



NEWS ALERT

28 November 2017

The Evening Standard and Independent's Christmas Appeal supports the Felix Project's 'Help a Hungry Child' programme

This year funds raised by the *Evening Standard*, *The Independent* and *London Live* Christmas Appeal will go to the Felix Project to aid a new programme in primary schools to help channel food directly to those young children and their families who are in the greatest need.

1 in 10 children in the UK are living with parents who struggle to put food on the table, and research shows that if a child arrives at school hungry, they lose one hour of learning time a day. The 'Help a Hungry Child' campaign aims to ensure that no child in any school supported by The Felix Project ever goes to bed hungry. At the end of the school day, children and their parents or guardians will be guided to a welcoming Felix 'market stall' and be able to fill a Felix bag with a healthy and delicious selection of food to take home.

Hilary Croft, The Felix Project CEO says: "Hungry children are unable to concentrate, get into more trouble and are less likely to learn. This means they start life with a disadvantage. We want to stop the inequality caused by food poverty by giving everyone we support access to fresh, nutritious food for free. We will establish 'market stalls' in primary schools, with food that supermarkets and other suppliers can't sell, even though it's in-date, safe and fresh.

"Each £1 donated to the Evening Standard and Independent Christmas Appeal will ensure a primary school child and their family has the food needed for a nutritious meal otherwise unavailable to them, and £500 enables each new school to be recruited to the programme. Our simple objective is to ensure no child in any primary school supported by The Felix Project ever goes to bed hungry."

Daisy Fletcher, Campaign Coordinator, The Evening Standard says: "The Help a Hungry Child appeal starts on November 28th and will run into the new year. In the coming weeks the Evening Standard will highlight the devastating impact of hunger on families, to broaden the discussion about what government and society can do, and to support the programme of Felix 'market stalls' to provide access to surplus food through primary schools."

Donate now to 'Help a Hungry Child'

- Freephone: 08000 639281
- Text: FELIX £5 TO 70700
- Click: www.standard.co.uk/helpahungrychild & www.independent.co.uk/helpahungrychild
- Freepost - HELP A HUNGRY CHILD



Notes to Editors

Press contact: becca@thefelixproject.org, 07488 929 722

About the 'Help a Hungry Child' Christmas Appeal

Within 2 years the Felix Project plan to establish 'market stalls' in 120 of London's most deprived schools to benefit more than 50,000 children and their families, and they will also help those tackling food poverty in deprived primary schools nationwide. At the end of the school day, children and their parents/guardians will be guided to a welcoming Felix 'market stall' and be able to fill a Felix bag with a healthy and delicious selection of free food to take home.

- The 'Market Stall' is provided by the charity and set up in a prominent position at the school
- All the food will be items that supermarkets and other suppliers are unable to sell and choose to donate to The Felix Project, even though the items are in-date, safe and nutritious
- Each child will be able to fill a Felix paper bag with free items to take home
- Parents will be encouraged to help children to make their choices
- Fridges and other equipment can be provided for the schools by The Felix Project if needed

About surplus food and food poverty

- WRAP, the Waste and Resources Action Programme¹, estimates that more than 10 million tonnes of food is wasted in the UK each year. At the same time, food poverty is a huge problem, with an estimated 8.4 million people in moderate to food insecure households in the UK², and this number is growing.
- In London, a quarter of parents of children 18 or under say they worry about feeding their family, and just under one in 10 parents said they wished they could give their children 'more food'. Nearly a quarter (23 percent) of families have seen a reduction in their quality of life since cuts to universal credit³.

About the Felix Project

- The Felix Project⁴ works with food suppliers and charities to reduce food surplus and food poverty. It is a free door-to-door service that delivers over 10 tonnes of food per week which charities use to provide around 19,700 meals.
- A small team of staff and nearly 200 volunteers collect surplus food from suppliers, sort it to meet different charities' needs, and make daytime and evening deliveries direct to local kitchens, community halls, schools and day centres.
- From a standing start with one van in March 2016, The Felix Project now makes over 1,300 collections and deliveries every month, with a fleet of 11 vans operating from Park Royal (West London), Central London and Enfield (North London). The Felix Project currently works with 87 suppliers and over 100 charities who provide food and support to 20,700 people.
- Expansion of the Felix Project operations includes: 'market stalls' in primary schools, and an operation that will serve up to 50 charities around Heathrow and its catchment.
- The Felix Project is funded by donations from individuals, corporate supporters and the Felix Byam Shaw Foundation. It was founded in memory of Felix Byam Shaw who died suddenly from meningitis, and recognises his compassion he had for people without the same advantages as him.
- More information is available at www.thefelixproject.org

¹ The Food Waste Recycling Action Plan, www.wrap.org.uk/content/food-waste-recycling-action-plan

² United Nations data 'State of Food Insecurity in the World' FAO, 2014

³ All figures are from YouGov Plc research commissioned by Kellogg's, where fieldwork was undertaken between 9th - 17th November 2017

⁴ Registered Charity No. 1168183