

Felix FELIX PROJECT

The Felix Project is London's largest food redistribution charity. Our vision is a London where good food is never wasted, and no one goes hungry. We work with the food industry to rescue high quality surplus food, that would otherwise have gone to waste. The food is sorted at one of our four depots or turned into meals in Felix's Kitchen. It is then given to over 1,200 community organisations, such as food banks, homeless shelters and primary schools, all of whom are working within communities across London to feed people experiencing hunger.



Our Vision

A London where good food is never wasted, and no one goes hungry.



Our Mission

To rescue good food from becoming waste and divert it to people most in need.



Reflecting on 2024, once again The Felix Project has soared to new heights in our mission to tackle food waste and hunger across London.

We've made an incredible impact by rescuing the equivalent of 38 million meals and distributing them to over 1,200 community organisations and schools across London - but in 2024 we have gone beyond just food. With the opening of Felix's Multibank this year, in partnership with Gordon Brown, Amazon and Comic Relief, we have also redistributed almost 1.5 million non-food items.

We have, once again, expanded our reach with more food rescued, more community organisations supported, and an ever-growing network of individual and group volunteers who are passionate about making a difference. But, as we have seen for several years recently, demand continues to outstrip supply, with a large number of organisations still on our waiting list, keen to receive food and other surplus items from Felix.

Thanks to the unwavering dedication of our colleagues, volunteers, partners and supporters, The Felix Project continues to deliver not only real impact but also real innovation. In our commitment to our mission, we are finding new ways to rescue even more food – through our expanded farm rescue programme, our extended reach into markets, new ways of processing seasonal gluts to extend their lives, our role in the Coronation Food Project inspired by



His Majesty the King, our extended use of technology with Felix Connect or our commitment to tackle holiday hunger with the Mayor of London, Sadiq Khan. As with everything we do at Felix, these innovations are about partnerships, and as ever this organisation is a shining example of what can be achieved when compassion, innovation and action come together.

We are looking to the future, with 2025 seeing the launch of our new Strategic Plan for 2025-2030, alongside our organisational values and behaviours. As ever at Felix, it isn't just what we do that matters – but how we do it. I am excited for the next 5 years, creating a future where good food is never wasted, and no one goes hungry. Thank you for the role you have played in 2024, and crucially the support that is yet to come.

OUR PROGRESS IN 2024



The Felix Project is London's largest food redistribution charity, operating out of four depots, Felix's Kitchen and Felix's Multibank. 2024 has been a year of growth and innovation, with the expansion of strong strategic partnerships central to our success.

At The Felix Project, our action is focused on three pillars:

FOOD RESCUE



- We redistributed almost 16,000 tonnes of food, 18% more than 2023.
- We launched Felix's Multibank, providing Londoners with non-food items.
- We have planned and developed our new processing unit, The Felix Food Factory, ready to open in 2025. This will add additional food storage capacity, alongside facilities to extend the life of surplus food.

FOOD PREPARATION AND DISTRIBUTION



- We welcomed 145 more community organisations to our delivery routes compared to 2023.
- 2024 was the biggest year in our kitchen in terms of meal production, with nearly 1.3 million meals prepared.
- We launched a tech platform that connects community organisations directly to smaller donations of food.
- We welcomed over 13,000 volunteers to support our work.

EDUCATION AND WIDER INFLUENCE



- We launched our new Policy Unit to push for system change.
- We now have key partnerships in all London boroughs that support initiatives focused on surplus food and the reduction of food insecurity.
- We started our employability programme to support people into work.

HOW FELIX HELPS:

THE BLACK PRINCE TRUST, LAMBETH

Beverley de Valmency, Health & Wellbeing Lead at The Black Prince Trust in Lambeth which receives 850kg of food from The Felix Project each week expresses the growing need in the capital.



It's been a very, very emotional time, with very little funding for sport and food in school holidays. But as usual, here at Black Prince Trust we say 'we can do better than that'—we made spaghetti bolognese, lots of Felix veg hidden in it. Honestly, we thought we'd made loads, every single morsel was eaten, most came back for seconds. I was so happy to see the whole conference room with kids sitting round the table eating, it was so quiet! But at the same time, my heart breaks, because they were so hungry—like, starving hungry.

It's heart-breaking where London finds itself, with scurvy and rickets on the health conditions list – how did we get here? I can't thank Felix enough, we feed them, we teach them about not wasting food – we couldn't do it without The Felix Project. But at the same time, I fight back tears for how hard it is for Londoners right now."



Beverley de Valmency with actor, David Morrissey unpacking a Felix food delivery Christmas Eve 2024

THE FOOD **INSECURITY PROBLEM**

As the cost-of-living crisis becomes entrenched in society across London and the UK, people who were already struggling, find themselves in chronic need.

Prices have increased by over 20% in three years, with food prices disproportionately rising by

30% in this time. (1)

2.5 million

UK adults in 2024 (4.8% of households) are going without food for an entire day. (2)

56%

of working families in London said they had to turn to a food support service in the last year because of the rising cost of living. (3)

14%

of working families in London have just £20 a week to spend on food after paying bills - this figure has risen from 11% in 2023. (3)

(1) House of Commons research briefing, July 2024 (2) Department for Environment, Food & Rural Affairs: United Kingdom Food Security Report, December

(3) Felix commissioned survey of working parents across London, answered by 2,001 working parents with children under the age of 16 at home, (Aug 2024).





Rose

Rose is a pensioner and a widow. She visits Friary Park Community Hub in Acton where The Felix Project delivers food each week.

Before I came here, I was very much faced with choosing between heating and eating. I have a lot of bills to pay and food is quite costly."



Hannah works as a part-time care assistant. She uses Idia's Community Kitchen, a regular recipient of food deliveries from The Felix Project.

I have two children and it's a lot to buy their food and snacks. I tend to cook in batches, so I don't need to use the oven every day. I've cut down on watching TV and always try to turn lights off. Once the food from Idia's Kitchen has gone, I need to buy and it costs a lot. I now probably spend about £100 a week on food, it's more than I can afford really."



HOW FELIX HELPS: HOWBURY FRIENDS FOOD BANK, ERITH

Dean works as a carer for people coming out of hospital, transporting beds, hoists and other essential equipment to people's homes. A recent injury has forced him to take sick leave, meaning he had to turn to Howbury Friends Food Bank.

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I'm on such a low basic salary, you rely on overtime to build your money up. I'm not really doing that while I'm out sick, but your bills don't go down, your mortgage, your utility bills still have to be covered. So it's been a struggle.

I actually felt ashamed that I had to use a food bank, a bit embarrassed. But speaking to others, it's surprising how many people are in the same situation, just not able to get by. It's sad, I thought, is this the country we live in today? It shouldn't be like this, it's 2024!" Melanie Hudson runs Howbury Friends which receives around 570kg of food from The Felix Project each week.

Melanie explains the diverse range of customers that come to the food bank,



We have such a broad range; English people, those from Eastern Europe, Africa, Asia. We also support people with mental health issues, drug addiction, as well as those experiencing domestic violence.

We have people in tears because they don't want to use a food bank, or they'll say 'I've never been to a food bank before'. We're like, don't worry. Don't be embarrassed – we're all in the same boat. And food is really important."



THE FOOD WASTE PROBLEM

In the UK, around 6.4 million tonnes of edible food is wasted each year – this is the equivalent of 15 billion meals, or **enough to feed** the entire UK population 3 meals a day for 11 weeks. (1)

Around

8-10%

of greenhouse gas emissions globally come from the disposal of food, a significant contribution to the climate crisis. (2)

Reducing food disposal across the industry

The Felix Project works hard with our food supply partners to integrate our work into their practices, supporting team education around sustainability and encouraging staff to actively volunteer and learn where their food surplus goes.

(1) WRAP, UK Waste & Food Surplus - Key Facts, 2023

) UNEP, 202

(3) Waste Managed - Facts and Statistics, 2024



Mindful Chef was founded on the idea that businesses can be a force for good. Our long-standing partnership with The Felix Project is a fantastic example of positive action providing access to food for those in need, whilst also reducing food waste.

Our team, community of customers and suppliers love the idea that we are all working together to help those who need it most."

Myles Hopper, Founder Mindful Chef



SURPLUS FOOD IN THE UK (1)

Only 1% of this is currently rescued by food redistribution charities

51%
Wasted food that could be rescued



WHY DOES SO MUCH EDIBLE FOOD GO TO WASTE? (3)



OVERPRODUCTION

Producing more food than is needed, or overestimating demand.



RETAIL PRACTICES

Promotions encouraging us to buy more than we need.



SUPPLY CHAIN ISSUES

Food being spoiled if it isn't stored properly or moved quickly.



FOOD STANDARDS

Retailers and consumers have expectations about the appearance of their food.



DATE LABEL CONFUSION

Food past 'best before' or 'use by' dates discarded as a precaution.



CONSUMERBEHAVIOUR

Household food waste, e.g. through lack of meal planning or impulse buying.

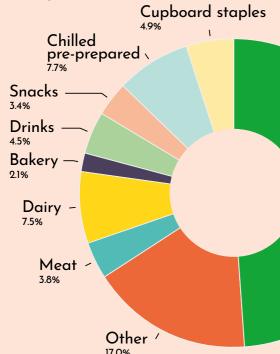


OUR MOST SUCCESSFUL YEAR FOR FOOD RESCUE

The Felix Project receives surplus food across the supply chain; from growers, manufacturers, wholesalers, markets, retailers and more. This can be large or small amounts, regularly or less often, with fruit and vegetables making up 48% of the food we distribute.

Increasing our rescue and redistribution of cupboard staples was a focus for 2024. Foods like rice, pasta and tinned products provide essential ingredients for healthy meals.

THE TYPES
OF FOOD
DISTRIBUTED



2024 IN NUMBERS

redistributed

almost 16,000 tonnes of food

over
300
different suppliers

Fruit & veg

£63 million of food value

38 million meals for over 1,200 community organisations

18,000

tonnes of embedded CO2e in food rescued



INNOVATING IN 2024

Unlocking hard-to-use surplus

We expanded our Farm Rescue to two orchards in 2024, mobilising over 1,200 group volunteers from 81 organisations to save over 129 tonnes of plums, pears and apples. That's enough to give 90% of London's school children a healthy snack.

Our amazing volunteers enthusiastically worked in rain or shine, totting up over 4,700 volunteer hours.

Through our Farm to Freezer initiative, we juiced more than 25 tonnes of apples, **creating** over 15,000 litres of delicious fruit juice and extending shelf life by two years. We rescued 25.7 tonnes of surplus venison through partnering

with the game industry, where fallow deer are managed back to sustainable levels. We also processed surplus and donated squash, chopping and chilling them to make distribution easier for community organisations.

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The weather was awful, but we still had an amazing day. The Felix Project staff were so positive and welcoming and the lunchtime talk from the farmer spurred us on to continue as we knew the difference we were making to those who would be receiving the fruit. Such an awesome experience."

Group volunteer, from Arnold & Porter



We were thrilled to receive a Grocer Gold Award this year in recognition of our food rescue work with growers.

Better connecting our community

This year we launched Felix Connect, a digital platform that connects one-off food donations directly with our community organisations. The automated service solves the issue of small, immediate, ad hoc or quirky food donations. Once a food donation is posted, local groups get a notification. They can then accept the offers that are most suitable and collect it!

Since launch, we've received 220 food offers and saw over 2.7 tonnes of food rescued through Felix Connect. This includes food offers from Shakespeare's Globe Theatre, who offered fresh fruit, to vegetables freshly harvested from the Kitchen Garden at Chiswick House and Gardens Trust.

Tackling the fruit & veg markets

This has been our first full year in partnership with Western International Market. We were given dedicated offices and parking within the market, as well as a dedicated collection point where traders can take surplus produce during the course of the trading night. This year has seen 572 tonnes of edible produce rescued, equivalent to over 1.3 million meals.





Being in the fresh produce business with 60 independent traders, we have a lot of waste each day. In fact, one of the biggest parts of the service cost for the market is waste removal and my job is to keep these costs down for tenants. Working with The Felix Project means we can ensure good quality food is not being wasted, so this was a win-win situation for us."

Keith Ward, Chairman of the Tenant's Association at Western International Market (WIMTA)







Increasing our processing and frozen capabilities

The Coronation Food Project, inspired by His Majesty The King, was created in November 2023 to re-imagine the UK's food supply chains and help end food insecurity. In 2024, we celebrated the one-year anniversary of the project with the King opening our Coronation Food Hub in South London. This hub will transform our ability to save and circulate more surplus food and includes a new freezer with 400% increased capacity compared to the existing depot.

The second stage, opening in 2025, will be The Felix Food Factory, a one-of-a-kind processing unit enabling us to extend the life and add value to surplus food. The unit is designed to accept seasonal gluts of fruit and vegetables that will be made into jams, sauces, decanted, dehydrated and transformed into pre-prepared frozen vegetables - all to be delivered to the communities we serve.

Leveraging a keen green volunteer base

In 2024 we expanded our Green Scheme to 10 routes. Felix's Green Scheme provides a simple A to B collection and delivery service, enabled by 467 volunteers who collect surplus food from supermarkets, cafes, restaurants and delis. They do this on foot, by bike and by electric vehicle, delivering straight to the community organisations who need it. It has been a great way to engage corporate supporters, with two new partnerships operating in 2024 and three renewed.

Our Green Scheme remains a great example of collaboration between supplier, community organisation and our group volunteer base, working together to unlock more food surplus.

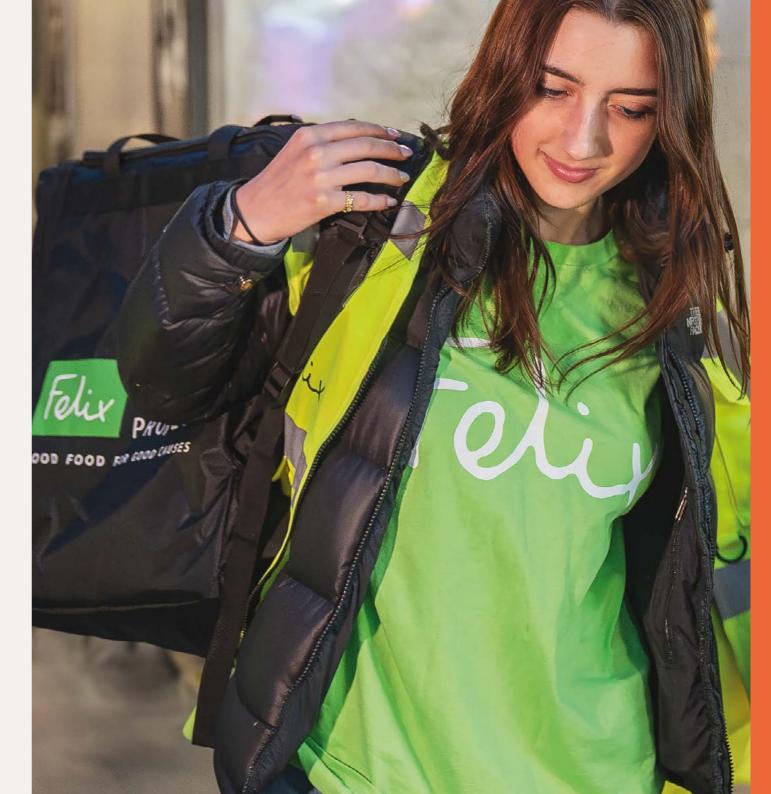
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It's nice you get to have a connection with the people you're helping, it makes a big difference to one's motivation for volunteering."

Sam Clarke from Clifford Chance, who sponsor a route in Canary Wharf every Thursday



His Majesty the King meeting pupils from Rye Oak Primary School at the opening of our new South London depot in November 2024



FELIX'S MULTIBANK LAUNCHES

Felix's Multibank is the London expansion of the Multibank network, which was co-founded by former UK Prime Minister Gordon Brown, and Amazon. The Felix Project launched London's first Multibank and started operating in early 2024.

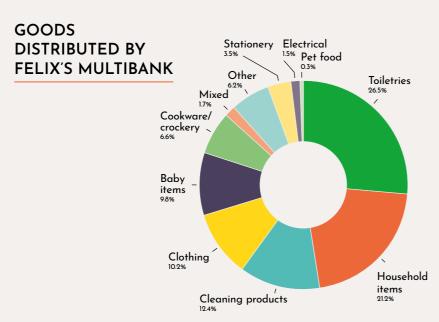
Multibanks take surplus products donated by businesses and give them to those in need. From clothing, crockery, and cleaning products, to toiletries, towels and toys, Multibanks put surplus products in the hands of those who need it most. Other Multibank sites are in Scotland, Greater Manchester, Swansea and Tees Valley.



The opening of Felix's Multibank, July 2024. Left to right: Former Prime Minister Gordon Brown, Felix's CEO Charlotte Hill, London Mayor Sadiq Khan, Felix's Co-Founder Jane Byam Shaw, US Ambassador Jane D. Hartley, Amazon's UK Country Manager John Boumphrey and London's Deputy Mayor Debbie Weekes-Barnard.

As I go round the country, I find too many children growing up in homes without heating, bedrooms without beds, floors without floor coverings, kitchens without kitchen utensils and bathrooms without soap, shampoo or toothpaste. Having gained experience from the benefits to families of our Multibanks in Scotland, the North West of England and Wales we are delighted now to work with The Felix Project who have such a strong reputation for doing good in the capital."

Gordon Brown



Since launch, we've supplied almost 1.5 million surplus goods to individuals and families across London, reaching up to 95,000 people per week.





FELIX'S KITCHEN

In 2024, we prepared nearly 1.3 million meals, reaching a maximum of 6,588 in one day.

Our kitchen in East London provides nutritious and delicious ready-to-eat meals to community organisations and schools.

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I loved singing 80's music whilst producing thousands of meals that day. It's an amazing operation, run by enthusiastic people and supported by caring and empathetic volunteers. Thank you Felix for caring about our community." Felix's Kitchen volunteer from Bupa, who have sent 9 teams to volunteer this year.

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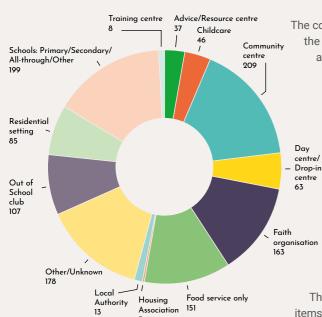
Felix meals are sent out across our network, feeding thousands of people, including those who may not have access to cooking equipment or who have limited skills and confidence with cooking. As all our meals are sent out fresh from the kitchen, it means most can be frozen by the recipients, further extending their shelf life."

Nick Kerle, Head of Production at The Felix Project.

THE COMMUNITIES WE SERVE

Every week The Felix Project delivers to community organisations and schools in some of the most deprived parts of London.

THE TYPES OF ORGANISATIONS WE REACH



We reached 1,264 organisations across London in 2024, supporting an estimated 500,000 individuals each week.

The community organisations we support reflect the diversity and evolving need of those who are vulnerable, marginalised or in need.

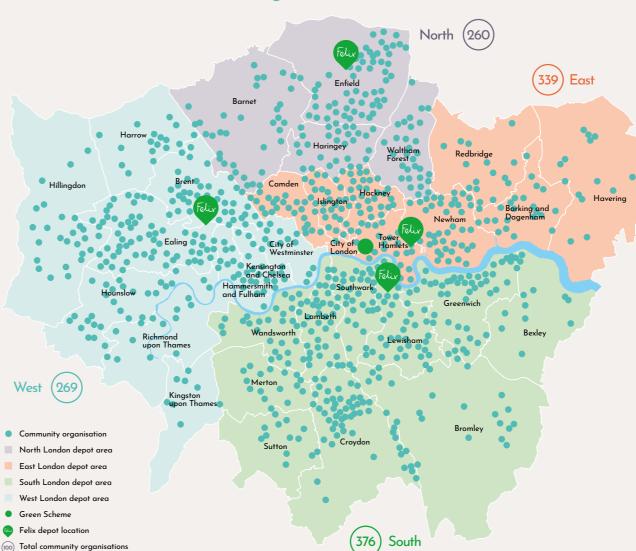
> Whenever possible, The Felix Project aims to support organisations that go beyond offering food alone, the most common among these additional services are:

- Education & training
- Signposting to other essential services
- Social, leisure & wellbeing activities
- Childcare
- Access to on-site resources
 (e.g.literature, internet)

Through our provision of food and non-food items, The Felix Project helps organisations stretch their budgets further, expand their services and spend more time focusing on supporting individuals. We help our partners to reach more people and to be a trusted, safe place in the heart of each community.

OUR REACH

The Felix Project delivers deliver to all 32 London boroughs. 50% of our rescued food is delivered to community organisations within the most deprived 20% of London neighbourhoods







Barons Court Project is the only day centre in Hammersmith and Fulham serving people who are homeless, nearly homeless and people living with mental health conditions. The centre helps up to 700 individuals a year who make around 12,500 visits. The Felix Project delivers food each week.



I think to be able to help the users with other aspects of life they need food. I don't think we have any permission to start working with them until people are fed. You need to be fed in order to function, and if we haven't addressed that, then we are not going to be successful."

SUPER-POWERED BY VOLUNTEERS

At The Felix Project, we welcome volunteers from all different walks of life.

In 2024, 13,398 volunteers gave over 146,000 hours of their time.

Our volunteers bring their unique skills and life experiences to The Felix Project, and are essential to our operations and our culture. Mark, Corinne and Sam are just three of over 2,700 individual volunteers:

Help us feed London. Please sign up to volunteer here:





MarkDepot volunteer

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Working with The Felix Project is the most rewarding experience of my life. I have seen an impact on so many levels in terms of how I feel, the socialising aspect, and then what I'm giving and doing for a community of people that are quite desperate. Not only are you doing something really good, but you're bonding with people. My mental health has been elevated from being someone sitting at home and thinking, "I can't walk around that park again on my own."



CorinneDepot volunteer



After over two decades of an extremely busy corporate career, I finally had time on my hands. My deepest wish was to help others and give back to my community. What struck me immediately was how friendly and helpful everyone was at The Felix Project. This, combined with the sense of being useful has kept me coming back. The world is in dire need of help, and sadly, even a world-class city like London is no exception."



Sam Volunteer driver



Having always enjoyed driving, I thought I could make a difference delivering to schools, charities, foodbanks and the like. I think the best part of being a Felix driver is actually delivering the food donations. It's rewarding to see where it ends up and the appreciation from the recipients."

In 2024 we welcomed nearly
10,700 group volunteers from
across 370 organisations – a
testament to the many brilliant
organisations across London who
are serious about giving back.

Mohammed, First time group volunteer from Canary Wharf Group:

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It's been really humbling to see the amount of food that's sent into The Felix Project, alongside the volume of food that people need, and all the logistics that go behind it. It's amazing to see the people that come in and

take time out of their daily schedule to give back to their community.

volunteer.

Food means
everything. I think of
my kids when I think of
food because I think they
need energy to get by, to
learn, to grow, to enjoy, to
live life to the fullest. If food
isn't there, happiness isn't
there. That's how I equate it."



Behaviour change: huge increase in frozen meals

and insecurity

Felix Employability Programme

2024 saw the launch of our Employability Programmes across our warehouses and in Felix's Kitchen, supporting the development of key practical and employability skills.

Our Warehouse Employability Programme launched in three of our depots this year and will support 64 participants over the next two years. Skills developed include First Aid, Manual Handling and forklift truck driving. In Felix's Kitchen, we have launched two new programmes - the Commis Chef Apprenticeship and the Packing Traineeship.





INFLUENCING **CHANGE**

At The Felix Project, as well as getting food to those who need it most, we raise awareness and influence behaviour with the people who work with or support us, and across wider society.

2024 saw the launch of Felix's Policy Unit, through which we will use our growing influence to call for systemic change. Our current focus is on:

1. SUSTAINABLE FARMING INCENTIVES:

We are calling for the classification of food redistribution as a 'public good', with farms that donate their surplus to charity eligible for government support.

2. REPORTING AND INCENTIVES FOR **BUSINESSES:**

We want to see a mandate on businesses to report on their food waste, as well as government incentives, such as tax relief for donating unsold surplus to charity.

3. LIABILITY PROTECTION FOR FOOD **DONORS:**

We would like to see guidance published

Influencing policy: farm rescue

In February 2024, following our joint campaign with FareShare. Prime Minister Rishi Sunak announced £15m of government funding for a pilot scheme to rescue more surplus food from farms. Since the election, we successfully campaigned for the reinstatement of this vital funding, which was announced on 27th December 2024 and will provide the equivalent of over 60 million meals across the UK and prevent the waste of 45,000 tonnes of CO2 equivalent.

Embedded in our communities

The Felix Project has links with all 32 London Boroughs, alongside multiple food partnerships and other stakeholder collaborations. Through these partnerships we play an integral role in supporting surplus food initiatives and addressing food insecurity and poverty reduction across the capital.

We have been working closely with the Mayor's Office and the Greater London Authority to ensure children and families are not going hungry during the school holidays.



Charlotte Hill and Dan Byam Shaw visit Number 10 to discuss the £15m farm rescue fund



Mayor of London, Sadig Khan, meets Felix volunteers and staff at our new South

this rose to 95% by October. Awareness change: food surplus

In 2024, we worked with WRAP (The Waste and

Resource Action Programme) to update national

guidelines around freezing food. This has led to

Felix's Kitchen significantly increasing the number

of Felix meals that are suitable for home freezing.

In July, just 45% of our meals were freezable,

Our 2024 staff survey showed us that 89% of our staff have become more aware of pressing issues around food surplus and food insecurity through working at Felix.

Similarly, 92% of those that volunteer in our orchards told us they had increased awareness of food waste, and 86% had increased awareness of food insecurity. Over 34 of these respondents reported that they will change their practices around food waste.



of a 6 month programme.

which reassures businesses over their liability for donated food.

UNDERSTANDING OUR ENVIRONMENTAL **IMPACT**

Increasing the positive environmental impact of rescuing surplus food is central to our mission here at The Felix Project, but we are equally focused on reducing any negative environmental impacts of our operations. We care about our planet and recognise that our actions have an impact on our environment.

We have taken steps in 2024 to better understand our environmental impact, both to make changes to our own practices and to contribute to change across the sector. The Felix Project aims to set a standard of clear, transparent and actionable messaging we can share with food redistribution charities and the wider food sector across the UK.

New methodology developed for 2025

Our new methodology for understanding and reporting on our environmental impact enables us to talk about this across three different categories - carbon dioxide equivalent (CO2e), water and land. We will use our new methodology from early 2025 to show our progress over time and drive further efforts to learn and improve.

In 2024, the amount of embedded greenhouse gases in the food we rescued was **17,732** tonnes CO₂e.



This is the equivalent of driving around the world over 1,300 times.

OUR METHODOLOGY

The different types of impact relevant to our work around rescuing surplus food are:



THESE ARE IMPACTS WE WANT TO INCREASE

Embedded impacts

These are the emissions that have already been used to produce and transport the food we rescue, so are 'embedded' in it. Without our intervention. these emissions would be needlessly generated.

Avoided impacts

These are the emissions that would happen if the food was disposed of, so are 'avoided' when we rescue the food.



 CO_2e

Greenhouse gases, measured in tonnes of

CO₂ equivalents

(CO₂e)



THESE ARE IMPACTS WE WANT TO DECREASE

Organisational impacts

The negative impact of our operations on the environment, our environmental footprint.



Land use measured in m²

