



# Sufra NW London

## Community Food Champion Information Pack

### Contents

About Sufra NW London .....	2
Our Response to Covid-19.....	2
We Need You More Than Ever .....	3
Sufra Community Food Champion: Your Role .....	4
How Will Sufra Support You? .....	5
What Do We Expect From Our Community Food Champions?.....	5
Frequently Asked Questions .....	6
Key Contacts.....	7

## About Sufra NW London

Sufra NW London is a local charity established in 2013 to address both the causes and consequences of poverty in the community. We provide a lifeline to people in crisis – including families living in extreme poverty and people who are vulnerable, homeless or socially isolated.

We provide guests with the food and support they need to survive, empower them to learn new skills and improve their wellbeing, and help them to find work and become financially stable. Our core work focuses on providing emergency food aid through our Food Bank and Community Kitchen, but these are gateway services that enable our service users (we call them guests) to access a wider range of services and activities designed to address the root causes of poverty and homelessness.

Our services include a Food Bank, Community Kitchen, Welfare Advice Service, Food Academy, Refugee Support, Employment Training and St. Raphael's Edible Garden. Each of these services is designed to lead vulnerable people on a personal journey from crisis to economic stability, social inclusion and active participation in the community.

We rely heavily on our dedicated volunteers to ensure that we can deliver our services, and we work closely with faith groups, schools and voluntary sector organisations who provide a wide range of additional support.

By working together and harnessing the goodwill of our neighbours, we build a stronger community where no one suffers alone in silence.

## Our Response to Covid-19

The last year has been unprecedented. Covid-19 infections in Brent have devastated the lives of countless families, and many of them turned to us for support. Brent is the most ethnically diverse region of the UK, with a large BAME population that has been subjected to systemic inequalities and a welfare system decimated by years of austerity. Brent has one of the highest furlough rates in the UK, and a disproportionate number of those we support have lost their jobs and are unable to make ends meet.

Overall, the pandemic has pushed more people into poverty than ever before. Sufra experienced a 400% increase in demand for food aid, which placed significant burdens on our Food Bank. As a result, we had to scale up the food aid support we provide and establish a new cooked food delivery service to support the homeless and those unable to cook food themselves.

During the first 6 months alone, we provided emergency food aid to over 19,000 recipients, mainly in the London Borough of Brent. The info graphic below highlights some of the other work we did during the first 6 months of the pandemic.



## We Need You More Than Ever

We are now witnessing a 'new normal' in which demand for our Food Bank has grown beyond anything we ever expected. At the same time, as a result of the pandemic, most of our food collection points have had to close and it has been incredibly difficult to generate the food donations we so desperately need to support our guests.

To ensure everyone gets the food they urgently need and deserve, we need to significantly increase the amount of food donations we collect.

That's where you come in. As a Sufra Community Food Champion, you can play a crucial role within your community and networks to help us increase food collections and provide a convenient local drop-off point for anyone who wants to donate food and other essentials.

## Sufra Community Food Champion: Your Role

As a Sufra Community Food Champion, your role is to organise food collections within your neighbourhood, workplace, community centre or place of worship. It's easy to do, and we will support you every step of the way.

Here's what you will need to do to get started:

- 1. Register to be a Community Food Champion.** Use this form to sign up and we will be in touch to organise training and next steps.
- 2. Choose your drop-off locations and times.** Decide when and where you want people to drop-off their donations, you could leave the collection bin in your driveway during certain hours for you neighbours to place the donations inside.
- 3. Choose how you will store your collection.** This could be in your garage, car boot, cupboard, storeroom in office or place of worship. You can leave them in bags and boxes or Sufra can deliver you one of its iconic Yellow Wheelie Collection Bins, which will keep donations dry even if it is stored outside.
- 4. Promote the scheme.** You will be given a promotional leaflet providing your community with information about what you are doing, and how they can donate. It will introduce you as an approved Sufra Community Food Champion. You can use the leaflet to share with your community via email, social media or WhatsApp. Alternatively print it out to post to your neighbours. Printed posters and leaflets customised with your details can be provided upon request.
- 5. Arrange for the food to be delivered to Sufra.** Drop off donated items to Sufra Monday to Friday 9:30am to 5:30pm. Collection may be arranged with Fahim – details below.

## How Will Sufra Support You?

We are here to support you at every step. We will provide you with:

- All the information, guidance and support you need to be a successful Community Food Champion for Sufra
- Online training
- Personalised leaflets
- Yellow wheelie collection bin or green crates if requested
- Regular updates of low stock items and other necessary information
- Monthly check-ins to see how things are going (you can contact us whenever you need if you have any questions or need support)
- Support with collecting the donations if needed
- A Sufra lanyard and certificate to identify you as a Community Food Champion

## What Do We Expect From Our Community Food Champions?

As a Sufra Community Food Champion, you will be representing the charity to your friends, colleagues and neighbours. We expect you to act responsibly and uphold Sufra's values and principles. This includes:

- Being polite, professional and respectful to those you approach for donations.
- Ensuring donors understand what Sufra does and how their donations will be used.
- Ensuring collections are kept clean, dry and undamaged.
- Ensuring collected food items are stored in a safe space where they cannot be lost or stolen.
- Ensuring all collected items are delivered to Sufra in a reasonable time period.
- Ensuring you obtain a Goods Received Note (GRN) from Sufra to acknowledge receipt of items.
- Communicating with us regularly to provide feedback and attend further training. We also expect you to promptly report any difficulties or problems you may experience.

# Frequently Asked Questions

## What items can I accept as a donation?

- Non-perishable food items that are unopened and in date
- Preferably, items on our essentials shopping list (on your leaflet)
- If it is after the best before date (not use by) we can accept items in small quantities – but please try to discourage this
- If items are bakery, fresh or frozen, please check whether we can accept them first. This may depend on whether the items can be transported to the site within a safe time period.

## What items should I NOT accept as a donation?

- Alcohol and tobacco
- Food in open packets
- Food items that are past their use-by date

## What should I do if someone donates items that I cannot accept?

- Thank the person for their donation but point them to the list of accepted items on the leaflet and explain the reason why Sufra cannot accept the item(s).
- Give the items back to the donor.
- If the donation is left anonymously, dispose of the items in the usual way. Alternatively, you can bring the items to Sufra for disposal.

## Where can I store the items?

- Anywhere that is secure and safe from pests.
- Tip: If storing in a shed or garage, store in a container with a lid (like the yellow collection bin provided), and preferably off the floor.

## What should I do if someone complains about what we are doing?

- Listen to the complaint and thank the person for bringing it to your attention. Let them know you will bring their concern to the attention of the scheme's organisers at Sufra. Report it to Sufra as soon as possible.

## What should I do if someone offers a cash donation?

- Thank the person, but inform them that you are not permitted to accept cash donations on behalf of the charity. Direct them to the donation page on our website which will be displayed on the leaflet.

## Should I be worried about COVID 19 when handling donations?

- The risk of surface transmission is extremely low but if you are worried about surface transmission of COVID 19, you can wear single-use protective gloves and dispose of them after use. We recommend you follow the Government guidelines on hand washing after handling donated items, [which can be found here](#).

## Key Contacts

General queries and support:

**Nina Parmar:** [nina@sufra-nwlondon.org.uk](mailto:nina@sufra-nwlondon.org.uk)

Collections and out of hours deliveries:

**Fahim Dahya:** 07534 507 087 / [fahim@sufra-nwlondon.org.uk](mailto:fahim@sufra-nwlondon.org.uk)