

Felix | THE FELIX PROJECT

GOOD FOOD FOR GOOD CAUSES





The Felix Project is a London-based UK charity set up in 2016 by entrepreneur Justin Byam Shaw.

We rescue food that cannot be sold and would otherwise go to waste. This food is in-date, safe and nutritious, and includes a high proportion of fresh fruit and vegetables as well as baked goods, salads, meat and fish. We collect or receive deliveries from supermarkets, wholesalers, farms, restaurants and delicatessens.

We check, sort and then deliver this food to charities that cook meals and prepare food parcels for vulnerable people and to primary schools, holiday clubs and play schemes for children and their families.

MESSAGE FROM FOUNDER, JUSTIN BYAM SHAW

Millions of people in the UK struggle to feed themselves and are malnourished. This isn't a food shortage problem. There is enough food for everyone in our system – it just doesn't reach all the people who need it. The Felix Project provides the link between food suppliers with surplus food and charities feeding vulnerable people.

Since we set up The Felix Project in London, we have seen that our simple solution of countering food poverty by addressing food waste resonates with our donors, partners, suppliers and volunteers.

The front-line charities and primary schools we supply are providing services for thousands of adults and children each week. Many of these are small charities which operate on a financial knife-edge. They rely on us for dependable supply, free of charge, to feed people who are often in desperate need.

We prioritise charities and organisations that cook hot meals from scratch for vulnerable people to eat in the company of others because the social value of their services goes much further than nutrition, vital though this is. Their additional impact includes: reducing social isolation, providing advice, support, and personal development training and building the blocks of stronger communities through community activities.

While we are proud of what we have achieved, we are only too painfully aware that much more help is needed.

We have a waiting list of charities, primary schools and holiday clubs needing food from us, and we know that The Felix Project supplies only a small fraction of the total number of meals that are necessary to eradicate food poverty. The scale and intensity of this need drives our determination to increase the volume of food that we collect and deliver.

We welcome the increase in focus on the problem of food waste, and the enormous environmental damage it creates, from our food-industry partners and from government. We want to play an even larger role in the solution, working in partnership with government, our peers in the food-rescue sector, donors, suppliers, charities and volunteers.

Justin Byam Shaw
Founder

HELP US FIGHT FOOD WASTE AND FEED VULNERABLE PEOPLE!

The Felix Project is powered by volunteers and by donations of funds and food. If you would like to help rescue good food and get it to good causes, join the Felix family and start making a difference today.

DONATE | FUNDRAISE | VOLUNTEER
BECOME A CORPORATE PARTNER | DONATE FOOD SURPLUS

www.thefelixproject.org/help



GOOD CAUSES CHARITIES RECEIVING FOOD FROM THE FELIX PROJECT

We deliver food to charities dedicated to feeding and helping vulnerable people who are hungry or malnourished, who live in poverty or who need help because of homelessness, social isolation, mental-health issues, abuse, addiction, physical disability and illness.

Many of these charities cook food from scratch using fresh, healthy ingredients they receive from The Felix Project. They offer their clients the chance to enjoy a nutritious hot meal in a friendly and supportive community. The savings they make from having free food means their own funding goes further, which can sometimes keep charities from closing or cutting services.



“

We cook for and nourish people with leftover food. As chefs, you can make it more delicious than they could've ever imagined. A lot of people who are down on their luck come here. Some of them don't have anyone to help them – no family or support. I want people who eat here to feel it's a treat and to feel like they are going to a restaurant. I enjoy cooking here and being part of it.”

Guest chef Brett Graham from **The Ledbury**, who cooks at Refettorio Felix every month



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Refettorio Felix (St Cuthbert's Centre) in West London provides a fine-dining experience for vulnerable members of the community five days a week. Service-users are rough sleepers, homeless people and those with mental-health and substance misuse issues. Every weekday morning, The Felix Project delivers fresh ingredients and top celebrity chefs regularly volunteer to cook.

“A lot of people coming to the centre are at crisis point. They are sleeping on the streets. We offer them a three-course lunch and a welcoming environment. We literally could not offer the service we do, in the way we do, without The Felix Project.”

Ali Kingsley
Chief Executive, **St Cuthbert's Centre**

“

We were the very first charity to contact The Felix Project and to start receiving deliveries when they opened their doors. They have completely revitalised our service and provide us with more than £10,000-worth of food a year. Every scrap that Felix brings us is turned into a meal. For people at the lowest ebb of their lives, make no mistake, Felix is a godsend. And not just for their stomachs – for their state of mind. For Londoners like Leslie, this food is the difference between health and sickness and, quite possibly, life and death.”

Stephen Chamberlain
Founder, **St Laurence's Larder**,
Brondesbury

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We welcome homeless people, people coming fresh out of prison and people with profound disabilities who come with their carers. Food is a catalyst for friendship and conversation. It combats isolation. We make proper home food, like shepherd's pies, roasts and curries. It's not a soup kitchen; it's a proper community sit-down lunch.

Felix has been a real saviour to us. We just didn't know how we would survive, but Felix was the light at the end of the tunnel. The value of Felix is beyond anything we could achieve through fundraising. We had already exhausted all our sources by the time they started supplying us. There would be no way we could afford either the quantity or the amount we receive from Felix. If Felix didn't supply us, I would seriously worry for our survival.”

Jacqui
St Peter's Church, Maida Vale

“

Every Wednesday morning, we look forward to receiving a variety of fresh fruit and vegetables from two smiling volunteers from the wonderful Felix Project. It means the world to us that we can offer our food bank guests fresh and healthy produce.”

Saba Hassan
Service Manager, **Sufra NW London**



“

The supplies are delivered every week by warm and friendly Felix team members, who leave the women feeling uplifted and knowing that people care about them.”

Iranian and Kurdish Women's Refuge Organisation

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Many of the clients who come to the centre say that they would be dead without the food and support that they get three times a day. Part of Acton Homeless Concern's function is to ensure that we support our clients in every way possible, and one of the most important issues is the health of the people who use our services. I would go so far as to say that having The Felix Project on board and the food they deliver to us means we have been able to offer enormous opportunities to keep people from starvation and illness.”

Acton Homeless Concern

“

The meal is the highlight of the week. Some people are lonely; it's the only time they can sit down, make connections and share a meal. It's a place they build relationships and it's a safe place. Many of our guests struggle to afford the basics to eat and many will eat alone without company or conversation. We wouldn't be able to do our work without The Felix Project – it's just a great thing. The Felix team is really friendly. Your work is invaluable and means that projects like ours can exist.”

Anne Fleissig
Cooking Leader, **FoodCycle Islington**



GOOD CAUSES
GREENHOUSE SPORTS

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The standard of coaching is very high, so the kids are always tired when they finish. They enjoy the food. The Felix Project comes with salads and baguettes and some treats. It stops kids from leaving the facility to go to Tesco, so their mums and dads or guardians know they're safe. Some of the older kids live an hour away, so we can give them their dinner and their parents don't have to worry about feeding them. It's a win-win for everyone.”

Daniel, Junior Assistant Coach
Greenhouse Sports

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When you're doing about 5 hours' training, having food here really helps you to keep energised, keep restored, keep fighting. It helps you not to get tired.”

Joshua, playing table tennis at Greenhouse Sports



GOOD CAUSES SCHOOLS PROGRAMME AND SCHOOL HOLIDAY SCHEMES

The Felix Project makes a weekly delivery of surplus food to primary schools which teach children from some of London's most deprived families. At the end of the school day, a Felix 'market stall' is set up in the playground. Pupils and their families are invited to fill a Felix bag with a healthy selection of food that would otherwise have gone to waste.

We run interactive school-assembly talks which fit with curriculum topics and bring to life the issue of food waste and its environmental impact. These help children understand what happens to food if it is not eaten, the detrimental effects of food going to landfill and how we can all stop wasting food.

By emphasising that picking up surplus food from the Felix stall helps the planet, we are largely able to overcome the potential stigma children and families may feel in accepting free food.

We ensure that the food supplied to schools during term time continues to reach children during the holidays, delivering to holiday clubs and activity schemes to tackle the problem of 'holiday hunger'.

“

I go without food sometimes so Emma can eat. This morning she came to school without breakfast. On the way to school today Emma said she felt tired from walking and her legs were hurting.”

Mrs Burnell, a parent with a child at Stanhope Junior School, which was one of the first schools to run a Felix market stall. Mrs Burnell planned to add fresh leek, pepper and onion from the market stall to the family's pasta dinner that night.



“

We serve quite a concentrated area for refugees and have a high turnover of homeless people. The kids come straight to the kitchen and ask for something to eat. We know that for some of them it's the only hot meal that they might get. We don't just feed kids, we feed the families too. The Felix Project is a lifeline to them.”

Haringey Play Association

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A mum told us she finds she can usually only afford unhealthy foods as these are cheaper, so she loves having the ability to supplement what she buys with fresh produce from The Felix Project. She makes soups, which she didn't make before, and banana pancakes.”

Deputy headteacher,
Oaklands Primary School

WHAT TEACHERS SAY:

“This is a brilliant way of getting food to families who need it, as schools are often best placed to identify need and vulnerability.”

“It's very effective in reaching out to those in need in the local community in a way that creates as little stigma as possible. One parent was able to cook for five days from one collection. Families now rely on the stall.”

“If food deliveries from Felix stopped, parents would be devastated.”

“The Felix Project service has really helped some families who are finding it hard and are struggling to provide food for their children. We have also used the deliveries to help with extra food for trips, cooking club, breakfast and after-school clubs.”

“The Felix Project has helped so many of our families who would really struggle without the additional food. The vast array of fresh food means the whole family can eat a good healthy meal and we are getting excellent feedback from parents and staff. Thank you for all your hard work and for making a difference in people's lives.”



GOOD FOOD THE PRODUCE WE SAVE

The food we save and redistribute to charities is in-date, safe, nutritious and perfectly good to eat but it cannot be sold for a range of different reasons: stock-control problems and seasonal over-supply; broken contents or damaged packaging; mistakes in labelling; superficial blemishes; not meeting strict cosmetic standards for shape, colour and size.

If a pack of ten oranges has a mouldy one, we unpack it and save the nine good ones. A broken Easter egg tastes just as good as an intact one. A pack of mince pies doesn't have to be thrown away just because it's not sold by Christmas Eve. A dent in a tin doesn't affect the contents.

We are able to supply a high proportion of fresh fruit and vegetables and other perishable items to charities because we have chiller vans and cold stores in our depots and because our logistics and operations are designed for rapid turnaround of stock.

Food accounts for the vast majority of our collections, but we also regularly receive toiletries, flowers and plants, household cleaning products, animal food and litter, bedding, children's toys and fancy-dress outfits, kitchenware and Christmas gifts.

“

The produce we receive is like it's straight from the farm. The quality is so good and it's so fresh.”

Kizzy Anderson, Refugee
Support Worker
Housing for Women

GOOD FOOD OUR SUPPLIERS

The Felix Project works with the UK's food industry to rescue good food: high-quality, generally perishable produce which cannot be sold for a variety of reasons and would otherwise go to waste for lack of an alternative. Our volunteers collect from supermarkets, manufacturers, wholesalers, farms and growers, restaurants, delicatessens and lunch-time 'grab and go' chains. Some suppliers deliver directly to our depots. Suppliers also support us with donations and fundraising and through volunteering.

“

At Sainsbury's, we are committed to reducing waste and putting it to positive use. Our aim is to reduce food waste by 20% by 2025, and 50% by 2030. Donating surplus food to The Felix Project ultimately prevents it from becoming waste. We are currently donating surplus food to The Felix Project from 32 Sainsbury's stores.

“Sainsbury's is proud to be a longstanding partner of The Felix Project and is committed to making a positive difference to the communities we serve. Working with The Felix Project means we can ensure any surplus food is put to good use by donating to those most vulnerable and in need.”

Marija Rompani
Group Corporate Social
Responsibility Programme
Manager, **Sainsbury's**



“

We chose to work with The Felix Project because of their moving story, their professional approach and their genuine heartfelt passion to help London's most needy.”

Carole Bamford
Founder, **Daylesford Organic**

“

Glinwell is a large nursery and producer of tomatoes, peppers, aubergines and cucumbers.

“Unpredictable weather and varying customer demand can provide us with the challenge of excess stock that potentially would be thrown away. We believe strongly in supporting local communities and reducing avoidable food wastage.

“The Felix Project helps us to achieve these objectives. They work with us closely and dedicated volunteers collect our surplus produce for the many groups they support. For only a small amount of organisation on our part, we are able to do some good for those who are in need. We look forward to continuing our relationship with The Felix Project and the amazing work they do.”

April Cowen
Glinwell

“

We've been very proud to support the Felix Project since 2016, and our weekly donations are a very important part of how we run our business. We all wholeheartedly believe in the same thing – that good food should never go to waste – and not only do we have a responsibility to ensure this is the case but, by working with Felix, we can help support some of the most vulnerable people in society.”

Ewan Venters
CEO, **Fortnum & Mason**

“

PAUL Bakeries have been community cornerstones for 130 years. We want our communities to thrive and we are proud to support them through charities both local and large.

“Our fight against food waste includes several partnerships, with our primary contributions going to the Felix Project. When we launched our Food Waste programme in 2016, we reduced our food waste by 60%. Our goal is to increase this year-on-year in order to have zero food waste by the end of 2020. This is being monitored continuously as our product lines change and we find new ways to reduce, reuse and recycle our ingredients.

“In 2018 we turned 4.5 tonnes of surplus bread into Bread Pudding, a ready-made dessert specially developed for The Felix Project. This surplus bread would otherwise have ended up in landfill.

“We are always trying to find ways to counteract our impact on the environment and reduce our food waste, so The Felix Project was an obvious choice. The support they offer to the local communities and the outcome of our partnership has by far exceeded our expectations.

“We first read about The Felix Project in the Evening Standard and were so pleased to hear about something good for a change. We just wanted to be a part of this vision and we have never looked back. My proudest PAUL moment is saving 4.5 tonnes of surplus bread with The Felix Project last year!”

Rachel Meier
Sustainability Development & Project Manager, **PAUL UK**

“

Kent Gleaning Network salvages fresh fruit and vegetables that can't be sold by farmers and directs this fresh, nutritious food to people in need.

“Our collaboration with Felix has enabled us to save more produce from waste than ever before and it has helped widen the dialogue on why produce is wasted in the first place. Thanks to this association with Felix, we have been able to expand the discussion and raise awareness about the key factors contributing to UK farm food waste, such as overly strict cosmetic standards, cheap imported produce and seasonal gluts.”

Carrie Eeles
Kent Gleaning Network

“

Tilda is proud to be a partner of The Felix Project since their first year. We are based in the greater London region and are aware of the need people have to maintain a balanced diet, whatever their circumstances.”

Jonathan Calland
Head of External Affairs, **Tilda**

“

Mash supply a huge range of fresh, seasonal fruit and vegetables. We are London-based and have partnerships with growers in the UK and Europe. We supply premium produce to some of the most prestigious kitchens in the capital.

“We are committed to significantly reducing our waste through innovative and imaginative recycling to help sustain and improve the food chain and feed those in need. Volunteers from The Felix Project come here every single morning to collect food surplus. It is a truly thought-provoking and inspiring local charity. We are immensely proud to know that we are helping those in need by donating fresh, nutritious fruit and vegetables.”

Charlie Mash
Mash Purveyors





OPERATIONS

OUR DEPOTS

Our depots are at the heart of our operation. Working together, depot staff and volunteers schedule collection and delivery routes, receive food deliveries direct from suppliers, store and sort food and ensure it is ready for rapid redistribution.

Volunteer drivers and co-drivers take our fleet of vans out on the road to collect food from suppliers and bring it back to the depots. Vans are repacked with food sorted according to destination and set off again for delivery routes to charities and primary schools.

The depots are modern, industrial warehouse spaces, suitable for supporting the demanding logistics of handling high volumes of produce. They have walk-in cold-storage units, forklift trucks and warehouse racking, parking for vans and cycles, kitchens, meeting rooms and office space for our staff and interns.

They offer a welcoming environment for volunteers, with facilities such as lockers, social spaces and noticeboards.



OUR VAN FLEET

Often donated or sponsored by our supporters, our distinctive green vans are a striking presence on London streets. Larger vans are equipped with chiller equipment, to ensure the safe handling and optimum condition of fresh food through our system.

Electric vans generously donated by Renault Pro+ are used in our Central London Service and on some of our depot routes.

OPERATIONS CENTRAL LONDON SERVICE

We run a unique service in Central London, providing hostels and centres for homeless people with fresh, same-day food delivered in an environmentally-friendly way.

Volunteers in our 'Green Scheme' collect surplus food from the food-to-go sector and take it directly to charities using electric vans and walking and cycling routes. The scheme operates in the evening and at lunchtime, enabling us to recruit volunteers who work in Central London.

This unusual volunteering option is proving very popular with our corporate partners as a convenient and engaging component of their CSR charity partnership programmes.

If The Felix Project didn't collect this surplus food, it would mainly end up in black refuse bags on the pavements. We are the only organisation tackling this urban problem at scale, while helping those who are homeless and struggling on London's streets.

Renault has donated electric vans for this project. These have been strategically placed in parking spaces provided by NCP, City of London Corporation and Camden and Kensington and Chelsea Councils. We use Zipcar technology to manage the fleet and give volunteers access to the vehicles.





OUR PEOPLE FELIX PROJECT VOLUNTEERS

VOLUNTEERS PLAY A VITAL ROLE IN THE FELIX PROJECT

We simply couldn't achieve the results we do without their generous commitment of time, skills and energy. They are crucial to the operation of our depots, where they work as drivers, co-drivers and warehouse assistants, and to our Central London Evening Service, where volunteers collect and deliver food in electric vans, on foot and on cycles at lunch-time and after work.

Volunteers help us with fundraising, marketing and promotion, book-keeping, administration, social media, bucket collections and on our stalls at food festivals and other events where we raise awareness of our work and recruit new volunteers.

Corporate volunteers from partner organisations are always welcome and help foster deeper and more active engagement and connections. Employers welcome the opportunity to engage staff in positive team-building experiences, while experiencing the buzz that comes with making a difference to other people's lives.

“

I feel so privileged and so happy to work with the best team of people from many different backgrounds, nationalities and professions. This is a most fulfilling and heart-warming new chapter of my life.”

John

“

Volunteering with Felix is varied, challenging, rewarding, hard work but extremely satisfying.”

Lesley

“

There is great camaraderie in the team, and whether I’m out in the van as a co-driver or helping in the warehouse, I finish the shift with a smile on my face.”

Barbara

“

The charities all rely on us, and I know this personally as I work for one of the charities we deliver to. I cook the food on Tuesday that Felix delivers on Monday. The job needs doing and I’m very happy to be a part of Felix.”

Gretchen



“

Finishing a shift at the end of the day at The Felix Project, it really feels as if you’ve done something worthwhile, as if you’ve made a contribution. It makes you feel good about yourself.”

John



“

The wonderful food we pick up is far too precious to be thrown away, and so it makes sense to distribute to different charities. It is so rewarding. Volunteering doesn’t get better than this!”

Therese

“

It’s a way to simultaneously reduce food waste and provide those who are in desperate need with a decent meal for the night. It’s a great way to do your bit in a short amount of time.”

Lauren



“

I volunteer with my Dad. With busy lives to lead, having our regular shift means knowing we have time together to catch up while we’re out doing some good and helping people.”

Olivia

“

We had another wonderful shift. The highlight was seeing how the community of London all comes together to support good causes.”

Rob

“

As I retired recently, I started helping out. I love the work, the people are fun and I enjoy spending a morning or afternoon giving something back to the community.”

Sean

“

This is a great cause, putting into action a very simple idea with which it’s so easy to identify. Volunteering is hugely enjoyable and fulfilling.”

Stephen

“

Seeing how much the charity service-users appreciate the food we drop off is really motivating.”

Pierre

OUR PEOPLE

THE FELIX PROJECT TEAM

The Felix Project is fortunate to have a skilled and enthusiastic staff team. We recruit people who share our passion and see their role as more than just a job.

“

I've been working at The Felix Project since I joined as the very first employee, when my job was to find our first warehouse, buy a van and find our first suppliers, charities and volunteers! I am now running our Schools Programme which I love as it enables me to go into primary schools, raising awareness of food waste and its detrimental environmental impacts.”

“

I joined the team at Felix after many years of working at large hospitality venues, where I've always tried to build businesses that lower their environmental impact, which was not easy in the commercial sector. It's been such a joy to join Felix and have a clear mission to help tackle one of the biggest environmental issues of our time and help people in our local communities, too. I'm very proud to work here.”

“

It is a pleasure to work with a fantastic team in a young, vibrant and exciting charity and to play my part in supporting growth and seeing the direct impact The Felix Project has on its beneficiaries.”

“

I am loving every minute of my job at The Felix Project. It is fantastic to work for a charity where the staff and volunteers all work together as part of a team and where you can see the difference we make every day. This is one of the most rewarding jobs I have had the good fortune to do.”





THANK YOU FROM THE TRUSTEES OF THE FELIX PROJECT!

The Trustees of The Felix Project would like to thank all our staff and volunteers for their dedication and hard work in saving good food and redistributing it for good causes.

We would especially like to acknowledge and thank all these organisations for their vital and generous donations of funds, food, donations in kind and other support:

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|--|------------------------------------|------------------------------------|
| Advent Theatres | Lansdowne Partners | Rude Health |
| AmazonFresh | La Tua Pasta | Sainsbury's |
| Axa | LetterOne | Selfridges |
| B&M | Lidl | Sobell Foundation |
| Bank of London & The Middle East | London Community Fund | Soho House |
| Barcapel | Loveday Charitable Trust | Spitalfields Market |
| Bestway Wholesale | Lush | St Edward's School |
| Booker | Marigold | Stonehage Fleming Charitable Trust |
| Choice Organics | Marks & Spencer | StreetSmart |
| Co-op | Mars | Swire Charitable Trust |
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| Communion Music | Mash Purveyors | Tesco |
| Costco | Middlesex Cricket | The 29th May 1961 Charitable Trust |
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| Danone | Montier Charitable Trust | The Childhood Trust |
| Daylesford Organic | Morgan Stanley | The Children's Charity |
| Deliveroo | Morrisons | The Drapers' Charitable Trust |
| Department for Environment, Food & Rural Affairs | Mr Organic | The Eranda Rothschild Foundation |
| EAT. | Müller | The Evening Standard |
| Farmdrop | Natoora | The February Foundation |
| Fenwick Foundation | NCP | The Felix Byam Shaw Foundation |
| Fortnum & Mason | Nex Services Ltd | The Grocers' Charity |
| Foux Foundation | Oak Foundation | The Joron Trust |
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| Garfield Weston Foundation | Ocado | The Monday Charitable Trust |
| Glinwell plc | OddBox | The Old Vic |
| Goldman Sachs | PAUL Bakery | The Peter Stebbings Trust |
| Granger & Co | People's Postcode Lottery | The Portrack Charitable Trust |
| Greencore Group | Peter Stebbings Memorial Trust | The PwC Foundation |
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| Grundon | pod | The Thompson Family Trust |
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| Hello Fresh | Primrose Hill Cricket Club | Tilda |
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| Hiscox | Pure | Waitrose |
| Holtwhites Bakery & Deli | Queens Park Rangers F.C. | Warburtons |
| Icap | Quintessentially Foundation | Western International Market |
| ING | R Capital | Westminster Amalgamated |
| Innocent | Renault Pro+ | Whole Foods Market |
| J Paul Getty Jnr Charitable Trust | Reynolds | Windmill Organics |
| Kent Gleaning Farms | River Café | Zipcar |
| Kuehne + Nagel | Rothes Charitable Trust | |
| | Rothschild | |



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