

Felix | THE FELIX PROJECT

GOOD FOOD FOR GOOD CAUSES

IMPACT REPORT 2022



A COST OF EATING CRISIS

At the end of 2022, food inflation outstripped general price inflation, especially for items like bread, milk and tea, which are central to the lives of those on very limited budgets. In London alone, 400,000 children went to bed daily without a proper evening meal. The brutal cost of living crisis became a cost of eating crisis for millions.

I am so proud to see how The Felix Project stepped up to support those in need. Recently, it's been said that the Felix Project is a fourth emergency service. I truly believe we are.

Felix is the largest food redistribution charity in the UK in terms of the number of organisations we supply. We delivered 29 million meals this year to over 1000 community organisations and schools in every London borough.

It is a shared sense of social responsibility to be part of such a committed and joyful community of staff, volunteers, food donors and funders who are all doing such critical work right now. Thank you for being a vital part of our success.

As I write, 533 charities and schools are on our waiting list, with 175 having applied to us in just the last three months alone. It has been tough to turn away frontline charities doing urgent work. But the fact is that in 2022 we have had to spend £1.4m more than we have been able to raise in funding, just to honour our commitments to existing London charities and schools.

We will do more to fight this growing crisis in 2023. With your support, we can rescue and repurpose record numbers of food for record numbers of Londoners with nowhere else to turn.



Justin Byam Shaw, OBE
Founder and Trustee of The Felix Project

“

Recently, it's been said that the Felix Project is a fourth emergency service. I truly believe we are.”

*Survey of Londoners 2018/19 (GLA)
data.london.gov.uk/dataset/survey-of-londoners-headline-findings



As ever, we have grand plans to increase our impact in 2023 but we can't do that without your partnership and support.”

AMBITIOUS TO DO MORE

In my first year at The Felix Project, I've learnt so much from the volunteers, partners and staff who are so committed to achieving our mission. I have done a volunteering shift every month across 2022, either in one of our 4 depots, Felix's Kitchen or out in one of our vans. The incredible commitment of the whole Felix family is truly inspiring.

During my deliveries I have been struck by the changing face of food insecurity; the increasing number of nurses, teachers and care workers queuing for food. When we established Felix's Kitchen, we thought we would be feeding those who were homeless or without access to a kitchen. Now, increasingly, it is working Londoners who simply cannot afford to cook.

Despite the significant challenges we face, we remain an optimistic, resilient and ambitious organisation determined to do more, as this report demonstrates. We have always had the most amazing community backing our work – whether with food, funding, time or the many other ways people support The Felix Project. In 2022, we were delighted that His Majesty The King joined that group, with his personal backing for a project supplying community organisations with freezers to help extend the life of surplus food. He is in very good company alongside all of you!

As ever, we have grand plans to increase our impact in 2023 but we can't do that without your partnership and support. Whether you give us your time, your funding, your food or any other support, thank you for being on the journey with us towards a London where no good food is wasted, and no Londoner goes hungry.

Charlotte Hill

Charlotte Hill, OBE
CEO of The Felix Project



THE IMPACT OF OUR WORK IN 2022

The Felix Project exists to reduce hunger and the impact of food waste, aiming to support the reduction of carbon emissions. In 2022 issues of the environment and food poverty hit a critical peak.

When housing costs are considered, the poverty rate in London has almost doubled from 16% pre-pandemic to 27%, making London the region with the highest poverty rate in the UK.* In the Autumn we launched our Empty Plate Emergency Appeal to galvanise Londoners into action against the cost of living crisis. Despite rising operational costs, we ended the year with 29M meals delivered to over 1000 charities and schools in every borough, reaching children and families, the homeless, the elderly, refugees and many more. This includes 873,065 meals cooked in Felix's Kitchen, our high-end professional kitchen making meals to eat at home.

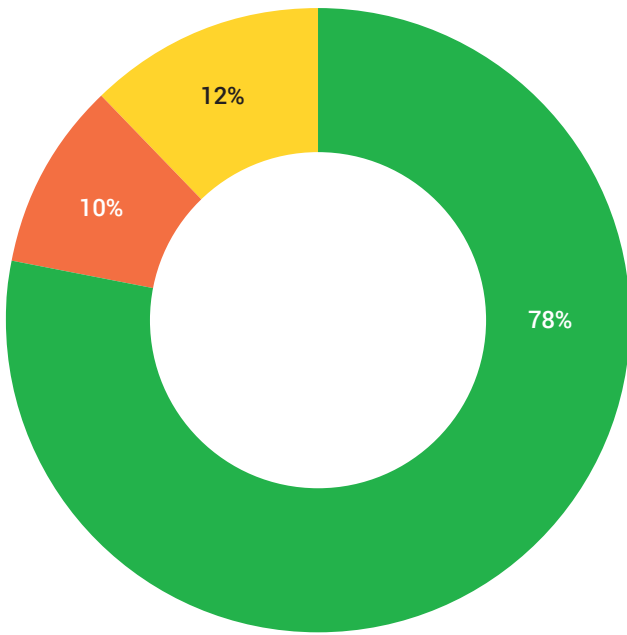
In 2022 we measured our Corporate Carbon Footprint (CCF) for the first time, to better understand our impact on the environment. We joined the 2030 Courtauld Commitment, an initiative led by the Government body, WRAP to reduce food waste, cut carbon emissions and save water.

We were also proud to launch our Theory of Change framework to ensure we deliver against our organisational purpose. We remain committed to long-lasting, sustainable, and meaningful change.

None of this could be achieved without a brilliant group of people behind us; our donors, volunteers, corporate partners, food suppliers, as well as The London Evening Standard and FareShare UK. We are proud to work alongside FareShare to fight hunger and food waste in our beloved capital.

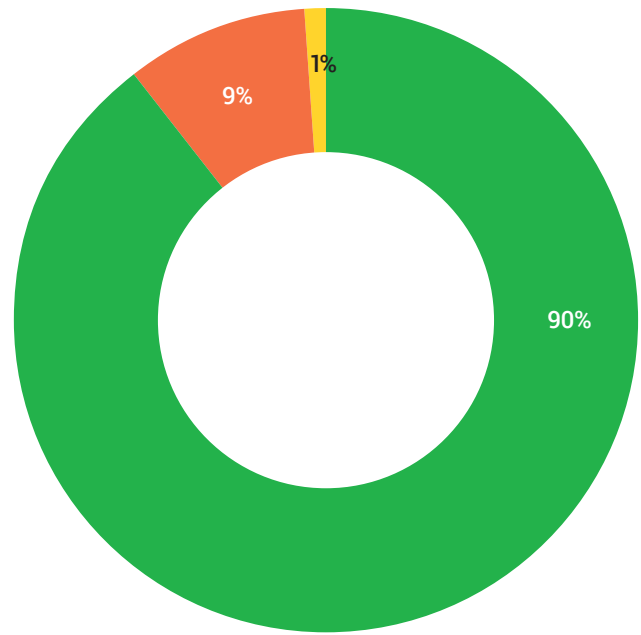
*Trust for London poverty profile 2022: trustforlondon.org.uk/londons-poverty-profile-2021-covid-19-and-poverty-in-london/londons-poverty-profile-2022-covid-19-and-poverty-in-london/





INCOME

Fundraising	£6,500,000
Operational and other	£800,000
Freezer project.....	£1,000,000
Total.....	£8,300,000



EXPENDITURE

Charitable activities.....	£8,700,000
Raising funds.....	£900,000
Freezer project.....	£100,000
Total.....	£9,700,000

*All 2022 figures are draft at time of publication and may vary to the published statutory accounts

FELIX HANDLES
12%
 OF ALL
 SURPLUS FOOD
 REDISTRIBUTED
 BY CHARITIES IN
 THE UK (WRAP)



29,000,000
 MEALS DELIVERED

£44,000,000
 THE VALUE OF FELIX
 FOOD TO LOCAL
 CHARITIES AND
 SCHOOLS

LANDMARK ACHIEVEMENTS: OUR ROYAL YEAR

In December 2022 His Majesty The King entrusted The Felix Project to deliver a ground-breaking project to extend the life of surplus food rescued for people in need. 800 fridges and freezers are being delivered to charities in London and the UK as part of the project.

This work was made possible thanks to a £1M fund, with contributions from several donors and a grant from The Prince of Wales's Charitable Fund. It also includes a generous personal gift from King Charles III. This activity stretches beyond our business as usual, to deliver a greater impact within the local community.

In September, during Her Majesty the Queen's lying-in-state, we worked with volunteers from The Scout Association to collect the surplus food surrendered from the queue, which otherwise would have gone to waste.

Not only were we able to divert good food to Londoners in need, but donated blankets went on to help London's homeless and even went as far as Ukraine, for people impacted by the war.



This action will mean many more food banks and charities across the UK will be able to store more fresh food and reduce the tragedy of food waste.”

Baroness Louise Casey, a trustee of The Prince of Wales's Charitable Fund.

Several of The Felix Project team have been recognised this year for their services to the London community. Our Founder, Justin Byam Shaw, was awarded an OBE in the King's New Year's Honours. Felix's mother, Jane Byam Shaw, was awarded an OBE in the Queen's Jubilee Honours. Rachel Ledwith, Head of Community Engagement, received an MBE for her work to feed London during the COVID19 pandemic. Incredible achievements all round.



MILESTONES IN FELIX'S KITCHEN

The Felix Project's Kitchen has been a vital lifeline for families struggling with rising energy bills. Our kitchen meals – which are made from surplus and include culturally appropriate dishes like jerk glazed chicken with seasoned rice, beef ragu with pasta and vegetarian lentil curry – are easy to heat in the microwave. Research commissioned by The Felix Project reveals that 47% of Londoners on lower incomes are worried about the cost of cooking, and 30% plan to cook with a microwave to save on costs.*

Thanks to support from Morgan Stanley, we have been able to keep the kitchen open into the evening, in order to ensure we can produce at least 5,000 meals per day. This summer we were proud to serve our millionth meal since opening.

*YouGov Survey, Total sample size was 1513 adults. Fieldwork was undertaken between 26th September - 3rd October 2022. The survey was carried out online.



 **1,300,000**
MEALS SINCE OPENING IN JULY 2021

 **35,197**
HOURS VOLUNTEERED IN THE KITCHEN THIS YEAR

 **5,000**
SURPLUS LOLLIES AT TASTE OF LONDON



EAST LONDON | 7

OUR COMMUNITY IMPACT

2022 saw the Community Team expand, with two Community Coordinators focused on building the relationships with our partners and smoothing the flow of food from our depots to the frontline organisations who depend on us. With over 1,000 to look after and a further 533 requesting food, 2022 has kept us very busy.

Our partners report that the impact of cost of living is worse than during the pandemic. 81% of our partners are seeing a higher demand for their services. 70% are seeing people ask for help for the first time, including many teachers, nurses, and others in full time employment. The face of food poverty in the UK is changing rapidly.

29% of our partners are worried they may have to close due to rising costs and shrinking funds. We are

proud to deliver food free of charge to the hundreds of frontline community organisations and schools in our network.

We continue to work closely with local authorities and have ended the year with a noticeable presence in all 32 London boroughs and the City of London. We use this network to share best practice, bring like-minded people together and help to create solutions to the challenges we are all facing across London.

In 2022, thanks to support from financial services firm ICAP, we launched the Felix Food Fight programme in schools; an education toolkit for primary-aged children to learn about food waste and the environment. We're excited to see what these young Felix Food Fighters will teach us about bringing surplus food to the masses across London.



I have worked on community engagement and support for many years but can honestly say that when we started receiving food from The Felix Project it changed things. The food became the catalyst for a bigger conversation and levels of engagement and the ability to support people has risen dramatically.”

Paul Wilson, East End Homes



£1.52

VALUE OF A MEAL TO A CHARITY OR SCHOOL

 1,059

CHARITIES AND SCHOOLS RECEIVED FOOD, REACHING BETWEEN THEM

 530,559

INDIVIDUALS



“

I love the range of food you get here, lots of really good, really healthy produce, like vegetables and fruits. It's good for my children. My older son loves fruit and he eats it all the time.”

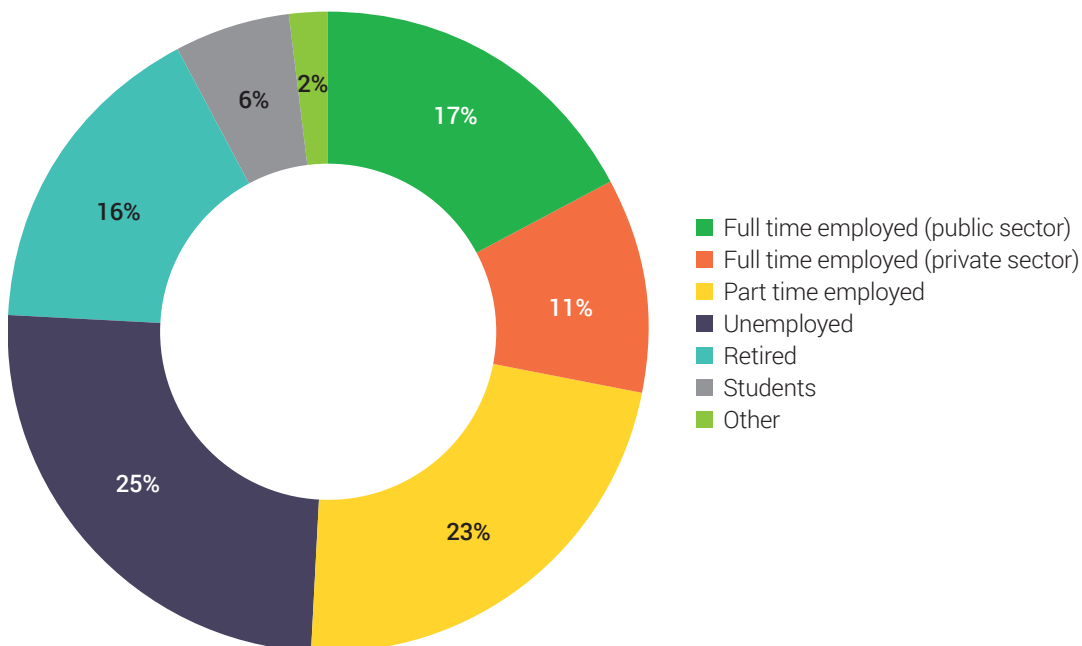
Anna

“

Life is getting very expensive. I can't afford all the bills – the water, the electricity, the gas. Without this service, we'd be eating food from the rubbish bins.”

Mona

WHO ARE THE PEOPLE ACCESSING SUPPORT FOR THE FIRST TIME?



* data in graph FareShare survey 2022

THANKS TO OUR SUPPLIERS

In 2022 we continued to build strategic partnerships with our suppliers. Many businesses supported us with record amounts of food, as well as funding, volunteering and skill sharing initiatives. Overall supply remained consistent across the year, bucking wider trends.

The distribution of freezers across our operation and charity partners sets us up well for 2023 to increase rescue volumes, particularly when faced with seasonal gluts of particular foods.

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



12,149
TONNES OF
PRODUCE
REDISTRIBUTED

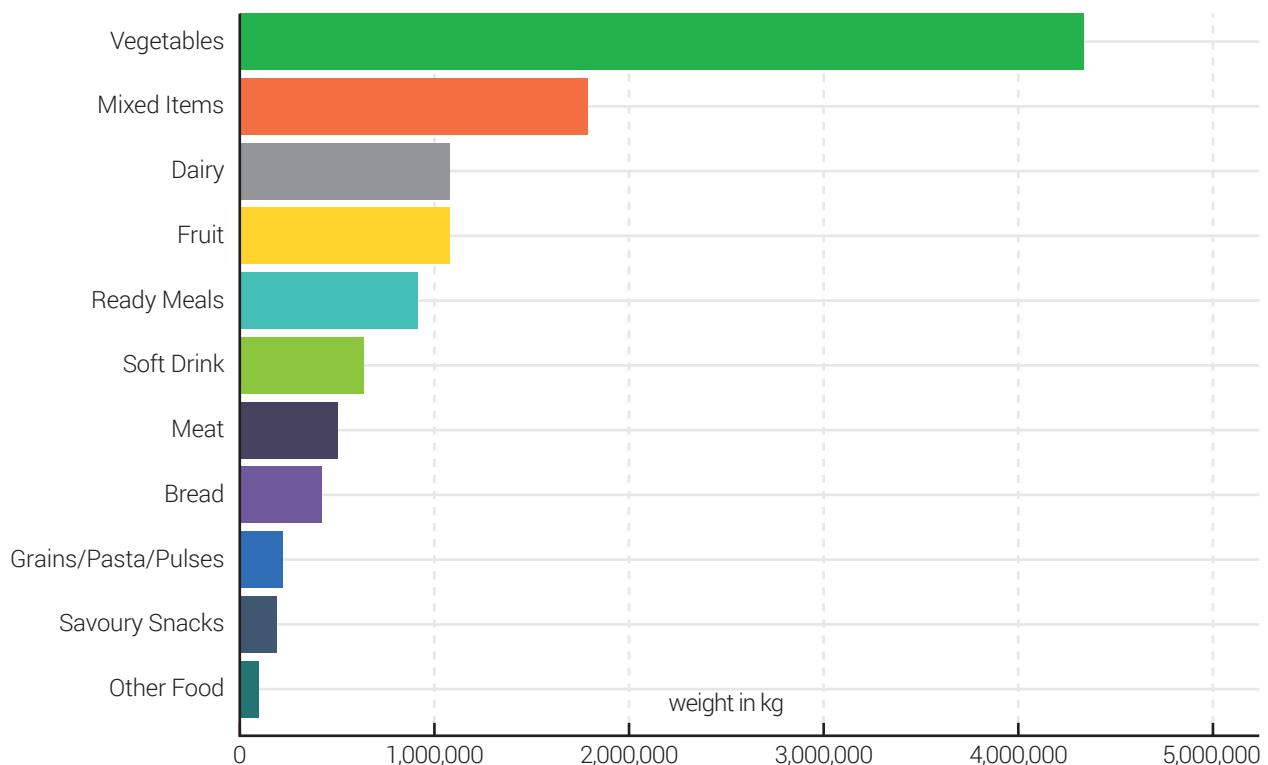


1,156
TONNES OF
POTATOES
REDISTRIBUTED



486
SUPPLIER
LOCATIONS

FOOD DISTRIBUTED BY TYPE





“

We are incredibly proud to have The Felix Project as one of our key charity partners. As a company committed to zero food waste, we have been donating our surplus stock to The Felix Project weekly. Every December, we also work closely with them on our Reverse Advent calendar, where our community comes together and turns the traditional advent calendar on its head by giving back instead.”

Mindful Chef

“

At Ocado Retail, we're so proud to support The Felix Project which is one of our key charity partners. In 2022, we donated the equivalent of 1 million meals in surplus food items and almost £1 million in cash. The funds went towards various projects such as refurbishing the Enfield depot and purchasing five electric vans with charging points.”

Ocado Retail

THANKS TO OUR VOLUNTEERS

We welcome Londoners to volunteer their time with Felix. Whatever your background or situation, there is always a place for you. This year 8,599 Londoners gave 144,603 precious hours of their time to fight food waste and hunger.

This includes 5,886 corporate volunteers; a testament to the brilliant organisations across the UK and London who are serious about giving back. In 2022 we were thankful to Amazon Logistics for donating vans and professional drivers as part of a new pilot project, resulting in 1,244,544 meals delivered and 1,730 tonnes of greenhouse gases rescued. We are also very grateful to The Maverick Group for donating £120,000 worth of their time and expertise to create the Empty Plate Emergency Appeal, delivering 2M meals (and counting) for London families hit by the cost of living crisis.

In 2022 our Volunteer Team focused on community engagement, getting involved in fairs and events, and working with local groups and leaders to reach the diverse communities surrounding our sites. A key objective has been making our volunteer roles more accessible, which prompted us to work with external consultants to create a more inclusive volunteer programme. We look forward to continuing this work in 2023.





Volunteers at Felix rescued an extraordinary 12,149 tonnes of good food in 2022. That's awesome!"

Shane Dorsett, Director of Operations



We could not do what we do without our incredible volunteers who are the real heart and soul of this charity. Big thanks to each and every one of you for every minute given so generously."

Charlotte Hall, CEO

 8,599

THE NUMBER OF PEOPLE WHO DONATED THEIR TIME

 35,197

HOURS VOLUNTEERED IN THE KITCHEN THIS YEAR

 7,370,325

TOTAL STEPS OUR GREEN SCHEME VOLUNTEERS WALKED COLLECTING AND DELIVERING FOOD IN 2022

 144,603

HOURS OF TIME DONATED IN 2022

 **FOOD WASTE**

THE NO. 1 REASON PEOPLE VOLUNTEER AT FELIX

LOOKING BACK ON 2022

JANUARY

HOME-GROWN VEG FOR FELIX AT BOROUGH MARKET



FEBRUARY

DAVID MORRISSEY AND STEVEN CREE IN OUR KITCHEN



MARCH

#WASTEISBANANAS FOR FOOD WASTE ACTION WEEK



APRIL

B-CORP POP-UP IN CENTRAL LONDON

MAY

SAM MARTIN RUNS MARATHON DE SABLES ULTRAMARATHON IN SAHARA



JUNE

TASTE OF LONDON FOOD FESTIVAL DEBUTS FELIX LOLLIES



AUGUST

FARM TO FORK: VOLUNTEERS PICK CHERRIES



JULY

FELIX'S KITCHEN DO LUNCH AT MORGAN STANLEY

SEPTEMBER

FELIX BECOMES OFFICIAL PARTNER OF THE BIG HALF



NOVEMBER

CHILDREN IN NEED BACK FELIX

DECEMBER

LANDSEC DONATE PICCADILLY LIGHT TO HIGHLIGHT COST OF LIVING CRISIS

OCTOBER

EMPTY PLATE EMERGENCY APPEAL LAUNCHES



JOIN US IN THE FIGHT AGAINST FOOD WASTE AND HUNGER

Online: thefelixproject.org

Instagram & LinkedIn: [@thefelixproject](https://www.instagram.com/thefelixproject)

Twitter: [@felixprojectuk](https://twitter.com/felixprojectuk)

Email: supply@thefelixproject.org or fundraising@thefelixproject.org



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