



# Business Opportunity for Community Investment

## Quids In Food Club





# A commitment to reducing food poverty

In 2012 the Bishop of Manchester called for organisations to take action to reduce poverty. Southway Housing Trust committed to 5 poverty pledges including “reduce food poverty”. We established the Quids In food club and have now been in business for over a year, with great success.

‘The food clubs help the many low income families who are struggling week in week out. Many people find it difficult to accept charity and there can be a stigma around food banks, so I think the membership element of Quids In is part of its huge success.’

## Elaine Wilkinson

Employment and Money Co-ordinator for Southway Housing Trust

‘I don’t know how I managed without it. What I collect now feeds my family for over half the week. I look forward to coming to the shop as everyone is so friendly and I don’t feel judged’.

## Davina | Quids In Member

Davina is a member who was struggling to afford enough to eat.

‘It’s really useful because it helps me feed my children. I try to choose the long lasting stuff because I want to make it stretch across the week as long as is possible.’

## Rhonda K | Quids In Member

# What is Quids In?



Our unique club, run by volunteers, is aimed at the many households in south Manchester struggling to feed their families each week. ‘Quids In’ offers £15 worth of food for just £2 weekly membership\* – a sum that goes to charity Fareshare.

Unlike food banks\*\*, Quids In is an on-going membership offering fresh and chilled items that can be difficult to find and expensive to buy locally

## Where are the clubs?

Chorlton, Merseybank, Burnage West, Burnage East, Old Moat.

## What do we need?

The club is so necessary and popular that 5 clubs opened in just over a year!

With these clubs now up and running it’s becoming a difficult project to sustain in line with community need, from Southway’s existing resources alone.

## We need a...

# FULL TIME CLUB CO-ORDINATOR

Providing an employment opportunity for a local person!

We are now looking to partner with local businesses to support and grow this unique, popular and most importantly – life changing, initiative to address the huge food poverty crisis in Manchester.

See page 7 for sponsorship details.

## Quids In statistics from April 2015 to Feb 2016

# 1,409 PEOPLE HELPED

(780 adults and 629 children)



\*Club members must be claiming Housing Benefit/Universal Credit

\*\*Families can currently claim a maximum of 3 food bank vouchers over a 6 month period





## A charitable partnership

The Quids In food club is a sustainable, effective and innovative means of tackling food poverty, with the additional benefit of reducing food waste;

**Quids In** is supplied by Manchester based food redistribution charity **FareShare** who receive food donations from the large supermarkets and suppliers. So far 46 tonnes of food has been distributed by the clubs that would have otherwise been wasted and gone to landfill.

We pay FareShare a monthly fee based on the amount of food received. Though club members only pay £2, this covers the FareShare costs with a bit left over to pay for additional family activities run by Southway, such as days out or cooking sessions.

## Results so far

**5** CLUBS SUPPORTING...



**250** FAMILIES/HOUSEHOLDS

THAT MEANS HELPING UP TO AN AVERAGE OF



**1000** PEOPLE EACH WEEK

**46**

TONNES OF FOOD WASTE SAVED



**19**

VOLUNTEERS FROM THE LOCAL COMMUNITY THAT WE ALL SERVE



**3** VOLUNTEERS IN WORK

DUE TO THEIR TIME VOLUNTEERING WITH **QUIDS IN**



## Wider benefits for the community

Sponsorship of Quids In also supports our other projects that help to reduce food poverty.

### Budgeting Advice

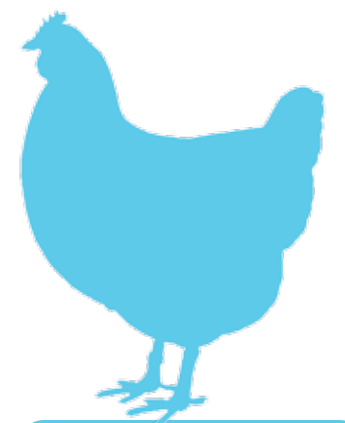
Members of the club have access to professional budgeting advice. This includes tips on saving, accessing deals, benefits or cheaper services that will help make their money go that bit further.

### Growing your own

The food club project encourages the community to eat more fresh fruit and vegetables and help local community gardens where experts are on hand to give tuition and advice.

### Cooking Sessions

Members get expert help to cook fresh ingredients to make quick, nutritious meal and at a fraction of the price of ready meals.



FEATURED

## Holiday Kitchen

The summer holidays can put additional strain on family finances, particularly for those on low income - so each summer we sponsor a project to help relieve that pressure. For one day each week, Holiday Kitchen provides families with breakfast and lunch, plus a range of fun and educational activities.



**Pictured:** A family day trip to the city farm, where children and families were shown bee hives, vegetable gardens and glass houses. This helped the children to understand where food comes from.



# Quids In Food Club

ONE YEAR ON...



Our **first food club in Chorlton**, celebrated its first year anniversary (October 2016)



Project run by dedicated team of volunteers and **Barlow Moor Community Association**.



**Children being educated** about the food they eat.



Finalists in Manchester's **'Be Proud'** awards

## Benefits to sponsors...

- **Free advertising** that will evidence your corporate social responsibility
- **Your logo** printed on our publicity that is sent across south Manchester and directly to all Southway households (over 6500)
- **Your logo** printed on the Quids In van
- Your name as a major sponsor in **press briefings and articles**
- Opportunity to benefit from **£38,000 social value**
- Potential for **tax relief**



## Costs...

**For a Full Time Co-ordinator the salary cost is £25,000 a year**

We are inviting community minded businesses like yours, to sponsor this position (or a proportion of it.)

The full time coordinator will help organise, expand and spread the word of everything we are doing for the local community.

This position is key to the development and further success of our crucial food clubs. The opportunity to help such a worthwhile and valuable community service, whilst being associated with a project that is changing the lives of people in south Manchester, is one we believe is not to be missed. Will you take this opportunity? Please contact us.







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