASYLUM SEEKERS ANIMALS
FAMILIES SPECIAL NEEDS
REHABILITATION WOMEN YOUTH
LOW INCOME REFUGEES

THANKS TO OUR SUPPLIERS

We work with food organisations at every stage of the food supply chain – from farms and distributors to packers and wholesalers, to supermarkets, bakeries, and cafes – to make sure that good food can be enjoyed.

It is outstanding that, in 2021, when the whole country was experiencing a haulage crisis affecting all supply chains, our network donated more food than any year before.

We were excited to develop relationships with new organisations in the year, including several rapid delivery services, farms and some household names. Our suppliers also support us with vehicles, pro bono work, and volunteers.

We would like to thank FareShare UK and all our food supply partners for their support.



12,800

TONNES OF
PRODUCE
REDISTRIBUTED



1,256

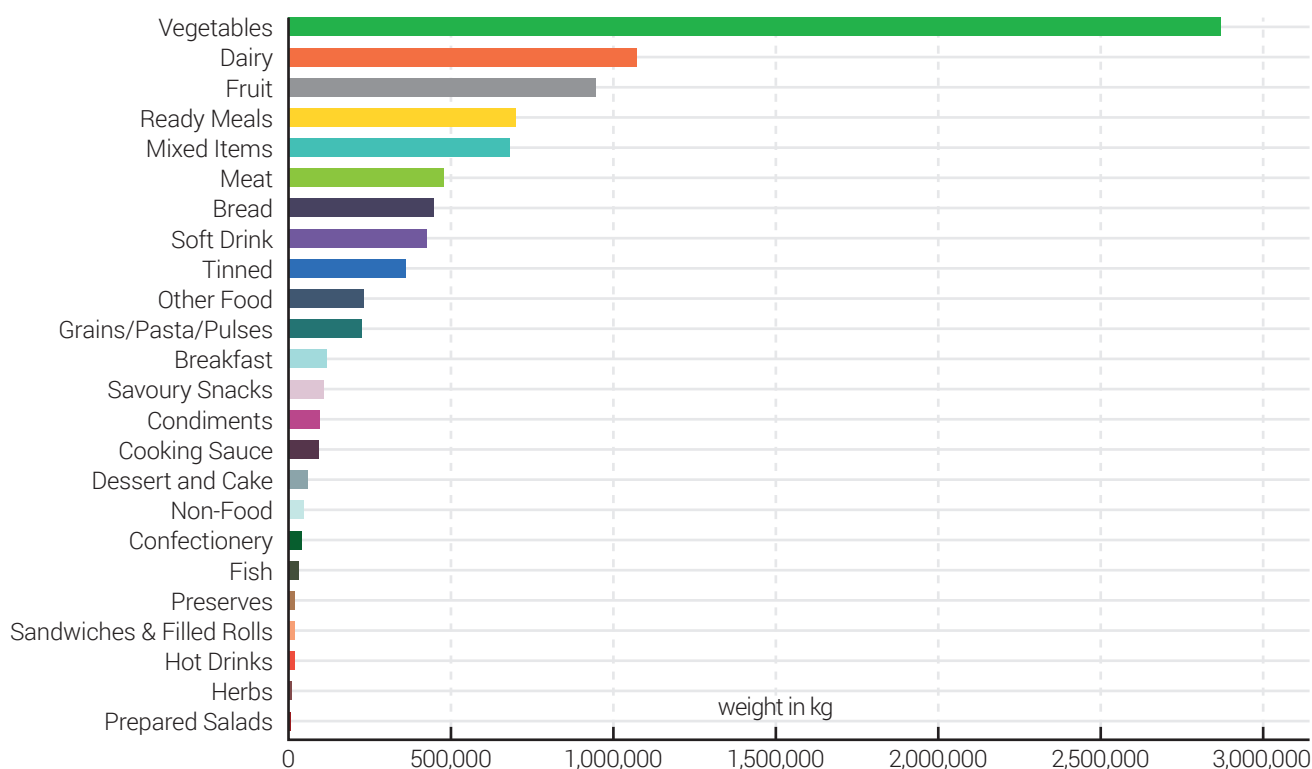
TONNES OF
POTATOES
REDISTRIBUTED



485

SUPPLIER
LOCATIONS

FOOD DISTRIBUTED BY TYPE





“

We share the same core values - to fight food waste and support our local communities. We donate our ultra-fresh 'wonky' and surplus baked goods to Felix; the equivalent of 100,000 meals in less than a year. This was a major achievement and one we could not have achieved without the support of The Felix Project.”

Earth & Wheat

“

We are donating a portion of fresh, organic fruit or veg to those in need, for every seasonal Fruit & Veg Box sold, as part of our One Box: One Portion initiative. That is almost 90,000 portions in one month. With our customers and The Felix Project, we can make a positive difference in our little corner of the world.”

Abel & Cole

“

Since the start of our partnership in September 2021, Blue Skies have provided The Felix Project with approximately £131,000-worth of fresh fruit products, ranging from mangoes and melons to papaya, coconut and pomegranate. We are committed to having a positive impact within the community.”

Blue Skies



THANKS TO OUR VOLUNTEERS

The Felix Project is a community of Londoners who share the belief that food waste is wrong, and hunger is wrong. This year 3,987 Londoners took a stand against both, giving precious hours of their time to our mission.

Whether you drive a van every week or shift boxes in the depot a couple of times a year, whether you disinfect depots against COVID-19 or sort through piles of veg, whether you crunch data in our offices or donate your expertise and skills - you are the backbone of our charity. We cannot operate without your support and we thank you all.

“

I have met so many different volunteers over the years that I have worked with the Felix project. The volunteers come from all walks of life and backgrounds, but they all have one thing in common - they are amazing and extremely kind-hearted people who give up their precious time to help others that are in need. Well done and thank you.”

Marina, Brimsdown Primary



“

Volunteer drivers have been amazing throughout the pandemic. They are so helpful and hard-working, always thinking about others more in need. The drivers we have are incredible people with a massive heart to serve.”

Manjit Dhillon, Holy Trinity Brompton

“

Felix volunteer drivers have always been extremely cheery, knowledgeable and a joy to work with.”

AllPlants

“

Thank you to the volunteers who try to ensure we have a good selection and quantity of food sent our way, as they appreciate the pressure we feel when supplies do not meet need.”

Alison, Community Cook Up

 3,987

THE NUMBER OF PEOPLE WHO DONATED THEIR TIME

 84%

OF VOLUNTEERS SAID THEY WOULD RECOMMEND FELIX AS A PLACE TO VOLUNTEER

 5,669,200

THE NUMBER OF STEPS OUR GREEN SCHEME VOLUNTEERS WALKED COLLECTING AND DELIVERING FOOD IN 2021

 2,834

THE HIGHEST NUMBER OF HOURS DONATED BY ONE VOLUNTEER IN 2021!

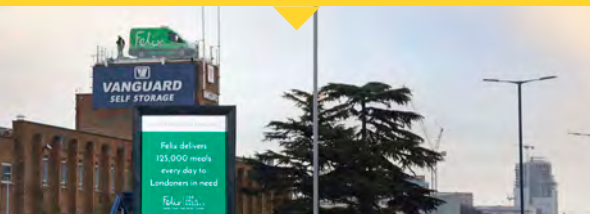
 **FOOD WASTE**

THE NO. 1 REASON PEOPLE VOLUNTEER AT FELIX

LOOKING BACK ON 2021

JANUARY
FEBRUARY
MARCH

OUR VANS REACH NEW HEIGHTS
IN JANUARY ON TOP OF THE
VANGUARD TOWER



CHEFS SHARE ANTI-WASTE
RECIPES FOR FOOD WASTE
ACTION WEEK

OUR MOST POPULAR TWEET:
FELIX COULD DELIVER ALL OF
THIS FOR £30



APRIL
MAY
JUNE



WE COOK
UP A STORM
AT TASTE
OF LONDON
FESTIVAL



TV PRESENTER
MAYA JAMA
VISITS FELIX &
OUR CHARITY
PARTNERS



REECE JAMES AUCTIONS
HIS ENGLAND SHIRT TO
RAISE FUNDS FOR FELIX

**JULY
AUGUST
SEPTEMBER**

**LAUNCH IN
MARYLEBONE:
COLLECT
FOOD FROM
OTTOLENGHI
RESTAURANT**

**OUR FOUR-LEGGED FRIENDS
SHOW SUPPORT ON
INTERNATIONAL DOGS DAY**



**OUR EAST
LONDON
DEPOT &
KITCHEN OPEN**



**OCTOBER
NOVEMBER
DECEMBER**

**NEW CORPORATE PARTNER
MORGAN STANLEY COMMITS TO
FUNDING THE EAST LONDON
DEPOT AND FEATURES FELIX ON
TIMES SQUARE, NEW YORK.**



**RAPPER STEFFLON DON VISITS
FELIX'S KITCHEN WITH THE
EVENING STANDARD**

**DAN CLIMBS TO
THE TOP OF MONT
BLANC TO RAISE
MONEY FOR FELIX**



**INNOCENT FEATURES
FELIX ON THEIR TV AD
AND BILLBOARDS ACROSS
LONDON**

one (million) of
your five-a-day

We're working with The Felix Project to get one million meals that include fruit and veg to those who need it most. It's not all on this guy though.

innocent | little drinks big dreams

A portion of innocent's profits contribute to the social business of the innocent system. Enjoy us part of a healthy lifestyle and delicious diet.

WAYS TO GET INVOLVED

Donate

Volunteer

Become a supplier

Become a corporate partner

Fundraise

WAYS TO GET IN TOUCH

Instagram: @thefelixproject

Facebook: facebook.com/thefelixproject

Twitter: @felixprojectuk

LinkedIn: linkedin.com/company/the-felix-project

Phone: 020 3034 4350

Email: info@thefelixproject.org

Email: fundraising@thefelixproject.org



The Felix Project, Unit 6, Kendal Court, Kendal Avenue, England W3 0RU

thefelixproject.org | info@thefelixproject.org | 020 3034 4350

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