

## Stoke-on-Trent foodbank thanks people of Stoke-on-Trent for their generosity during the Neighbourhood Food Collection



**This December, local people donated enough food for an incredible 18300 meals at Tesco stores during the ninth Neighbourhood Food Collection.**

The collection took place between 1<sup>st</sup> and 3<sup>rd</sup> December 2016, in partnership with Tesco, foodbank charity The Trussell Trust, and food redistribution charity, FareShare. For many people referred to a foodbank after being hit by something unavoidable like illness or redundancy, emergency food is just the first step. Foodbanks also help people access other services and support which can help get their lives back on track, so the potential impact of a food donation cannot be underestimated.

Stoke-on-Trent Foodbank is part of The Trussell Trust foodbank network. The donations from local people come at a vital time at the start of December, the busiest month for Trussell Trust foodbanks UK-wide. Last December, the foodbank network saw a 45% increase in the number of three day emergency food supplies provided to people in crisis, compared to the monthly average for the 2015/16 financial year.

Anna Willcocks, Foodbank Manager, said:

*“The overwhelming generosity of the people of Stoke-on-Trent has filled our warehouse ready to give food to those who would have gone hungry this Winter. Tesco are brilliant in their huge support to foodbanks across the country. Particular thanks to Vodafone for giving the time of so many staff to spend the day in Tesco encouraging shoppers to donate too! We have seen an increase in people needing our help and expect a further increase over the Winter months”*

Stoke-on-Trent Foodbank collected in the following Tesco stores: Hanley and Longton.

During the collection, customers were asked to donate non-perishable food items such as long-life milk, tinned vegetables, tinned meat and Christmas treats. Volunteers from the foodbank joined

with Tesco staff in store to collect donations from kind-hearted customers. Tesco then topped up all donations by 20 per cent.

David McAuley, Chief Executive of The Trussell Trust, said:

*“No one should have to face Christmas unable to afford food for their family because something unavoidable, like illness or redundancy, has hit this month. The staggering generosity of Tesco customers, store colleagues and volunteers, means foodbanks across the country will be able to provide vital food and support to people who are struggling during what could be our busiest December yet. Thank you for your support - your generosity will help stop hunger this Christmas.”*

Lindsey Crompton, Head of Community at Tesco said:

*“We’re thrilled with the huge number of food donations we’ve had in Stoke-on-Trent, resulting in such an amazing number of meals to give to those in need this Christmas and beyond. It really demonstrates the generosity of the people of Stoke-on-Trent. Thank you for once again supporting us, and making this collection so successful!”*