

2020

IMPACT REPORT



Felix

THE
FELIX
PROJECT

GOOD FOOD FOR GOOD CAUSES

WELCOME LETTER FROM JUSTIN BYAM SHAW

This time last year The Felix Project was preparing for a fourth successive year of growth. It was to be a year of careful consolidation, with a few new staff and suppliers to come.

It took us a few weeks to realise the consequences of lockdown for jobs and hunger; one million new applications for Universal Credit in just a few weeks, many more furloughed with a critical cut in income, hundreds of thousands of isolated older people, living on scraps, and children unexpectedly at home but without free school meals.

Who would have foreseen the extent of the actual hunger to come? In one of the richest countries on earth? In the 21st century?

Your support has been absolutely critical to The Felix Project, giving us the confidence to scale up dramatically at pace to become five times the size in just a few months. As of February 2021, we are rescuing and delivering the equivalent of 125,000 meals every single day.

We believe we have become the largest end-to-end-food redistribution charity in Europe, just five years from our start.

For every £1 you gave us, we were able to supply more than £10 of fresh food, which would otherwise have been wasted, to those in real need of it. I hope you agree that this represents a great return on your generosity.

The COVID epidemic has created a dramatic hunger crisis in the UK, not seen perhaps since the 1930s. People who have stayed in my mind over the last year include Judith, whom I met outside a community lunch kitchen in Hammersmith in June and who was skipping meals regularly so that her children could eat properly. Her lunch seemed to have been stuffed in her pockets to take home and she was clearly distressed.

What has shocked me most is the growing scale and nature of homelessness in London. On a bitterly cold night in December, I went to St Martin's in the Fields to visit one of the new

open-air kitchens supplied by Felix. I counted more than 150 people waiting patiently in line for a cup of soup, where once there would have been just 15.

I talked to some of them. One older man, Julius, was not like many whom I encounter in food lines. He was sad, frightened, and bewildered by his sudden change in fortune. He was a university graduate and had worked hard all his life, he said, and was now reduced to begging for food and money on the street. How had this happened to him, he asked. How had it come to this?

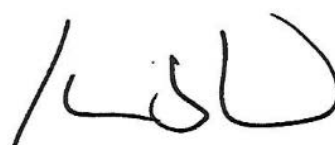
I imagine you know as well as I do what comes next, when the final furlough scheme ends. For many, many more people and their families, life is about to become desperate. Clearly, we are in this for the long term. The Felix Project is ready to meet this challenge and we expect to nearly double our output to the equivalent of 38 million meals this year. If we can get the financial support, then we expect to have reached 100 million meals by 2024, which McKinsey has

estimated meets the urgent demand for food in London.

Some good has come out of the last year, of course. There have been some striking positive changes in attitudes captured by public polling. Our attitude towards food is one. The shock of seeing empty store shelves and the need to cook more at home has seen people putting a greater value on food and wasting less of it.

Circumstances have separated us physically, but they have brought us together in our communities as never before in my lifetime. Who can fail to be moved by the many and different ways Londoners have stepped forward to help feed Londoners in real need?

You were such an important part of this response, of course. Thank you for supporting The Felix Project.

A handwritten signature in black ink, appearing to read 'Justin Byam Shaw'.

Justin Byam Shaw
Founder, The Felix Project
February 2021

2020: TOGETHER WE ACHIEVED...



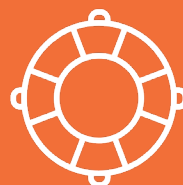
260,000

Londoners given food
every week



980

charities & schools given
food for free



8,600

tonnes of food rescued



21.1M

meals delivered to people
in need



43,000

tonnes of greenhouse
gases stopped from
polluting the planet

£1 = £10

donated

fresh food
delivered



THE IMPACT OF YOUR SUPPORT

For every £1 you donated to us this year, we were able to rescue £10 worth of good, safe, nutritious food for Londoners in need.

Your generosity allowed us to form an emergency response to the widening food crisis, catapulting us from the equivalent of 6.4 million meals redistributed in 2019 to 21.1 million meals delivered directly into boroughs across the city in 2020.

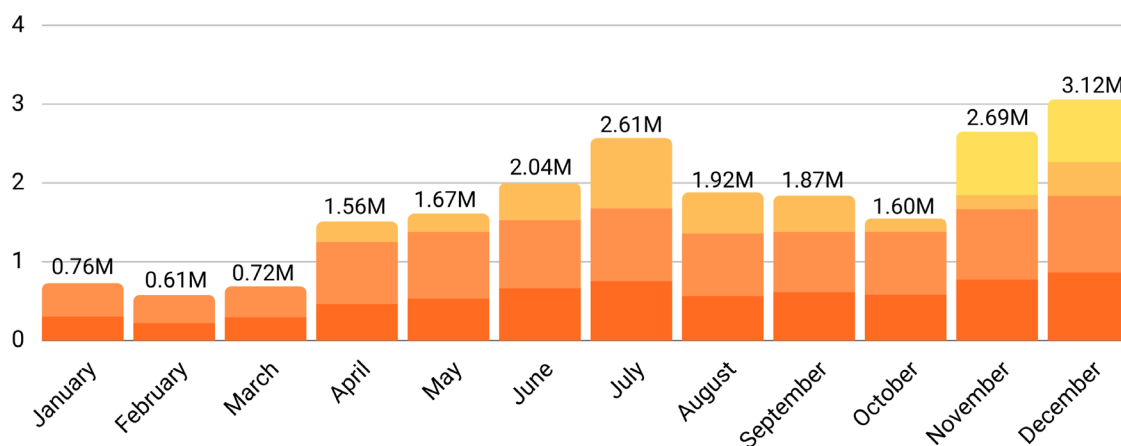
A star-studded media campaign with our partners at The Evening Standard and Independent made history by raising £11 million for Londoners in need of food.

Hospitals and keyworkers have benefited from Felix food, receiving fresh-cooked meals during the peaks of the crisis. Every single one of these meals has been cherished.



What The Felix Project is able to deliver for a £30 donation

TOTAL FOOD REDISTRIBUTION IN 2020





Children with their Felix takeaways in central London. Photo credit: Lucy Young, Evening Standard

“

It's been quite the year. My son's dad passed away in August, so we became a single income family. Although I am lucky to be on furlough, the pay cut has led to difficulties. I started receiving food from The Felix Project in January, which means I can cook good healthy meals for my son. The food helped us stay afloat. The Felix Project does incredible work of real value to families like mine. ”

ANONYMOUS PARENT
TOTTERIDGE ACADEMY SCHOOL
BARNET, NORTH LONDON

“

The Felix Project has been a fantastic support to Ronald McDonald House Charities UK throughout the pandemic. We provide free 'home away from home' accommodation and support to families with seriously ill children in the hospital. Getting food delivered from The Felix Project has ensured that the families are able to eat and recharge after a long day on the ward. It has also meant families have been able to avoid going to local shops as much as they normally would, thus minimising the risk of bringing COVID-19 into the House or the hospital. 237 families have been staying with us during this time. ”

RONALD MCDONALD HOUSE EVELINA
LONDON HAVE BEEN RECEIVING OUR
DELIVERIES SINCE THE FIRST NATIONAL
LOCKDOWN IN MARCH 2020

“

We support the BAME community, the elderly, disabled people. What has really stood out to me is the gratitude. I can't describe it. It's overwhelming, when you see the smile and joy on people's faces. They are stressed about so many things, but now they are able to put food on the table. We can't do what we do without the support of The Felix Project. We're not getting grants. Without food from The Felix Project, none of this would be possible. ”

EUPHEMIA CHUKWU, CEO OF WOODBERRY AID
FINSBURY PARK NORTH LONDON

GROUPS SUPPORTED BREAKDOWN



HOMELESS	19%	OTHER:	8%
FAMILIES	18%	Low Income	
CHILDREN	14%	Those with special needs	
REFUGEES	9%	Local community	
THOSE WITH MENTAL HEALTH ISSUES	8%	Women	
ASYLUM SEEKERS	7%	People suffering from addiction	
YOUTH	6%	Ex-offenders	
THOSE IN REHABILITATION	6%	Socially isolated	
ELDERLY	5%	Animals	

IN 2020, WE HAD...



3

London depots in the North, West and South



1

central London Green Scheme



31

vans in our fleet, on the road 7 days a week



2,067

dedicated volunteers



46

full-time members of staff



11,384

generous donors



539

suppliers



22

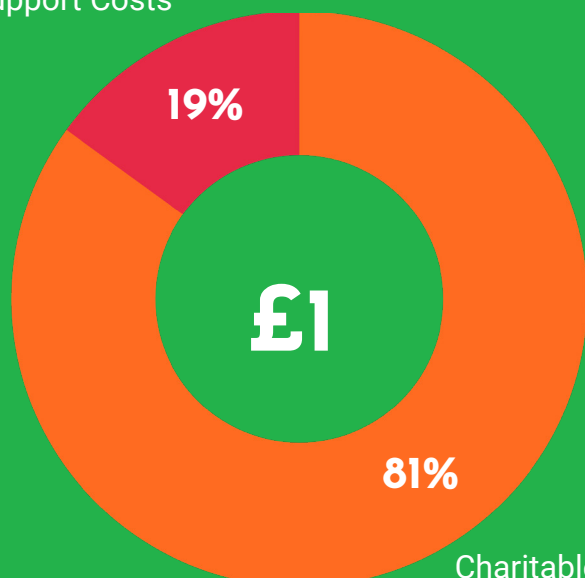
tonnes of food redistributed each a day



160

tonnes of surplus food donated each week

Fundraising, Marketing and Support Costs



81p in every £1

we spend goes towards rescuing food from being wasted and delivering it to charities and schools feeding vulnerable Londoners.

Every £1 spent on fundraising, marketing and support costs resulted in £16.79 in income.

Charitable Activities

Last year, we received increased food deliveries from supermarkets, manufacturers, wholesalers, farms, restaurants and many more. Despite the incredible difficulties those sectors have faced as a result of the pandemic, our community of suppliers continued to donate their surplus food, for which we are immensely thankful.

We now have a fleet of 31 green vans that, in December 2020 alone, completed 1,031 driving routes with 5,304 stops to deliver to our beneficiary organisations and schools. The number of our vans has almost doubled over the last year to handle the increase of surplus food we collect and deliver.

In November 2020, The Felix Project took over the running of FareShare's London operation in Deptford and joined the FareShare Food Network where we remain a fully independent member. This added a third depot, in South London, to Felix's existing operations in North and West London, along with our Central London green scheme operation.

As part of our model, to deliver food free of charge, the charities that have transferred to The Felix Project each saved approximately £300 a year in fees, which means their funding goes much further and increases the services they are able to deliver to local communities.



Photo credit: Ade Kehinde



Photo credit: Lucy Young, Evening Standard

THANKS TO OUR VOLUNTEERS

More than 2,000 people volunteered their time with Felix last year, with some volunteers working full shifts as many as 6 days a week. Volunteers are the heart of The Felix Project community and enable everything we achieve. Without our volunteers, we estimate it would cost us £1million extra each year to collect, sort and deliver food.

John Richardson has been volunteering with The Felix Project since we started. This year, he came to the end of his time on our board as a Volunteer Trustee. He says that, for him, volunteering is “personal”:

“When I was growing up in London my mum struggled to feed us. We were on the streets for a while. I’ve been hungry. I know what it’s like.”

John hopes that by volunteering with The Felix Project, he can “set someone on the right path”. He recalls a recent delivery that he made to a charity only couple of hundred yards away from the comprehensive school he went to as a young boy. John says:

“When we arrived, there was a long line of people waiting for The Felix Project to turn up. It’s distressing and upsetting. At the same time it’s rewarding. You cannot get more hands-on than that. Some people volunteer for a charity and they don’t know what the end result is. But my God, here, we can instantly see the impact we are having. Right there and then.”



“

If something like the Felix Project had existed when I was young, at least we wouldn't have had to worry about where the next meal was coming from.

”

OUR AMBITIONS FOR 2021 AND BEYOND

Over the next few years, the full scale of the Covid-19 impact will be realised and the inevitable outcome will be many more facing food poverty and food insecurity. A recent report by Food Foundation and King's College London has revealed that the number of adults in Britain who are food insecure is estimated to have quadrupled already as a result of the Covid-19 pandemic.

We have an ambitious strategy to deliver 100 million meals annually by 2024. As part of our planned growth to reach this target, we will open a fourth depot in East London in Summer 2021. The areas of Bow and Tower Hamlets are some of the most deprived and impoverished areas in Europe, let alone London. This development will enable us to distribute food into all London boroughs and to reach those living in greatest deprivation.

The East London depot will rescue and deliver an estimated 2,780 tonnes of food each year that would otherwise have been wasted in landfill sites, providing more than 6.5 million meals. Over the next three years, the East London depot will grow to be the largest of our four London depots.



GRAND OPENING

We will open a fourth depot in East London in Summer 2021



2,780 TONNES OF FOOD

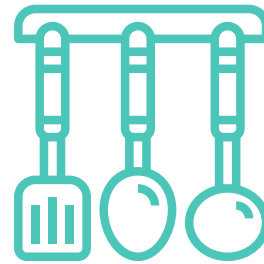
Will be rescued, providing in excess of 6.5 million meals



We will also be opening Felix's Kitchen next door to our East London depot, a professional kitchen creating as many as 30,000 fresh, nutritious meals weekly that can be delivered to local communities. The pandemic revealed to us the huge need for ready-cooked meals, which we have been distributing to individuals and families hardest hit by the crisis, many of whom lack the means or time to cook good hot meals from scratch using fresh ingredients.

Felix's Kitchen will enable us to create our first employability scheme as we plan to recruit and train young people not in employment, education or training (NEETs), to become our chefs.

The Felix Project will continue to be a leading force in the alleviation of food poverty and waste in our capital city. Together, we can achieve Felix's strategic vision of "a London where nobody goes hungry, and good food is never wasted".



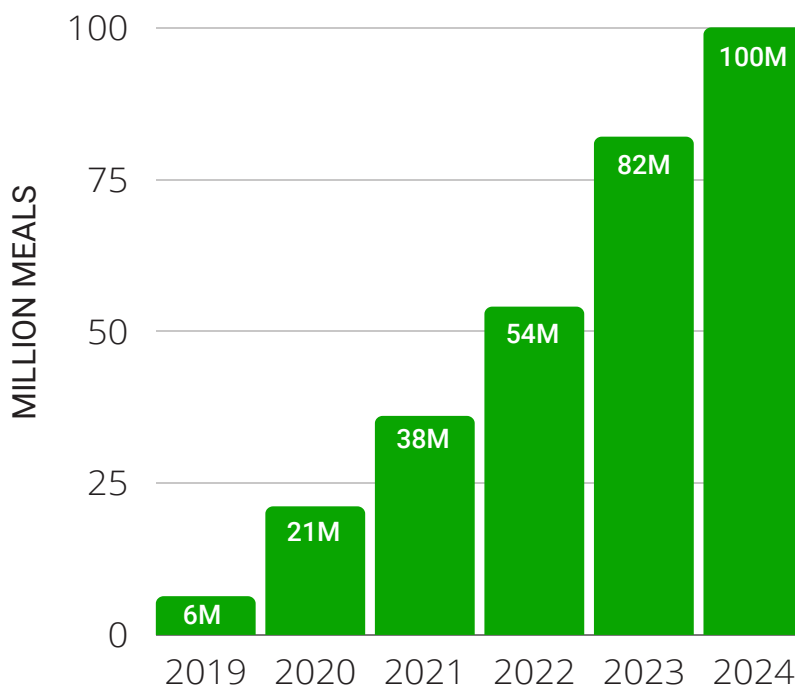
30,000 FRESH MEALS

Will be made in our new kitchen weekly and redistributed to London communities.



100 MILLION MEALS

Delivered across London by 2024.



**PLANNED GROWTH
IN MEALS
DELIVERED UP TO
2024**

THANK YOU MESSAGE FROM MARK CURTIN

In times of great crisis the true test of one's character is to be able to look back and say "What did I do?"

I am humbled to see so many of you dedicate your time, energy, money and voices in support of our mission to help those who do not have access to the most basic human need, food. The Felix Project is so much more than a charity. It is a movement of people and organisations, coming together as one to fight the devastating dual issues of food waste and hunger.

As we look ahead, frightening statistics present a stark picture of the growing food poverty crisis that we see in our capital city. The lasting legacy of this awful health crisis is that so many more people are vulnerable to hunger and malnutrition and will be for some time to come. Yes, we have taken giant leaps to tackling this problem, but we continue to have a huge role to play in conquering food waste and food poverty.

Here at Felix, we are more committed and even more determined than ever to achieve our dual mission to rescue good quality surplus food and prevent it from going to waste, so that it can be redistributed to vulnerable communities.

Our vision is a London where no-one goes hungry and good food is never wasted. The confidence that we have in achieving this vision is thanks to the strength we have from so many great people and organisations who are so generous with their commitment to The Felix Family.

I would like to thank you for what you have done with us and what you continue to do to support us going forward.

Together, I truly believe we can win the fight against food waste and hunger in London.



Mark Curtin
CEO, The Felix Project

