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## **2020 Impact Report**

# FareShare's Impact

2019



2020

**22,540 tonnes**  
of food redistributed



**115%  
Increase**

**48,360 tonnes**  
of food redistributed

**53.7 million  
meals**

equivalent provided to  
vulnerable people



**114%  
Increase**

**115 million  
meals**

equivalent provided to  
vulnerable people

**10,500 charities**  
and community groups helped

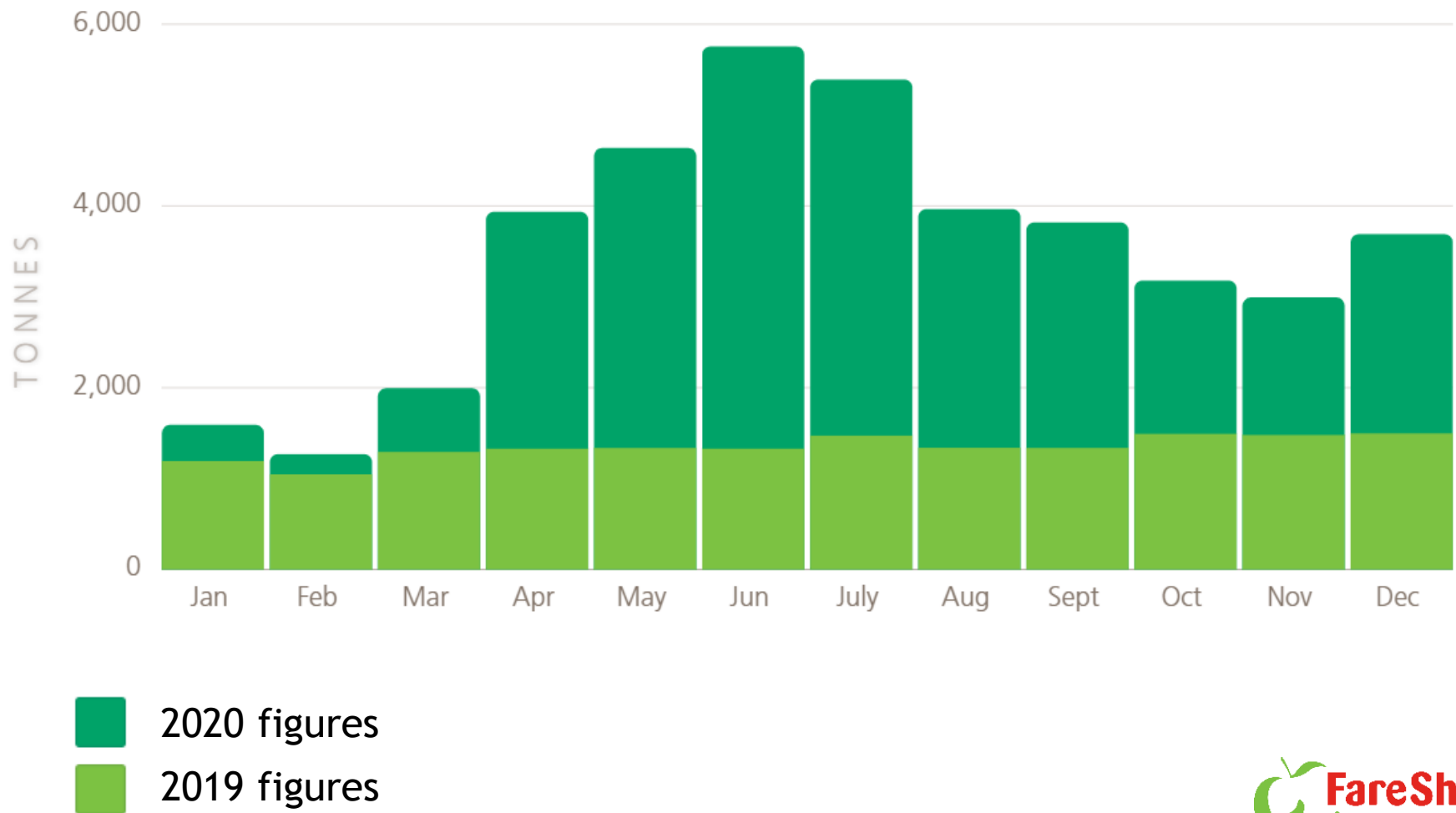


**14%  
Increase**

**12,000 charities**  
and community groups helped



# Amount of Food Redistributed



# Types of food redistributed

We redistributed...



43,000 pallets of dry goods (e.g. pasta, rice, tinned food)



17,600 pallets of fruit & vegetables



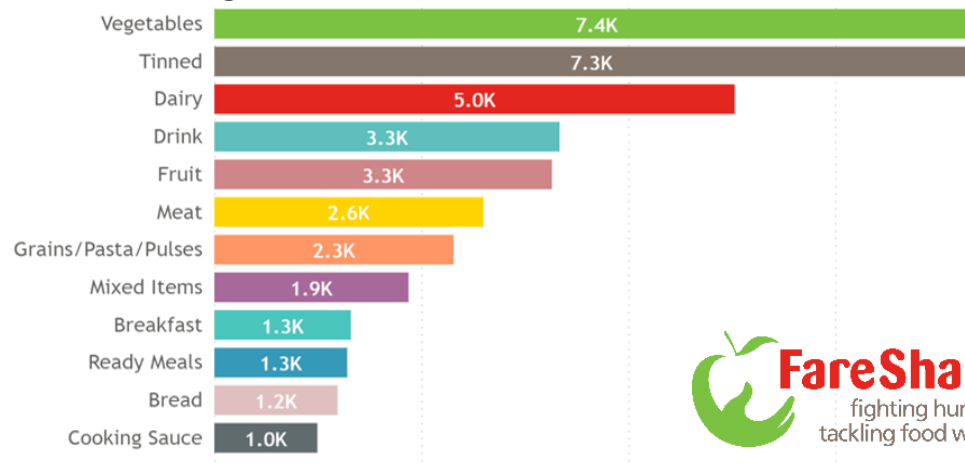
2,500 pallets of meat & fish



3,600 pallets of dairy



## Food Categories redistributed in 2020



# Responding to Covid-19

FareShare had to adapt as an organisation quickly and effectively to both facilitate the increased need for support and to keep our staff, volunteers and operations safe.



## Demand soared

- 115% more food distributed than in 2019
- 11 temporary warehouses, working for the first time in areas of the UK
- Streamlined our sign-up process to supply more charities



## Charity provision changed overnight

- Thanks to DEFRA and food partners, more ambient food was sourced for food parcels
- Partnered with new organisations to create 'last mile' delivery services
- Partnered with other redistribution charities to coordinate supply logistics & access food



## Food industry challenges

- Facilitated large volumes of surplus after lockdown measures had been announced
- Received surpluses occurred as a result of 'panic' buying
- 913% increase in surplus food from in food service and wholesale sector

# FareShare in the News

Prior to the pandemic, 1 in 10 people had heard of FareShare. Now, that figure is **1 in 3**.

## Website Traffic:

Throughout 2020, we had **1.34 million web sessions**, vs 463k in 2019 - that's a **189% increase** year on year!

## Social Media Reach:

Facebook: 11,000 to **17,000** followers

Instagram: 6,500 to **18,000** followers

Twitter: 30,000 to **53,000** followers

LinkedIn: 3,800 to **8,500**

## The Grocer

### FOOD WASTE

**FareShare partners with 150 new suppliers through Defra's surplus food fund**

By Ian Quinn | 27 February 2020



FareShare's average amount of new suppliers each month has increased by 61%



## Charities

**UK food waste charity given 360 tonnes more than usual as businesses close**

FareShare says surplus food donations have more than doubled in lockdown



## THE TIMES

### CHRISTMAS CHARITY APPEAL

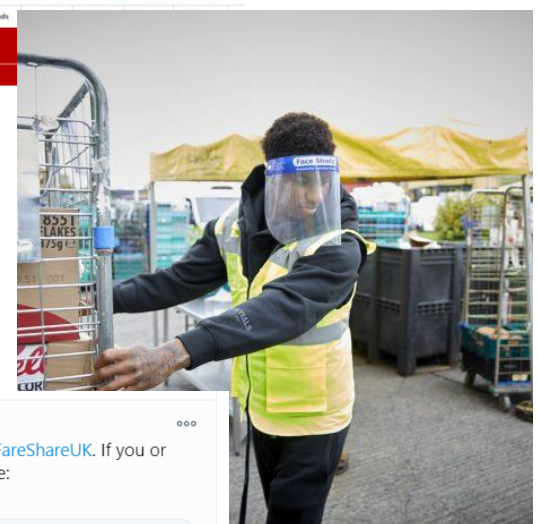
**Christmas appeal for FareShare: Helping families in food poverty**

Ashley Armstrong, Retail Editor

Wednesday December 16, 2020, 12:01pm, The Times



When some of the members of Evelyn Community Centre returned after lockdown, there was a shocking difference. "Some of them had been shielding and not looking after themselves, they looked like they'd lost half their body weight - their clothes were hanging off them. We had to cut around food into them."





# Charities supporting communities

- **90%** of the charities we serve say that demand for food is expected to increase or remain the same as crisis levels throughout this winter
- **45%** of community services now describe themselves as a food bank
- **80%** of new charities have been developed to deliver Covid-19 safe food parcels



# Supporting charities through Covid-19

- Sutherland Care Forum Friends - confidential befriending service for those isolated due to health issues
- Went from face-to-face meeting to Covid-19 safe phone calls
- Continued to provide food to help those shielding

*"One individual had no electricity for a week as he'd spent the last of his money after being made redundant. With food from FareShare, we provided him with fresh and ambient food. I made a point of chatting with him and was able to refer him to some other services which could help - which shows the power of food in drawing people to our services."*

Isobel - Co-ordinator of Sutherland Care Forum's Friends at Home







In 2020  
**Bidfood**  
has provided  
**91.6 tonnes**  
of surplus food  
to FareShare...



That's enough to contribute  
towards  
**281,100 meals\***  
for people in need!



[\\*Click for link to WRAP calculation rationale](#)

# How many charities have been supported by your food

In 2020, your food has been gratefully received so far by 5,981 frontline charities and community groups across the UK. Including:



**1,496**

Community centres and community café's in deprived areas



**1,635**

Food banks and drop-in services for families and people on low income



**863**

School breakfast clubs, after school clubs and youth clubs



**1,224**

Lunch clubs and day centres for vulnerable adults and older people



**763**

Hostels and supported housing for people who are homeless

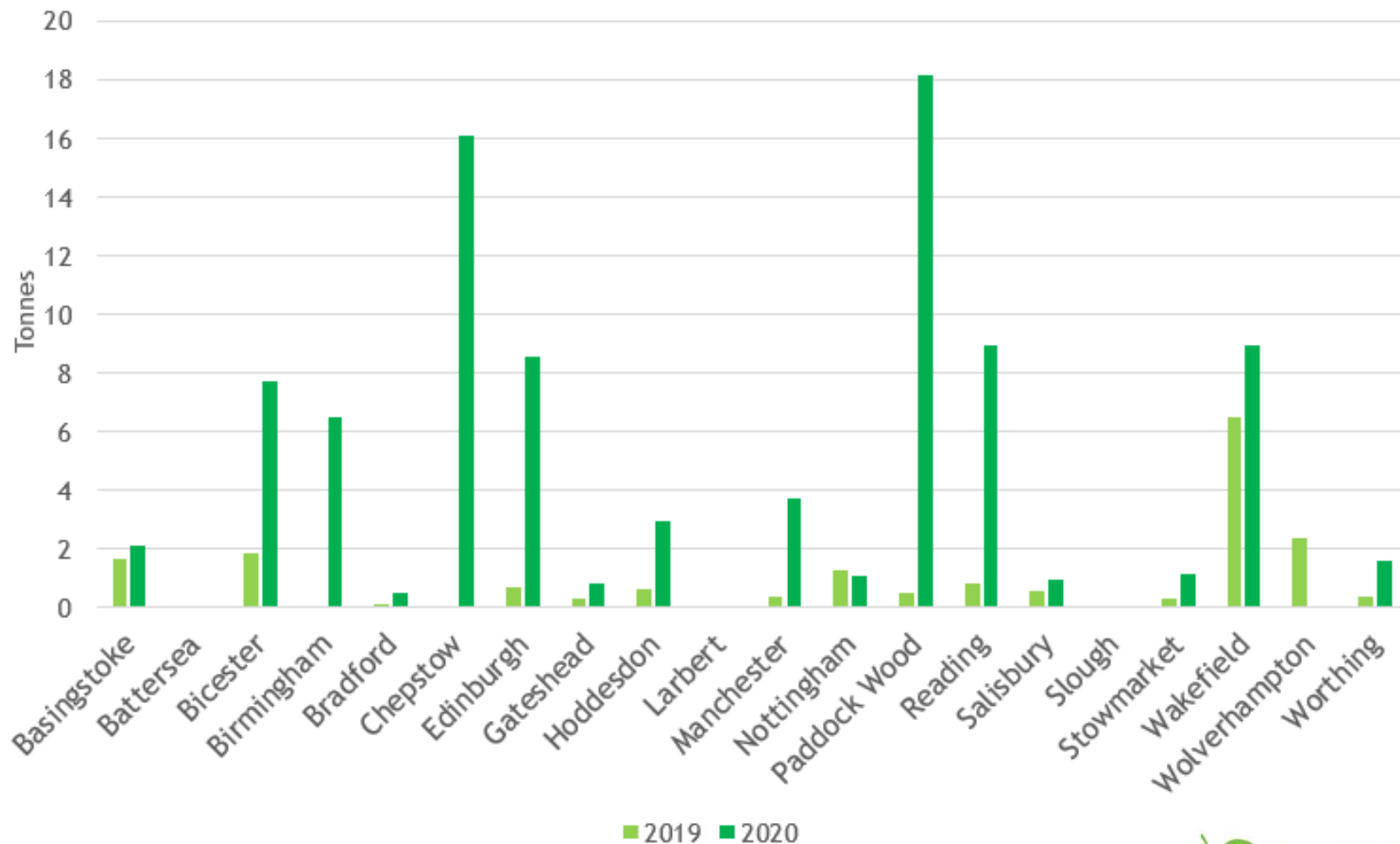
# Your Surplus Volumes in 2020

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
Tonnes	2	2	5	6	1	5	2	1	24	6	9	29	92
Meals	4,401	5,485	11,433	13,805	3,531	11,692	4,272	3,128	56,774	14,458	20,540	68,554	218,073



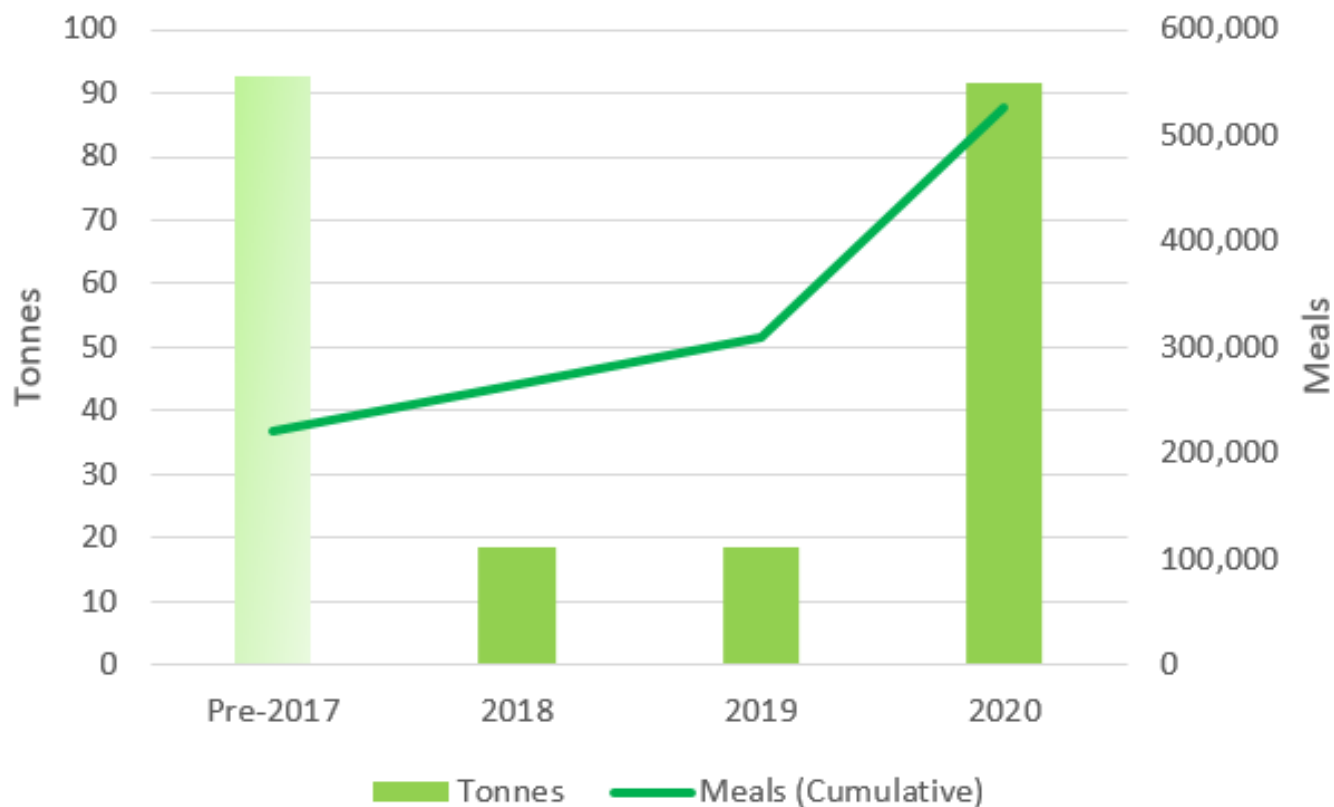
# Surplus Volume from Bidfood sites

2019 vs. 2020



# Your Total Surplus Volumes

Month	Pre-2017	2018	2019	2020	Total
Tonnes	93	19	18	92	221
Meals	220,719	44,121	43,836	218,073	526,749



31 tonnes  
to go to reach  
600,000  
meals!



# Working together in a year like no other



Study

“When we stumble, there will always be a community to wrap their arms around us and pick us back up. For many of us, that is FareShare or the local food bank....

That to me is the greatest example of what we can do, and the difference we can make, when we just work together.”

Marcus Rashford MBE

# Sustainability goals

- Bidfood's goals for 2021: food waste reduction, community and sustainability?
- Any key dates/publications e.g. Sustainability Reporting?



# Developments & Opportunities

*How can we continue to maximise surplus? What other ways can we leverage the strength of our existing partnership & build on success?*

- Strengthening relationships between Bidfood depots and FS depots
- Engaging with your customers;
  - Webinars to intro FareShare
- Fundraising opportunities





We believe no good food should go to waste  
Thank you for helping us save food and change lives

*Keep up with the latest FareShare news, stories and opportunities...*

