



SUFRA NW LONDON ANNUAL REVIEW **APRIL 2020 - MARCH 2021**



SUFRA: A DEFINITION

(Pronounced 'Sof-rah')

An Arabic word for a tablecloth that is laid on the ground when serving a meal in various Middle Eastern and North African countries. The word embodies the spirit of sharing, hospitality and community, which is at the heart of all we do at Sufra NW London.

Guest: Our definition

The term we have always used to describe our 'service users' or 'beneficiaries' – although it applies equally to anyone who visits the charity.

ABOUT SUFRA NW LONDON

Sufra NW London (Sufra) is a food and support hub that provides a lifeline to people in crisis – including families living in extreme poverty and people who are vulnerable, homeless or socially isolated. We provide them with the essential food and welfare advice they need to survive, empower them to learn new skills and improve their wellbeing, and help them to find work and become financially stable.

Whilst our core work focuses on providing emergency food aid through our Food Bank and Community Kitchen, these are gateway services that enable our guests to access a wider programme of support at Sufra that addresses the causes of poverty. Together, our services go beyond charitable food aid by leading vulnerable people on a personal journey from crisis to social inclusion and financial independence.

Sufra is an active member of the Independent Food Aid Network (IFAN), which advocates for an end to food banks on behalf of over 550 food aid providers across the UK.

To find out more or support our work, please visit www.sufra-nwlondon.org.uk

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A MESSAGE FROM THE CHAIR OF TRUSTEES



Susan Crane
Chairperson,
Board of Trustees

Sufra NW London's staff and volunteers worked incredibly hard during 2020 and 2021. The team, skilfully led by our Director, Rajesh Makwana, had to adapt and transform our services to operate a new Covid-safe food aid delivery system in a matter of days after the first lockdown was announced in March 2020.

Demand for food parcels and hot meals shot up by an astounding 332% compared to last year. As the British public sought to help their

neighbours through the crisis, Sufra was fortunate to have more volunteers than ever before. They did an amazing job, devoting their time to helping our chef Prince in the kitchen, or delivering food aid to every part of Brent and beyond.

In early 2020, we launched our three-year strategy for 2020-2023 with an overarching aim to provide food aid, welfare advice and training to people in crisis, whilst working with the wider community to campaign for an end to poverty. We successfully achieved our broad objective for Year One, which was to scale-up our response to the pandemic, largely thanks to the very generous support of our Covid fundraising campaign. We hired more staff, engaged more volunteers and established many new collaborations and partnerships – including through the Brent Food Aid Network, local businesses, Brent Council and various voluntary sector organisations.

Tragically, Sufra lost a valued member of our staff team in August 2021: Farah Lungay was our Deputy Director and oversaw our fundraising work during the pandemic but was a tragic victim of Covid-19. Farah is fondly remembered and sorely missed by everyone at Sufra.

Year Two of our strategic plan (2021-22) will see Sufra consolidate its growth in income, staffing and services seen in Year One. In Year Three (2022-23) we will engage in more advocacy and campaigning activities, and enhance our community engagement across Brent and on St Raphael's Estate, where we are based. Throughout this period, we will continue to increase the amount of fresh fruit, vegetables and dairy produce we distribute from our Community Garden, whilst improving the nutritional value and cultural appropriateness of the emergency food we provide.

Despite the many challenges presented by the pandemic, Sufra's work had a significant impact on the lives of thousands of vulnerable people over the year and established strong foundations for the charity's continued growth and reach. The charity's dedication and leadership in the sector was recognised in January 2022, when our Director, Rajesh Makwana, was awarded the British Empire Medal in Her Majesty the Queen's New Year Honours for services to the London Borough of Brent – a much deserved award.

EXECUTIVE DIRECTOR'S STATEMENT



Rajesh Makwana BEM,
Executive Director

Sufra's response to the pandemic this year pushed us beyond the limits of possibility. Never have we experienced anything as devastating or eye-opening as the impact of Covid-19 on the communities we support. And never has the impact of decades of under-investment in public services, the removal of essential safety nets or the widening of inequalities across the UK been so starkly obvious – or deplorable.

As the crisis started to unfold, we rapidly transformed our operations to focus on the delivery of food and other essentials to those most in need – including the homeless, elderly and infirm. In response to a sharp increase in demand, we distributed the equivalent of 344,776 meals, whilst our Advice Team secured more than £96,000 in additional financial benefits for our guests.

Demand for food aid has long outpaced our ability to supply it, but the impact of the pandemic coupled with the deepening economic crisis will leave countless more families struggling to survive for years to come – demand for our services in the years ahead will be unprecedented.

Now, more than ever, we recognise the urgent need to go beyond charitable food aid to address the root causes of poverty and deprivation. It is, of course, right and humane for us to provide food to anyone in need. But charitable food aid is clearly no solution to this systemic crisis.

Indeed, food aid providers are now so entrenched in the welfare system that millions of people across the UK would not be able to make ends meet without their support. For how long can we allow this scandalous situation to continue in such a rich country?

My five-year journey at Sufra NW London so far – from volunteer to staff member to Director – has been an inspiring and humbling experience. Equally, I have been incensed by the injustice and humiliation experienced by the thousands of people we support: the mother having to choose between paying her bills or buying food for her family; the gentle soul forced to sleep in alleyways and park benches in the bitter cold; the asylum seeker unable to claim benefits or work, despite being educated and qualified. This stark reality informs our three-year strategy, which will progressively shift our focus towards a more holistic approach to addressing food security, whilst engaging our stakeholders in advocacy initiatives that – with sufficient public support – have the potential to make a lasting difference to those we help.

It is our daily contact with people in crisis, who have nowhere else to turn, that keeps us striving to do more as a charity. But our efforts would amount to little without the partnerships we have forged with a wide range of stakeholders: the phenomenal volunteers, voluntary sector organisations, faith groups, trusts and foundations, and local businesses who are on this journey alongside us. We owe you all a debt of gratitude. By working together, we can and will make a lasting difference.

OUR VISION, MISSION & PRINCIPLES

Our Vision: A community united to address the causes and consequences of poverty.

Our Mission: Sufra NW London provides food aid, welfare advice and training to people in crisis, whilst working with the wider community to campaign for an end to poverty.

STATEMENT OF PRINCIPLES AND VALUES

1. We take a holistic approach, based on human rights

- **Food aid is essential – but it is not the solution to food poverty.**

Access to nutritious food is a human right and it is the responsibility of governments, not charities, to create the conditions needed to uphold these rights. To enable all people to meet their basic needs and live in dignity, the UK government needs to pursue policies that ensure wealth, power and resources are shared more equally between all people.

- **Our approach is holistic and designed to reduce dependency on food aid.**

Our services have developed in response to the underlying needs of guests. We are committed to providing a range of services and programmes that can help address the root causes of financial crisis and reduce the need for food aid.

- **We recognise that there are different approaches to reducing food poverty.**

We embrace a culture of critical reflection on the nature and effectiveness of our Food Bank and other services. We are committed to innovation and experimentation with new approaches to meeting our core objectives.



OUR VISION, MISSION & PRINCIPLES

2. We are embedded in the local community

- **We are a grassroots charity embedded in the local community.**

As we develop and grow, we are committed to remaining responsive to the changing needs of those we serve, representing their voices and engaging them in making the decisions that affect them. We seek always to maintain a close relationship between our guests, volunteers, staff and trustees.

- **We are more effective when we collaborate with others.**

We are committed to working in partnership with stakeholders – from our supporters and volunteers to voluntary sector organisations, businesses and other food banks in North West London.

- **We employ and serve people of all and no faiths without discrimination.**

Our roots lie in the Muslim community, which provided the funding and support needed to establish the charity. We continue to work closely with this community as well as a very wide range of other faith-based and secular organisations. Our staff, trustees and volunteers are from a multitude of backgrounds (both faith and non-faith based), our values are universal and humanitarian, and we serve everyone in need without discrimination.

3. We respect the dignity of our guests and the needs of the planet

- **We are committed to upholding and enhancing the dignity of our guests.**

We aim never to turn people away when they are in need. Our emergency aid services provide a gateway to accessing other services designed to empower guests, improve their wellbeing and reduce their dependency on food aid.

- **We value the wellbeing and development of our staff, volunteers and trustees.**

We aim to provide everyone working at Sufra with the opportunity to learn and develop new skills, so they can grow both personally and professionally. We also work hard to proactively support the mental health and wellbeing of staff and volunteers.

- **We are committed to environmental sustainability.**

We recognise the importance of caring for our environment. We make use of food that would otherwise go to landfill, grow fruit and vegetables without the use of chemical pesticides/fertilisers, and compost our food waste. We also use solar panels to generate energy in our main building and reuse, upcycle and recycle our waste.



MORE THAN A FOOD BANK

Sufra NW London has long been established as a cornerstone of community life on St. Raphael's Estate – one of the most disadvantaged neighbourhoods in the London Borough of Brent. Even before the Coronavirus pandemic, a staggering 47% of children in the local area grew up in poverty. With one of the highest rent-to-income ratios in the capital, many households in Brent are struggling to feed themselves and their families, let alone maintain a healthy diet.

Whilst our core work focuses on providing emergency food aid through our Food Bank and Community Kitchen, these are gateway services that enable our guests to access a wider programme of activities designed to address the root causes of poverty and homelessness. As highlighted in the rest of this report, these include Welfare Advice, a Refugee Resettlement Programme and an award-winning Community Food Growing project in St. Raphael's Edible Garden.

Although the charity may not be able to directly address the systemic issues that underpin food insecurity, much of Sufra's work is focused on addressing the proximal causes of hunger and deprivation, such as a lack of educational attainment and life skills, poor mental and physical health, low paid work and unemployment, social inequalities, overcrowded or substandard housing – to name only a few factors. Our services are designed to work together and lead vulnerable people on a personal journey from crisis to social inclusion and financial stability.

THE IMPACT OF COVID-19

As widely reported in the press, Brent experienced a disproportionately high Covid-19 death rate – especially within its large population of Black and Minority Ethnic (BAME) residents.

When combined with high levels of pre-existing poverty and other inequalities, Covid-19 has had a lasting and devastating impact on families we support across the borough. At Sufra, not only did we lose a much-loved staff member to Covid-19, but the pandemic also took the lives of three of our regular volunteers, several people on St. Raphael's Estate that worked closely with us, and many of our service users.

The sudden and sharp rise in demand for food aid during the pandemic presented unprecedented logistical challenges for the charity. To minimise the infection risk to guests, volunteers and staff, we temporarily closed face-to-face services and expanded our infrastructure to better coordinate the large number of referrals, food deliveries and volunteers across multiple venues.

At the start of the pandemic, Sufra NW London was invited by Brent Council to be the Thematic Lead for Food Aid for the voluntary sector. We have since chaired the Brent Food Aid Network, whilst working closely with Brent Council and other voluntary sector organisations to lead the discussion on food security in Brent.



CASE STUDY: WE'RE IN THIS TOGETHER

Sarah has three children, one of whom is autistic. Little Alfie must be cared for at home because a school place is unavailable. This means finding a job is out of the question for Sarah. Meanwhile, Sarah's husband was one of thousands furloughed when the country went into lockdown in March 2020.

Not able to work enough hours to fulfil Universal Credit requirements, their benefits were cut by a staggering £1,900 a month, leaving them unable to pay rent or cover the basic cost of food and essentials for their family. During the first lockdown, they were even threatened with eviction – illegally.

Sarah approached Sufra after she had lost all hope. She had no idea how she would look after her children over winter. We provided Sarah and her family with food parcels, emergency aid to assist with essential household bills, and school uniforms for two of her children. Ros, our Advice Worker, provided the professional advice they needed to access the benefits they are entitled to, whilst seeking a solution to the eviction threat. Our support is ongoing.

Sarah often comments on how the food and support she received from Sufra NW London was a godsend and how it eased the pressure on her mental wellbeing just knowing that we were in this together.



Photo credit: massdistraction, CC BY-NC-ND 2.0

OUR STRATEGY

The onset of the pandemic coincided with the drafting of a comprehensive three-year strategy, after a consultation process with stakeholders and a workshop attended by staff, volunteers, trustees and beneficiaries. The workshop included presentations by the Independent Food Aid Network, Human Rights Watch and OnRoad Media.

The strategy sets out a clear and pragmatic vision for the charity with four core areas of work:

1. **Emergency Aid**
2. **Advice and Support**
3. **Community Engagement**
4. **Advocacy and Campaigning**

Although providing emergency aid will always be a key part of our work, the document sets out a vision for a community hub that moves beyond charitable food aid to address both the immediate causes of food poverty (financial crisis/housing problems, debt/benefit issues, etc.) as well as its structural determinants.

The strategy also sets out a path for a civic engagement programme that leverages the widespread support we have from stakeholders to engage them more effectively in all aspects of our work. Another key aim is to raise awareness about the structural inequalities and injustice that our beneficiaries face. Our hope is to empower our guests to communicate their lived experience and encourage other stakeholders to support campaigning initiatives in Brent, and across the UK, that are relevant to our work.



THE GUEST JOURNEY

In line with our strategy, we mapped out the 'guest journey' we hope that all guests will have the opportunity to undertake. Key elements of this journey include:

- Accessing emergency aid (food and non-food)
- Accessing professional advice to reduce dependency on food aid
- Establishing a new life in the community (refugees and asylum seekers)
- Volunteering at Sufra and building relationships with others
- Accessing opportunities for training and employment
- Learning more about the causes of poverty and the issues that affect them
- Supporting relevant local/national advocacy campaigns (poverty/migration, etc.)
- Communicating lived experience and campaigning for change



FUTURE PLANS

We have met, and in some cases exceeded, the Strategic Objectives for Year One (2020-21) that were set out in our Three-Year Strategy. In year two of the strategy (2021-22), our aim is to consolidate the growth we have achieved so far. The focus will be on improving internal processes and infrastructure so that we can maintain the highest quality standards across all services and support the growth and development of services planned for year three – including the piloting of new food aid models.

The overarching aim over the three-year period is to ensure that all guests can access a wider range of wrap-around support, achieve greater financial security, and contribute to our community engagement and advocacy initiatives.



FOOD AID

The demand for food aid in Brent has risen consistently every year since we were established in 2013. It was already unacceptably high when Covid-19 arrived. At that point, we were faced with a tsunami of even more people in crisis unable to afford food. Demand for food aid rose by an unprecedented 332% compared to the year before.

Despite the constraints posed to the delivery of our services by social distancing and lockdowns, we responded rapidly by establishing a new and vastly scaled-up digital and logistical infrastructure to support the expanded operation. This included establishing multiple food bank hubs across the borough, operating a full-time kitchen, and securing additional warehouse space to store stock.

We recruited more staff and volunteers and worked closely with local voluntary sector organisations, business and Brent Council to ensure we could deliver thousands of food parcels and hot meals every week

to families desperate for food and support – including Brent’s homeless community.

Our success in supporting so many people through the pandemic is testament to the power of community to unite selflessly and support people in crisis when they need it most – regardless of faith or background.

However, the need for food aid – especially at this level of demand – also reflects a gross injustice at the heart of society. For many, the pandemic further entrenched charitable food aid as an unofficial part of the welfare system. But it is not sustainable to rely on communities to subsidise the welfare state: it is the responsibility of policymakers to ensure that everyone’s basic human right to access affordable nutritious food is respected and upheld.

FOOD AID IN NUMBERS:



QUOTES: AMINA AND MARIAH

MY CHILDREN NEED TO EAT

Amina is a single mother of two children, one of whom has Down Syndrome and requires 24-hour care. Amina was working as a cleaner and struggling to pay the rent on her overcrowded home. When the pandemic hit, Amina lost her job. With no money for food, Amina was referred to Sufra for a food parcel.

“When I lost my job, I didn’t know what to do. My landlord needed his rent, but my children needed to eat! I was so scared. Sufra not only gave us food but also delivered it as I could not leave my daughter. They have helped me to access financial support and are helping me find a suitable home for our family. I am so thankful as I don’t feel alone anymore.” Amina.

SEND THE DEBT COLLECTORS

*“I can’t even afford powdered milk for my daughter, let alone the Lego set my son wants for Christmas. It’s because the gas bills are so bl***y high now and my Universal Credit is cut – I can’t even pay my rent in December. What can I do? Put it on my credit card again until they send the debt collectors and put me in jail?”*

Mariah (a Food Bank guest and single mother)



WELFARE ADVICE & REFUGEE SUPPORT

Our Food Bank and Community Kitchen are gateway services that enable our guests to access a wider programme of activities that address some of the causes of poverty and homelessness. At the heart of this sits our Welfare Advice and Refugee Resettlement Programme.

Our Advice Workers help those in need of emergency aid address the problems that lead them to Sufra – such as benefit disruptions, housing problems, debt and other financial difficulties. The support we provided is ongoing and tailored to the needs of the individual and the service.

Similarly, our Refugee Resettlement Programme helps refugees and asylum seekers access the professional advice, training and support they need to build a new life in the community. Our Arabic and Farsi speaking RRP Officer supports a large number of refugees from Syria, Afghanistan, Iraq and North Africa.

Our newly established team of Advice Volunteers provide crucial support to staff and guests during the pandemic. They speak multiple languages and contact our guests by phone to triage them and refer them to internal services or signpost them to partner organisations using Sufra's Directory of Services.

ADVICE SERVICE IN NUMBERS



£20,353
Distributed in non-food emergency aid (essential goods)



£4,000
Worth of school uniforms & backpacks given to 148 children



13
Laptops distributed to young people during lockdown

£96,608
Gained in additional benefits/income for food aid guests



5
Languages spoken by our advice staff and volunteers



431
People supported through the Advice Team's case work



CASE STUDY: YASMIN'S LOCKDOWN

Yasmin's husband died in 2016 during the conflict in Syria. She was devastated and left to bring up her four children alone. When we first met her as a newly arrived refugee, she was still traumatised and desperate for help. Aside from supporting with emergency food and housing needs, our Advice Team assisted Yasmin and her children to register with schools and a GP, and we connected her to other Syrian families we support.

During the pandemic, the family became very isolated. Yasmin's children were not able to participate in online classes as the family did not own a laptop, Yasmin's eldest daughter accessed her classes using her mother's phone.

Sufra provided Yasmin with two laptops so her children would not miss out on school. Our volunteers also trained her to use Zoom. This allowed her to set up a meeting with her eldest daughter's teachers to discuss her progress, which was also attended by a Sufra volunteer interpreter. Yasmin was also able to join a Sufra workshop on energy saving and an Arabic language webinar on the Covid-19 vaccine.

Her new skills gave her a sense of control and provided her access to crucial information to support her children in their education. We are now supporting her in her search for some part-time work and she volunteers at the Food Bank whenever she has time.



Photo credit: DFID, CC BY 2.0

ST RAPHAEL'S EDIBLE GARDEN

St Raphael's Edible Garden is an award-winning community food growing project that supports environmental sustainability, improves local food security, promotes wellbeing and improves access to learning opportunities – all whilst bringing together one of Brent's most marginalised communities.

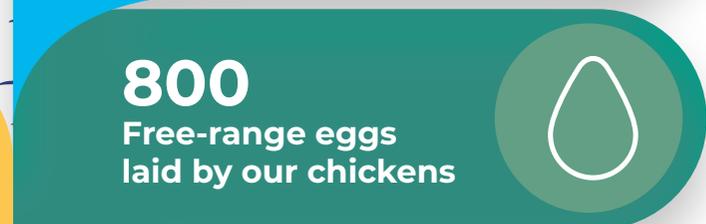
The Community Garden is wheelchair accessible and hosts a teaching tipi, a chicken coop with 20 free-range chickens, a wildlife pond, over 40 fruit trees, numerous growing beds, a large-scale composting system, a compostable toilet, a stunning pergola and a bricked pizza oven.

It provides a social-therapeutic space frequented by volunteers, schools and mental health patients, whilst also offering accredited training courses and activities such as our Growing Club, Forest Academy and Chicken Club.

For most of the year, Covid-19 and lockdowns forced us to pause our courses and adopt a different model of delivering services. To encourage residents to use their outdoor space during lockdown, we constructed and distributed raised beds, soil and seeds – and helped them to get growing. Many had never grown a plant before.

Meanwhile, our increased yields of freshly grown organic fruit, vegetables and free-range eggs were distributed via our Food Bank and Community Kitchen delivery services throughout the pandemic.

GARDEN OUTPUT STATISTICS:



CASE STUDY: GROWING THROUGH THE PANDEMIC

Melissa and Rodney live near Sufra in a two-bedroom flat on St Raphael's Estate. In April 2020, they were placed on furlough. Food shortages, minimal social contact and rules limiting spending time outside had a huge effect on their physical and mental health.

Sufra helped them construct a raised vegetable bed from reclaimed wooden decking. We also donated soil, compost, plants and seeds. In no time, Melissa and Rodney developed green fingers and met outdoors with other families to discuss how to weed, water and care for new plants. They joined a WhatsApp group sharing their growing success and the meals they cooked with their harvest.

When restrictions lifted, they joined our Growing Club and continue to spend lots more time outdoors tending to their growing space.

"It's like an additional room when the weather's good. When I potter about out here, the flat doesn't feel so crowded. I love gardening and I never thought I could grow so much in such a small space!" Melissa



VOLUNTEERING AT SUFRA NW LONDON

We are incredibly grateful to our phenomenal volunteers, who stepped up during the pandemic to help us reach more people in crisis than ever before. Their dedication is inspirational and they embody the true meaning of community spirit.

This year, a total of 160 volunteers provided over 9,000 hours of volunteering across a wide range of activities.

Food Bank Volunteers

Volunteers relentlessly packed 15,417 food parcels and coordinated 457 tonnes of stock. Our Community Food Champions have been a rallying point for food collections in schools, workplaces and places of worship.

Community Kitchen Volunteers

Our kitchen volunteers cooked and delivered 72,036 meals throughout the year, supporting our Community Chef to cook, clean and prepare hot meals five days a week from a professional kitchen.

Food Delivery Volunteers

Our volunteer drivers delivered our food parcels to 34,000 recipients this year – driving across three London boroughs. This year, 42 volunteers sacrificed their Christmas Day to deliver over 600 three-course Christmas Dinners to families struggling to make ends meet – alongside individually wrapped presents for everyone.

Advice and Signposting Volunteers

Our Advice and Signposting Volunteers spent 292 hours helping food aid guests access services to address needs such as debt management, housing support, or help with their benefits.

Community Garden Volunteers

Although the garden was intermittently closed during government lockdown restrictions, our garden volunteers have been continually on hand to help us grow and harvest fruit and vegetables. They woke up early to water plants and stayed late to secure the chickens' enclosure at night.

Admin, Communications and Tech Volunteers

We have had phenomenal help from volunteers with skills in graphic design, website development and communications – including support for our digital transition and developing a bespoke online portal for managing our referrals and deliveries. Our volunteer admin team were indispensable during the pandemic when our phonedlines were in meltdown and demand went through the roof.



CASE STUDY: FROM FOOD BANK GUEST TO VOLUNTEER

All our guests contribute something to Sufra. We are a community supporting each other through tough times. Nobody typifies this more than Paula. Paula is from Catalonia and moved to the UK in January 2014 to learn English and ended up staying. She is a single mother with three children who love spending time in the Community Garden feeding the chickens. She first came to Sufra for support with her Universal Credit application. Paula was quite distressed as she was struggling to cover the cost of rent and childcare – she was left with only £10 a month after bills.

For months, Sufra supported Paula with emergency aid, welfare advice and monthly food parcels to ease her financial pressures. She soon started volunteering at Sufra and she quickly became an integral part of the Sufra community – always packing food parcels, organising stock, cooking in the kitchen, or helping us manage our events. Paula’s youngest child has recently become eligible for 30 hours of free childcare and Paula was thrilled to let us know that she has now found paid work.

Paula says: “I don’t have the words to explain what Sufra means to me. You’ve become like a family to me. I’m back at work and everything has improved now. But I still stop by to say hello and volunteer because I know that other families like mine are going through what we did – or maybe worse. And it’s such a pleasure to help people at Sufra.”



EVENTS AT SUFRA: CHRISTMAS 2020

In the week leading up to Christmas, Sufra distributed almost **300 food parcels**, providing food for the Christmas period to approximately **800 recipients**. As part of a project sponsored by Metropolitan Thames Valley Housing, we also distributed Luxury Hampers alongside every single parcel – each with quality chocolates, cheese, crackers and more.

The festivities didn't stop there. On Christmas Day itself, our Community Chef Prince, aided by dozens of volunteers, cooked 600 Christmas Dinners with all the trimmings, mince pies and festive cookies for dessert. **These 600 Christmas dinners** – alongside presents for children, gift vouchers for adults and Christmas crackers – were then delivered by a team of **42 volunteers**, directly to the doors of the most vulnerable in the community on Christmas Day.

We have had overwhelmingly positive feedback from all the guests who received a Christmas dinner – from people who were overjoyed to receive a delicious Christmas meal that they wouldn't have prepared for themselves, to grateful parents being able to give a Christmas present to their kids when they were struggling to make ends meet.



HOW TO GET INVOLVED

DONATE FOOD

Food donations can be dropped off to our main premises at 160 Pitfield Way, Stonebridge, London, NW10 0PW on Mondays to Fridays between 10am and 5pm. Outside of these hours, food donations can be left in our yellow bins outside of the building. Please note, we only accept non-perishable food.

For those who are unable to drop-off their donations, supermarkets like Tesco, Asda, Sainsbury's and Ocado can deliver your online order directly to Sufra.

You can also contact us to become a Community Food Champion and have one of our yellow bins at your workplace, community centre or local mosque, which we would collect weekly.

DONATE MONEY

You can make a regular or one-off contribution to our Charity Aid Foundation (CAF) page. The link can be found on our website (hint: it's the big yellow button that says 'Donate Now!') You can also set up a regular donation through your bank account or donate using PayPal.

Our bank details are:

HSBC

Name on Account: Sufra NW London

Account Number: 01537873

Sort Code: 40-46-10

DONATE NOW

Make sure you tick the Gift Aid box when donating to allow us to claim an extra 25p of tax for every £1 you donate.

VOLUNTEER

Sufra welcome volunteers from all backgrounds – the more the merrier! Our roles include:

- **Food bank packer/host**
- **Delivery driver**
- **Community Kitchen volunteer**
- **Community Garden volunteer**
- **Translation volunteer**
- **Remote telephone volunteer**
- **Admin volunteer**



SPONSOR A COMMUNITY KITCHEN

You can sponsor one or more of our Community Kitchens and help provide nutritious food to people in crisis, in a safe and supportive environment. The people and families who attend are usually homeless or socially isolated, or food bank guests living in poverty and experiencing crisis.

£250: Sponsor a single Community Kitchen session.

£500: Sponsor both of our weekly Community Kitchen sessions.

£1000: Sponsor both of our weekly Community Kitchen sessions as well as a full week of our fresh meal delivery service for those who are disabled or unable to cook for themselves.

Get in touch for more information.

FINANCES

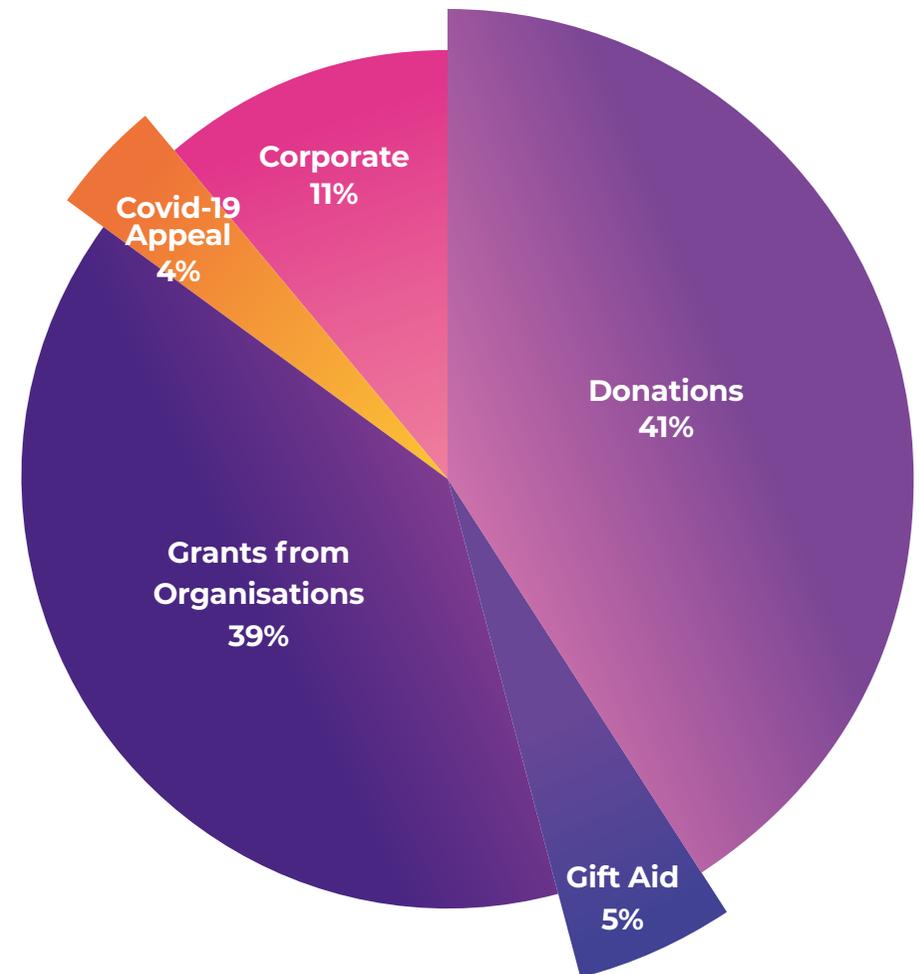
As the country went into lockdown, there was real concern about the impact this would have on our income. Fortunately, there was a tremendous response from our supporters and donors who all understood the magnitude of the situation and the role Sufra NW London needed to play. We are eternally grateful to them for enabling us to continue running critical services for the most vulnerable – especially at a time when many other organisations could no longer operate.

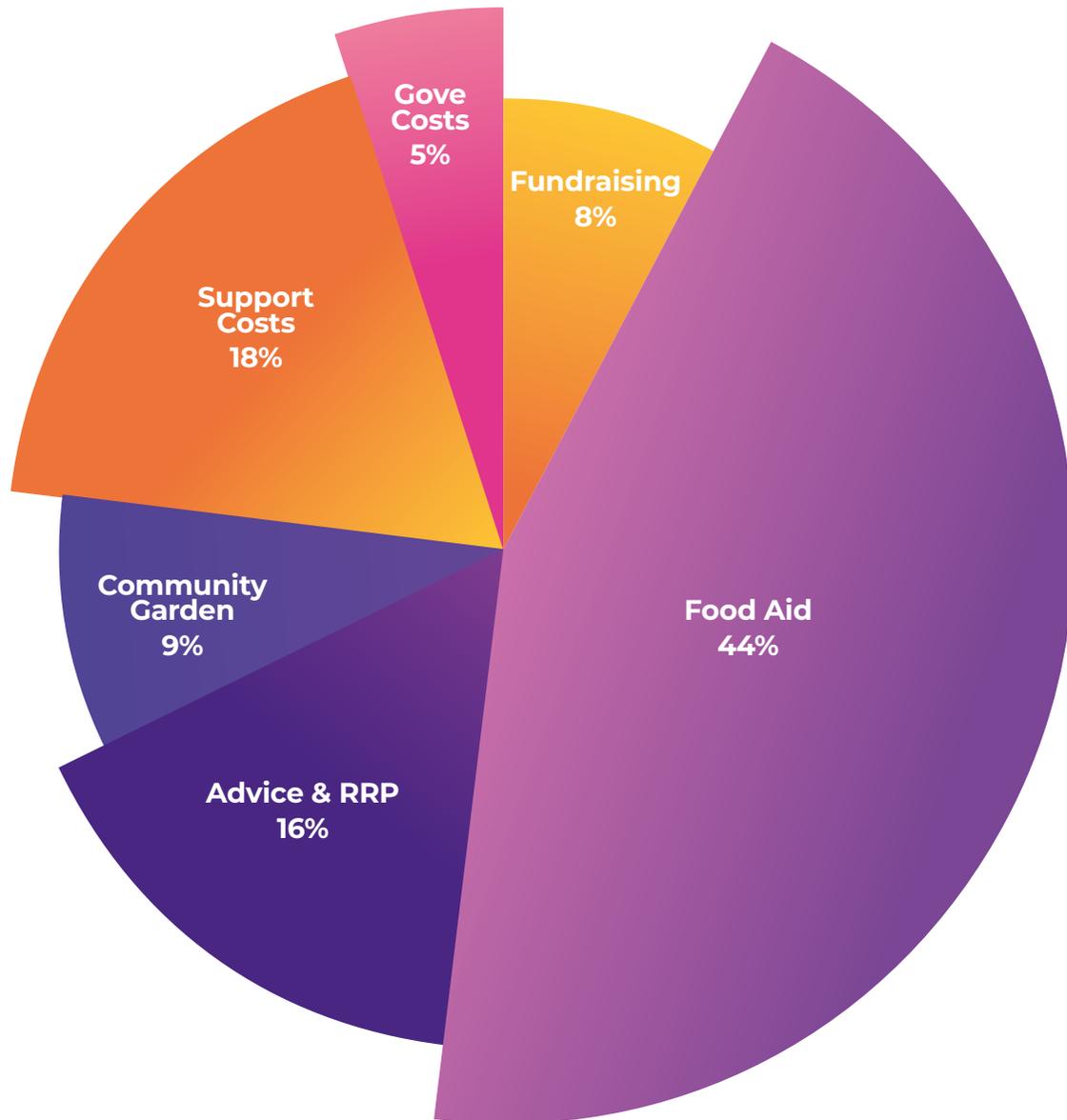
Over the year we raised £1.14m in income, an increase of 71% from 2020 – a huge achievement under the circumstances. But increased demand came at a cost, with expenditure at £655k in the year – an increase of 46% compared to 2020. Transport costs increased by 308%, food costs increased by 163%, and hot meal costs rose by 140%.

INCOME 2021	
41%	Donations
39%	Grants from Organisations
5%	Gift Aid
4%	Covid-19 Appeal
11%	Corporate
0%	Other

Our staff provided the backbone of our Covid-19 response, so we did not seek any funds from the UK government through the furlough scheme. Our salary costs increased by 47% as we recruited more staff to meet the exponential demand for our services.

The majority of expenditure, 71p in every pound, was spent on achieving our charitable objectives. Fundraising costs were 8% of total income, meaning that for every £1 spent on raising funds, Sufra received £24 – a return on investment that is something to be proud of.





EXPENDITURE	
44%	Food Aid
16%	Advice & RRP
9%	Community Garden
18%	Support Costs
5%	Governance Costs
8%	Fundraising

THANK YOU!

During this most challenging of years, we were privileged to have the support of some amazing organisations. So, we wanted to say a huge THANK YOU to the funders, donors, companies and partners who have supported us, including (but not limited to):

1. 52 Lives
2. Ansar Youth Project
3. ANZ Banking Group
4. Arcus Infrastructure Partners LLP
5. Aurum Fund Management
6. Banquet
7. BAPS Shri Swaminarayan Mandir (Neasden Temple)
8. Battlers Well Foundation (Salaam Centre)
9. Belvedere Trust
10. Bernard Gold Foundation
11. Beta Charitable Trust
12. Betty Messenger Foundation
13. Bleu Blanc Rouge
14. Bloody Good Period
15. Bloom Foundation
16. Bregal Helps Initiative
17. Brent Community Transport
18. Brent Council
19. Brent Cross Shopping Centre
20. CAH Philanthropy
21. Central and North West London NHS FT
22. Cheniere Energy
23. City Bridge Trust
24. City Harvest
25. Crisis Skylight
26. Crisis UK
27. CVS Brent
28. Daniels Estate Agents
29. David Cock Foundation
30. Desi Dhaba
31. Ekta Foundation
32. Ernest Cook Trust
33. Family Eye Care
34. Felix Project
35. Gladstone Park Primary School
36. Global's Make Some Noise Campaign
37. GMB Hendon Branch
38. Greenwood Place
39. Gulab Jamun Charitable Trust
40. Hampstead Kitchen
41. Hand On Heart
42. Hollyhock Charitable Foundation
43. Human Appeal
44. Hungry for Justice Campaign
45. Islamic Relief
46. John Macleod Foundation
47. John Sisk and Sons
48. Joron Trust
49. KSIMC London (Hujjat)
50. Lady Fatemah Trust
51. Legal & General Group PLC
52. Liberal Jewish Synagogue
53. Livingstone Trust
54. Local Mutual Aid Groups
55. Lola's Cupcakes
56. M&S Brent Cross
57. Makor Hayim
58. Martin Lewis Campaign
59. Metropolitan Thames Valley
60. Middlesex Province Relief Fund Ltd
61. Mutual Aid Food Willesden
62. Pakistan Community Centre
63. Partners Captial LLP
64. Penny Appeal
65. Pilotlight
66. Quintain
67. Samara & Co Ltd
68. Sequence Restaurant
69. Sewa Day
70. Shir Hey Ham
71. Shree Jalaram Mandir & Community Centre - Greenford
72. Shree Swaminarayan Temple Willesden
73. Simba Properties
74. St Laurence's Larder
75. St Raphael's Family Wellbeing Centre
76. St Raphael's Voice
77. Stanmore Jafferys
78. Stewart Investors
79. Tesco Brent Park
80. Uxbridge Masonic Lodge
81. Volunteering Matters
82. Waitrose Brent Cross
83. Wates Group
84. WF-AID
85. Who Is Hussain?
86. XPO Logistics
87. Zafferano Catering

MEET TEAM SUFRA

Board of Trustees (2020-2021)

- Susan Crane (Chair)
- Helena Krawitz (Deputy Chair)
- Abida Khan (Treasurer)
- Rose Heaney (Secretary)
- Aaseem Mulji
- Krysia Kozniewska
- Asad Abdulla

STAFF (2020-2021)

Director

- Rajesh Makwana BEM

Senior Management Team

- Farah Lungay - Deputy Director (Rest in Peace)
- Fahim Dahya – Facilities and Logistics Manager
- Nirmean Sawi – Operations Manager
- Laura York – Finance and Admin Manager

Services and Programmes Team

- Nina Parmar – Food Aid and Volunteer Coordinator
- Prince Teya – Community Chef
- Ali Yawar – Driver/Stock Coordinator
- Fabio Di Donato – Advice Services Manager
- Ros Baptiste – Advice Worker
- Zena Kazeme – Refugee Support Officer
- Jim Sheeran – Garden Learning and Outreach Coordinator
- Nicholas Smith – Community Food Grower

- Anaam Hussein – Officer Administrator
- Mohamed Osman – Facilities Assistant
- Rashdah Saghir – Communications Officer



Farah Lungay
(RIP) 1981-2021



FOOD BANK DEMOGRAPHIC ANALYSIS

UNDERSTANDING OUR FOOD AID GUESTS

- 74%** In financial crisis but receiving all eligible benefits
- 46%** Unemployed
- 32%** Unable to work due to ill health
- 27%** Experiencing mental health difficulties
- 26%** In debt (including those paying back a UC advance)
- 23%** Disabled
- 18%** Awaiting their first benefit payment
- 14%** Working low-income households
- 12%** Actively looking for work
- 8%** No recourse to public funds
- 6%** Had their benefits stopped
- 5%** Refugees or asylum seekers

**TOTAL RESPONDENTS:
1903 HOUSEHOLDS**

FOOD AID ETHNICITY BREAKDOWN

- White: **25%**
- Black Caribbean: **18%**
- Asian: **17%**
- Black African: **11%**
- Arab: **9%**
- Mixed **5%**
- Asian Other: **4%**
- Other: **6%**
- Unknown: **5%**

TOTAL B.A.M.E.: 64%

HOUSEHOLD SIZE FOR FOOD AID GUESTS:

- Single Person = **47%**
- 2 person household = **17%**
- 3 person household = **12%**
- 4 person household = **11%**
- 5+ person household = **13%**

**TOTAL RESPONDENTS:
1903 HOUSEHOLDS**

AGE OF THOSE IN HOUSEHOLDS RECEIVING FOOD AID

- Under 11: **24%**
- 12-18: **12%**
- 19-59: **46%**
- 60+: **12%**
- Not known: **6%**

FAITH OF THOSE IN NEED OF FOOD AID

- Christian **42%**
- Muslim **25%**
- No Religion **16%**
- Not Specified **8%**
- Hindu **7%**
- Buddhist **0.5%**
- Jewish **0.5%**
- Other **0.5%**
- Sikh **0.4%**





TO DONATE, PLEASE VISIT www.bit.ly/Help-Sufra



SUFRA NW LONDON

160 Pitfield Way
Stonebridge
London
NW10 0PW,
020 3441 1335

admin@sufra-nwlondon.org.uk

www.sufra-nwlondon.org.uk

 [instagram.com/sufranwlondon/](https://www.instagram.com/sufranwlondon/)

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