

NEWS

STOKE-ON-TRENT FOODBANK 21 FOR 2021



BUSINESS NEWSLETTER

2020

During 2020 the social and economic impact of Covid-19 was far-reaching, and still is - job losses, reduced hours and delays in benefit payments has meant that thousands of people have quite simply not had enough money for the very basics.

During Lockdown 1, 50% of people using foodbanks had never used a foodbank before.



Currently, over 68,000 people locally are overindebted, in other words unable to pay current bills. Over one third of local children are in food poverty – facing uncertainty about where their next meal will come from.

SINCE 2012

Stoke-on-Trent Foodbank and it's network of church-based food distribution centres has worked hard to meet the needs of those in food poverty since it's launch in 2012. Our 16 centres run by the support of 200 plus volunteers, welcome guests with the 'gift of food' and importantly, show

kindness and compassion.

15 of the centres are open to guests for two hours sessions operating on a rotating basis covering 6 days a week across the city of Stoke-on-Trent and outlying areas.



All people experiencing temporary food crisis, who are identified by front line professional organisations, are issued with an e-voucher which can be exchanged for a 3 days nutritionally balanced food parcel to feed themselves and their household.

In addition, we also work with Money Matters and other local charities and organisations in order to provide our guests with advice and help to deal with the crisis that brought them to the foodbank. So that as well as food for today, our guests might be able to access a brighter and more secure future.

COVID-19

Thanks to generous support of donors and volunteers, and our determination to quickly adapt to Covid-19 safe practices, we have been able to continue to operate throughout 2020 and into 2021 ensuring that no one has to face going hungry. **In 2020 we fed 14,000 people, 1,552 in December alone which was our most demanding year so far.**



Our centres quickly adapted to Covid-19 safe working practices; including moving from paper to a digital e-voucher system. Follow on help has also continued with leaflets and telephone conversations.

Read on to see **how businesses can help us continue to make a difference in 2021...**

MAKE A DIFFERENCE 21 FOR 2021

From our Chair of Trustees, Keith Stubbs:
Everyone has been impacted by the Covid-19 pandemic and unsurprisingly **in 2020 we saw unprecedented demand.**

HOWEVER, since last March we have seen an AMAZING response from the local community, including businesses who have been so keen to help the Foodbank to achieve our goals.



Foodbanks make a difference, helping combat family breakdown, housing loss, crime and mental health problems.

As we head into 2021, it definitely feels like the long haul, with the economic and social impact of Covid-19 not disappearing anytime soon. We are witnessing an increasing number of long-term furloughed workers now being made redundant and seeing many self-employed businesses struggling or gone.

C shares her experience....*'The food bank has been a blessing in a time of need we never thought we would find ourselves in -Since March 2020 my husband has had minimal work resulting in a massive drop of income. I started working as a key worker during the pandemic alongside caring for our children and family. Over the Christmas period and into January we all had Covid. Statutory sick pay is around £13 a day and that's all I could get. Thankfully the food bank were there to support us with feeding our family and providing hygiene products. Luckily the food bank do not turn you away for being a working family in need. The food bank is helping those falling through the safety net.'*

To help us meet the needs of those in food crisis, we are now looking to secure the support from **21 local businesses** to each pledge **£1,000** in order to make sure we can continue to effectively support **struggling people throughout 2021 and beyond.**

21 FOR 2021: First to pledge £1,000, Altecnic Ltd - Managing Director, Gary Perry, "We all here at Altecnic are proud to be supporting the Stoke-on-Trent Foodbank and hope that this will encourage other local businesses to do the same. We recognise that the pandemic has contributed to an increased need for support in our local communities and as a responsible business we are pleased support the Foodbank".

WORKING TOGETHER FOR CHANGE

Together4Change

From our Operations Manager, Corrine Boder:
We want to see the end of people needing to use foodbanks, we are working towards this, although we don't think that this is going to happen in the near future.

We work strategically in partnership with a variety of local stakeholders, in order to address poverty and hardship and to reduce the need for emergency food in our community. We provide statistics and other evidence through the Trussell Trust, aiming to influence government policy, to make changes and to create a system where no one is left behind.

Stoke-on-Trent Foodbank is one of 19 foodbanks selected by the Trussell Trust from across the UK to be part of their national Pathfinder Programme to share best practice and support the wider network to ensure that this happens.

THANKS

We are extremely grateful for the ongoing generous support that we receive. To follow our work and see how your donations help make a difference – see our website and follow us on social media.

Interested in finding out more about being a 21 for 2021 Business? Please contact caroline@stokeontrent.foodbank.org.uk