



www.sufra-nwlondon.org.uk
Registered Charity No. 1151911

Annual Report

2015-2016

In the last year, Sufra NW London provided emergency food aid for 3,716 people.

Give Together | Eat Together

What does “Sufra” mean?

The word “Sufra” originates from the Persian meaning “table-setting” or “that on which food is served”. It carries similar connotations in Arabic, Turkish and Urdu. Traditionally, the “Sufra” was made of a round cloth or woven palm-leaves, although more recently the term is used in cultural settings to describe long rolls of plastic or paper placed on the floor within a community building to serve large numbers of guests. The term strongly indicates hospitality and generosity towards guests through the service of food and refreshments.

Food Bank users are referred to us as “guests” – we consider each family that attends the food bank to be recipients of our hospitality.



Letter of Support

OFFICE OF THE LEADER OF BRENT COUNCIL

Brent Civic Centre
Engineers Way
Wembley
Middlesex
HA9 0JF
020 8937 2121
www.brent.gov.uk

On behalf of Brent Council, I would like to congratulate Sufra NW London for its valuable service in supporting families living in food poverty. I have been very impressed by the passion, commitment and determination of your staff and volunteers whose efforts are testimony to the charity's achievements over the past year.

Whilst I continue to be moved by the tragic stories of families struggling to afford the basic amenities of life, I am reassured that Sufra NW London provides an essential safety net for local people, ensuring that they can live with dignity and access services that allow them to reengage with mainstream opportunities.

Sufra NW London has demonstrated the power of partnerships in achieving veritable social outcomes. Working alongside statutory organisations, voluntary sector agencies, as well as faith and civic groups, you have made a lasting impact in aligning services, innovating new approaches and contributing to the council's strategy and policy in reducing poverty across the Brent.

I wish you all the best in your work, and look forward to visiting some of new services you are launching in the coming year.

Councillor Muhammed Butt
Leader of Brent Council

Legal Information

Sufra NW London is governed by a Constitution, which was adopted on 20 April 2013. The organisation was registered with the Charity Commission on 7 May 2013. The organisation's objects are charitable and are outlined in its governing document as follows:

“The relief of poverty and economic disadvantage among persons who are in a condition of need, hardship or distress in particular within the London boroughs of Brent, Harrow and Ealing and in such other parts of the United Kingdom, by providing such persons with goods and services which they could not otherwise afford through lack of means.”

The charity was founded by a partnership comprising Al-Mizan Charitable Trust, Beta Charitable Trust, BW Foundation and the Islamic Unity Society. The partnership invested over £100,000 in core funding over 3 years and nominated Trustees to the Board. In January 2016, the partnership appointed new Trustees to replace the partnership, which came to an end on 31 March 2016.

Board of Trustees

The Trustees are legally responsible for the organisation, and govern its strategic direction.

Diarmuid O'Hegarty	Chair (Appointed 31 January 2016)
Fatima Jichi	Secretary
Peter Firkin	Treasurer (Appointed 31 January 2016)
Jessica Banfield	Trustee (Appointed 31 January 2016)
Aaseem Mulji	Trustee
Philip Mundy	Trustee (Appointed 31 January 2016)
Usman Azam	Trustee (Appointed 31 January 2016)
Warsame Nur	Trustee (Resigned 31 March 2016)
Hana Fatima Valji	Trustee (Resigned 31 March 2016)
Mohamed Mishal Mohamed	Trustee (Resigned 31 March 2016)
Khadija Gulamhusein	Trustee (Resigned 31 January 2016)

Management Committee

Mohammed Sadiq Mamdani	Director
Aneesa Qadir	Office Administrator
Fahim Dahya	Facilities & Logistics Manager
Rashid Registe-Charles	Facilities & Logistics Assistant (Apprentice)

Report from the Chair



Why are Sufra NW London's services necessary? We can decry the fact that food poverty exists in our society or we can do something to help those suffering from food poverty.

I want to pay tribute to our Director, Mohammed Sadiq Mamdani, for the way that he has spent the last three years building Sufra NW London into an organisation to help those suffering from food poverty. I hope that in reading the rest of this Annual Report you appreciate the different ways that Sufra NW London provides services for those in need; and the wide range of support it receives in providing those services.

The Director's Report pays tribute to the important role of the founding partners in getting Sufra NW London off the ground. The commitment made by Al-Mizan Charitable Trust, Beta Charitable Trust, BW Foundation and the Islamic Unity Society to support Sufra NW London for its first three years was crucial. I hope that they are proud of the results of that commitment. I also hope that the founding partners are confident that they can let go. If the establishment model is to work, the founding partners must have confidence that, as in this case, the three-year commitment does what it was intended to do: create something new which becomes self-sustaining. Sufra NW London needs to demonstrate that it can continue to survive without the continuing safety net of founding partners. The challenge for the next few years is for us to demonstrate that continuing sustainability.

Sufra NW London is a ground-up community-based charity. It depends heavily on the local community and local businesses to provide financial and practical support. The number of volunteers is an indication of that community engagement. It represents both the volunteers' belief that Sufra NW London meets local needs and the volunteers' commitment to help meet that need.

That local commitment is also recognised by Brent Council. The Leader of the Council, Councillor Muhammed Butt, kindly acknowledges that in his letter of support printed above. The new Mayor of Brent, Councillor Parvez Ahmed, has also kindly nominated Sufra NW London as one of his three Mayoral charities.

I want to end by acknowledging the work of Sufra NW London's staff and volunteers whose names are listed elsewhere in this Annual Report. On behalf of the Board of Trustees I would like to thank the staff, the volunteers and all of our supporters and donors for all that they have done to support the important work of Sufra NW London.

Diarmuid O'Hegarty
Chair

Report from the Director

This year, Sufra NW London celebrated its third anniversary, which marked the end of the founding partnership that has so far invested over £100,000 of seed funding to develop the infrastructure of the charity. I am eternally grateful to the Al-Mizan Charitable Trust, Beta Charitable Trust, BW Foundation and the Islamic Unity Society who entrusted me with the privilege to implement their ambitious vision 3 years ago to challenge the causes and symptoms of food poverty in the local community.

As a local resident who grew up in Brent, this cause has always been personal. When I was offered the chance to lead the new charity, part of my motivation was the opportunity to serve those living in my own neighbourhood. This local dimension is Sufra NW London's strength. It brings together hundreds, if not thousands of people from all faiths, cultures and backgrounds to contribute to the common good of those who live on our doorstep.

Looking back over the last 3 years, Sufra NW London has redefined the traditional food bank model and integrated the provision of emergency food aid within a wider programme of community regeneration. Poverty and deprivation are complex phenomena; they go beyond the lack of subsistence to encompass health inequalities, a shortage of skills, overcrowded housing, poor wages and lack of networks, to name but a few. Whilst food banks meet an essential need, it would be a missed opportunity to restrict our service to a single outcome that does not offer food bank guests new pathways that challenge the causes of disadvantage and poverty. Whilst this can hardly be considered innovative, for most UK-based food banks this approach is surprisingly radical.

None of the statistics in this report can accurately portray the individual stories of crisis and suffering. Although I consider myself a charity-sector veteran, and relatively thick-skinned, there are still those moments when you are drawn to tears. After all, there is nothing easy about locking up the office late at night and forcing a homeless man with whom you have shared a meal back on to the street, when you can return to a warm home. The guilt, at times, can be excruciating, and yet so often our hands are tied.

Strategies, business models and service analyses are only useful when they are infused by the human and compassionate values that underpin our work. Like any growing organisation, Sufra NW London faces the challenge of balancing our need for efficiency and cost-cutting with the most dignified approach in transforming lives. I would like to think that we have achieved this and that the founding charities can be proud of their legacy in Brent and the surrounding areas.

I would like to express my gratitude to Fahim, Aneesa and Rashid for their incredible support and the many volunteers who are the blood and life of the charity.

Mohammed S Mamdani
Director

Services & Activities

Food Bank

The Food Bank continues to be the main gateway to our varied services, providing for the immediate needs of individuals and families living in absolute food poverty. Last year, the Food Bank supported 3,716 people with emergency aid.



Since November 2015, the provision of non-perishable foods, toiletries and clothing has been supplemented by fresh bread, fruit and vegetables approaching its expiry date. In the last 6 months, Marks & Spencers (Brent Cross) has provided 3 weekly deliveries, with an estimated value of over £800 on a monthly basis. These stocks are supplemented by small donations from Morrisons (Queensbury) and the Felix Project. Over the coming year, we plan to initiate a similar programme with Sainsburys (Alperton).

This year, we once again provided Christmas presents to children under 12 years, who are reliant on the food bank during the annual festive season. We are grateful to B Sky B Head Office (Ickenham) for overseeing the collection of gifts and children from Mitchell Brook Primary School for wrapping the presents and making Christmas cards.

The Food Bank is almost entirely stocked by in-kind donations of food. In the last year, we collected over 32 tonnes of non-perishable foods through a regular schedule of collections at supermarkets, businesses, schools and places of worship. We plan to extend our permanent collection points across the borough in the coming year, including the installation of a food collection at Brent Civic Centre.

As part of our commitment to strong accountability, the charity has reviewed its food bank eligibility criteria and put in place stronger controls to ensure that the service meets its intended aims. Most significantly, we have clarified that the food bank does not automatically support those in receipt of benefits, nor does it seek to subsidise low income. Rather, the food bank offers crisis intervention when benefits have been cut (which affects more than half of our guests) or when genuine emergencies arise such as family breakdown, unexpected living costs and/or sudden or redundancy.

Community Kitchen

Whilst the Food Bank provides parcels of food ingredients for individuals and families, the Community Kitchen launched in November 2015 to meet the specific needs of the street homeless and individuals and families in temporary accommodation with no cooking facilities. The new service was only made possible by the installation of an industrial catering kitchen, sponsored by John Sisk & Son.



The service operates on Friday evenings, providing a freshly cooked 3-course, vegetarian meal, served restaurant-style to the table, under the watchful gaze of our in-house chef, Prince Teya. Despite the slightly additional cost, it is imperative that we offer dignity to our guests and avoid the stereotypes of a traditional soup kitchen. Unlike the food bank, there is no referral or financial assessment required, and we welcome people of all backgrounds, including those who are socially isolated. In fact, the elderly, mentally unwell and the

disabled are a key target group for the service. We also encourage those not affected by food poverty or isolation to visit the Community Kitchen to sit amongst those who have fallen on hard times in order to offer emotional support and share experiences. The service attracts an average of 30 guests per week, although we expect this to rise in the coming year, as the service is promoted beyond our immediate networks.

The launch of the service was funded by Social Isolation in Brent Initiative (SIBI), with setup funding provided by Muslim Hands (towards the cost of a chef and project manager) and Muslim Aid (towards ingredients and volunteer training in food safety and hygiene). We are very grateful to the many individuals and organisations who sponsor individual sessions of the Community Kitchen, often in memory of loved ones.

Food Academy

Our flag-ship Food Academy welcomed a new chef this year, Ignacio Niemyer and reinvigorated the course with a plethora of new recipes. The programme continues to be attractive, and occasionally is over-subscribed. Due to the refurbishment of our building, we ran fewer courses this year, but a total of 60 young people attended the Food Academy with more than two-thirds achieving accreditation.

The final Food Academy session of the year was celebrated at Sudbury Fest 2016, supported by Sudbury Town Residents Association where the best “graduates” took part in a MasterChef competition, in front of an audience of nearly 100 people.

The competition was judged by the Leader of the Council, Muhammed Butt, and Sudbury Councillor, Mary Daly, who were duly impressed by the array of dishes and cuisines on the judging table. The competition provides a future model for promoting cooking amongst larger groups of young people and transforming eating habits amongst new generations, where childhood obesity is emerging as a major challenge of the future.

For the first time we ran an additional course for 8 vulnerable adults, for whom the course was specifically aimed at building confidence in accessing formal training, achieving accreditation and supporting access to employment. The pilot, known as Food Academy Plus, was a huge success with full retention and over 90% attendance. We are currently looking to extend this programme, combining cooking with basic skills training in numeracy, literacy,



ICT, as well as business and retail skills, directly related to the hospitality industry. Subject to match-funding, the London Designer Outlet, Brent's largest restaurant scene, has agreed to support the project.

Vegetable Box Scheme

The link between deprivation and health inequalities is well known, and a major contributory factor is poor diet and lack of physical exercise. The Vegetable Box Scheme was set up to make fresh fruit and vegetables affordable for low-income families. The project runs in partnership with 5 Children's Centres and the Unity Centre, which act as payment and collection points, offering up to 40 pieces of fresh produce for £5, where the normal retail value is in excess of £10.

Members of the public place orders at the beginning of the week at one of the payment and collection points and the funds collected are used to source produce at wholesalers. We are grateful to Pick & Save (Kenton) who have supported the logistics of the project at no cost and increased our buying power by combining our funds with their regular stock purchase. The service launched in September 2015, with over 40 orders in the first week of operation. Whilst the project will no longer be funded in the next financial year, we have committed to develop the programme on a smaller scale, offering a monthly service.

Welfare Surgeries

The pathway to the Food Bank is often the last resort for some of our guests, when all other avenues have been exhausted. They are desperate and despairing, having fallen through all the gaps in existing service provision, across both the statutory and voluntary sectors. Indeed, the significant pressures facing traditional advice services inevitably results in many of our guests struggling to find support, particularly where their needs are exceptionally challenging. Making external referrals can sometimes be chaotic and disruptive, and on some occasions the decimation of the voluntary sector after years of funding cuts leaves gaps, where sign-posting is simply not an option. As a typical example, Brent has no dedicated service for refugees and asylum seekers and no homeless shelter.

Our Welfare Surgeries are available to guests who already participate in one of our core services, and where referral or sign-posting may not be the best outcome. Staff and volunteers provide personally tailored advice and advocacy, avoiding restrictive time-slots and recognising that missed appointments are not unusual when someone's life is chaotic. The service is often basic: assisting a guest in completing a benefit application, proof-reading a CV or advising on budget management. The quasi-coaching and mentoring approach aims to create a long-term relationship, which may progress into a volunteering placement and paid employment. With more complex cases, particularly where homelessness is concerned, we are able to push through bottle-necks in the system, help with calling potential landlords or applying for funds from independent grant-funders on behalf of our clients.

Despite receiving no funding, the charity has assisted over 120 people in finding accommodation, accessing training and securing employment.

St. Raphael's Edible Garden



At the end of the last financial year, the charity secured a 5-year lease on a derelict site on St. Raphael's Estate to develop a landmark food growing project, with plans to reduce social exclusion, offer horticultural training and support the regeneration of the community. This year, the charity secured capital funds from the Asda Foundation and in-kind support from Careys and Seneca, major local firms based in the vicinity of St. Raphael's Edible Garden. At a ground-breaking ceremony in September 2015, attended by over 100 local people and the Mayor of Brent, Councillor Lesley Jones, a new landscape design was launched. With limited resources, the site has now been cleared of debris and industrial waste, a wildlife meadow and fruit trees have been planted, the first raised beds built and a garden office in a steel container installed. Over 500 speed volunteers have supported the project thus far. With limited resources, the construction has been a challenge, but we expect the new site to be fully developed by Autumn 2016. During the time, we have developed a horticultural curriculum and piloted a range of workshops for children, in preparation for the launch of an extensive programme of activities on the site.

Events & Activities

Although the charity has a borough-wide remit, Sufra NW London has formally dedicated specific resources to the regeneration of St. Raphael's Estate, which is the most disadvantaged neighbourhood in Brent, and where we are based.

Over the course of the year we have run seasonal events, training courses and workshops for local people, including 3 barbecues in May, July and September 2015, each of which were attended by over 200 people. This community engagement is the precursor to long-term intervention, which will follow the launch of St. Raphael's Edible Garden.

Advocacy, Influencing Policy & Research

We continue to support a wide range of national and international research projects in partnership with various universities on the impact of welfare reform. In the last year, these included research projects at the University of Bristol on the role of faith and civic organisations in confronting deprivation and Goldsmiths University on elucidating the particular characteristics of food poverty in the UK.

Staff and volunteers are regularly invited to give presentations and talks in the local community on issues related to food poverty and the challenges faced by voluntary sector organisations. This has been essential in building grassroots support for wider community participation in local regeneration, encouraging people to give and act locally.

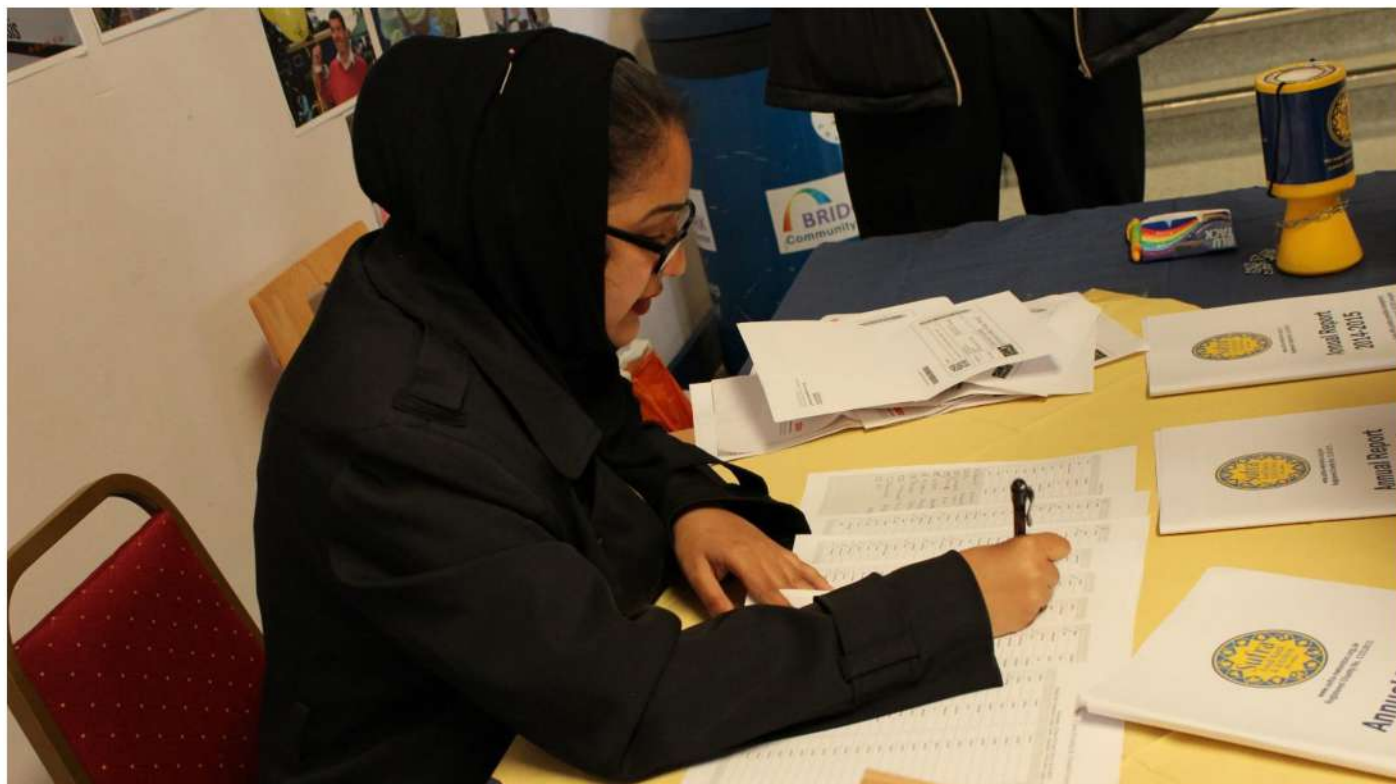


In order to reach more diverse audiences, we have introduced the work of the charity through less familiar avenues, including a series of lectures at Middlesex University on the business case for charity development and the role of statistics in undertaking needs assessments and evaluating the impact of services. We have also encouraged students to profile the work of charity through their academic courses: an A-level student used Sufra NW London as the base for his photography project on poverty and a BTEC student produced an animated film on volunteer recruiting and the challenges of running food collections at supermarkets, based on his own experience as a volunteer. The charity also encourages visits from schools to the food bank as a means of inspiring new generations to undertake community service.

Our most significant intervention in the last year has been our involvement in lobbying Brent Council to better prepare for the inevitable cut in LWA (Local Welfare Assistance) funding, which supports the most destitute with emergency supplies. In this regard, the charity has reduced the Council's LWA expenditure by over £100,000 in the last 3 years, by reducing payments for food and toiletries, despite receiving no core funding for its food bank operation. In March 2016, the charity wrote to Brent Council to express our concerns with the initial

proposals of council officers, which suggested that all cases of destitution would be referred to the food bank and any LWA surplus would be invested into the formation of a credit union. Whilst credit unions play an important role in offering small loans to vulnerable groups, we have emphasised that it would be of no service to the most destitute who do not have the means to save or repay loans. We expect that the public consultation on the future of LWA will present more detailed proposals that better reflect the intended aims of the fund.

Staffing & Volunteers



At the end of this year, we said farewell to Aneesa Qadir, our Office Assistant, who has been the backbone of the charity until now. She has demonstrated passion, commitment and incredible skill and challenged every stereotype of young people living on St. Raphael's Estate. Rashid Registe-Charles, our Facilities Assistant, will also leave us after an incredible year, where his humour has brought much laughter and happiness in the midst of the grim stories we hear on a daily basis.

They are replaced by Shenine Smith as Office Assistant, who is also a resident of St. Raphael's Estate and Karlem Dempster as Facilities Assistant. We also welcome Paul Manley as Capacity Building Officer, who will oversee a full audit of our services with the aim of achieving PQASSO Level 2 accreditation in the coming year (funded by the Lloyds Foundation).

In addition to our small team of five staff (which includes 2 apprentices and 1 part-time post), the charity is supported by 3 sessional workers and over 50 regular volunteers.

Food Bank Statistics – A Brief Analysis

We provide guests with enough food to feed their family 3 meals a day for up to 7 days. Each food parcel is proportionate to the size of the family, and is tailor-made to reflect the cultural and faith sensitivities of guests. A statistical breakdown of guests is included overleaf.

Key Facts (Financial Year 2015-2016):

- The food bank issued a total of 1,760 food parcels, supporting 3,716 people. This represents an increase of 23% in the number of food parcels delivered, compared to the previous year. However, the number of individual people supported fell by 4%. This indicates a significant increase in demand from single person or small households.
- Single person households supported by the food bank represented 53.4% of food bank users, which represents a 4.4% increase compared to last year. Single people or smaller households without dependents are most disadvantaged by the benefits system and are more likely to be homeless. With most single persons only eligible for Job Seekers Allowance or Employment Support Allowance for day to day costs, any disruption or sanction will leave the individual without any funds for essentials such as food, utilities and travel costs.
- 53.1% of guests were unique users, which equates to 2,459 people. This is a similar proportion to last year.
- More than half of guests only accessed the food bank once (59.6%) demonstrating that the service does not encourage dependency and merely provides a safety-net for people during periods of extreme crisis. Generally, fewer people accessed the food bank on multiple occasions, reducing to 6.5% for those who visited the food bank on four occasions. However, 9.1% of guests attended the food bank more than four times. These tend to reflect those people who have unresolved benefit claims or are not eligible for public funds, such as asylum seekers.
- Almost two-fifths (38.4%) of recipients in need of emergency food aid were children under the age of 18 years. This directly correlates to child poverty rates in the area.
- Nearly one-third of guests (32.5%) stated that the main reason for accessing the food bank was due to disruptions in the benefit payments, similar to last year (35.3%).
- Almost a quarter of guests (24.5%) resided in Stonebridge, which is the most deprived ward of the London Borough of Brent, and where the food bank is based. This represents an increase in 4% suggesting that the financial position of those already living in poverty is becoming more severe; the poor are being pushed further into destitution. This is supported by the fact that two-thirds of food bank guests (66.3%) live in one of the five most deprived wards of Brent, compared to half of recipients last year (51.1%).

Food Bank Statistics – Data

Number of Beneficiaries

	2015-2016	2014-2015
Total Number of Food Parcels	1,760	1,433
Total Number of Recipients	3,716	3,858

	2015-2016	2014-2015
Unique Number of Households Supported	934	798
Unique Number of People Supported	2,459	2,101

Number of Parcels Received Per Unique Household

	2015-2016		2014-2015	
1 Food Parcel	557	59.6%	532	66.7%
2 Food Parcels	149	16%	133	16.7%
3 Food Parcels	82	8.8%	55	6.9%
4 Food Parcels	61	6.5%	31	3.9%
4+ Food Parcels	85	9.1%	47	5.9%



Household Size

Number of Persons in Household	1	2	3	4	5	5+
Number of Parcels Issued	940	245	198	167	154	56
Percentage of Total Parcels Issued	53.4%	13.9%	11.3%	9.5%	8.8%	3.2%



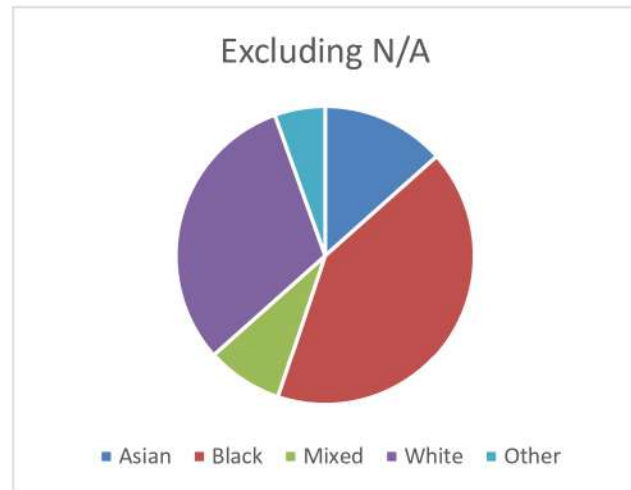
Age of Food Recipients

Age Group	Number of Recipients	Percentage of Total Recipients
Under 5 years	464	12.5%
6-11 years	494	13.3%
12-18 years	469	12.6%
19-25 years	294	7.9%
26-59 years	1,809	48.7%
60+ years	186	5%
Total	3,716	100%

Ethnicity

Racial profile of unique households

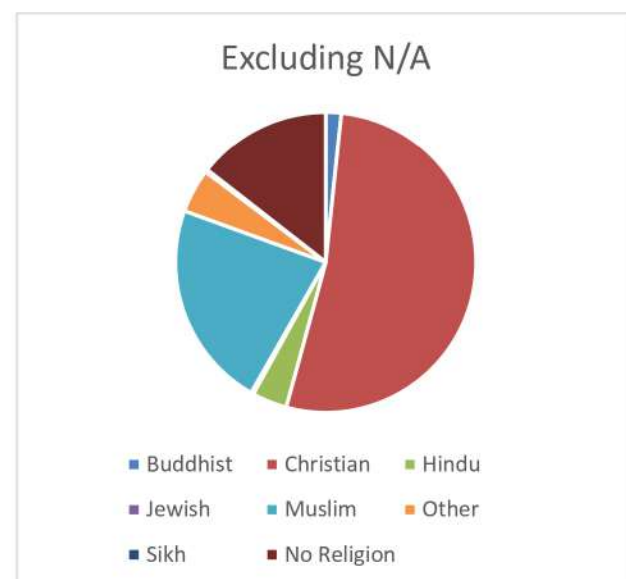
Ethnic Group	Number	Percentage
Asian	120	12.9%
Black	373	40%
Mixed	74	7.9%
White	278	29.8%
Other	49	5.3%
N/A	40	4.3%
Total	934	100%



Faith

Religious profile of unique households

Religion	Number	Percentage
Buddhist	12	1.3%
Christian	378	40.5%
Hindu	27	2.9%
Jewish	2	0.2%
Muslim	160	17.1%
Other	34	3.6%
Sikh	2	0.2%
No Religion	104	11.1%
N/A	215	23%
Total	934	100%

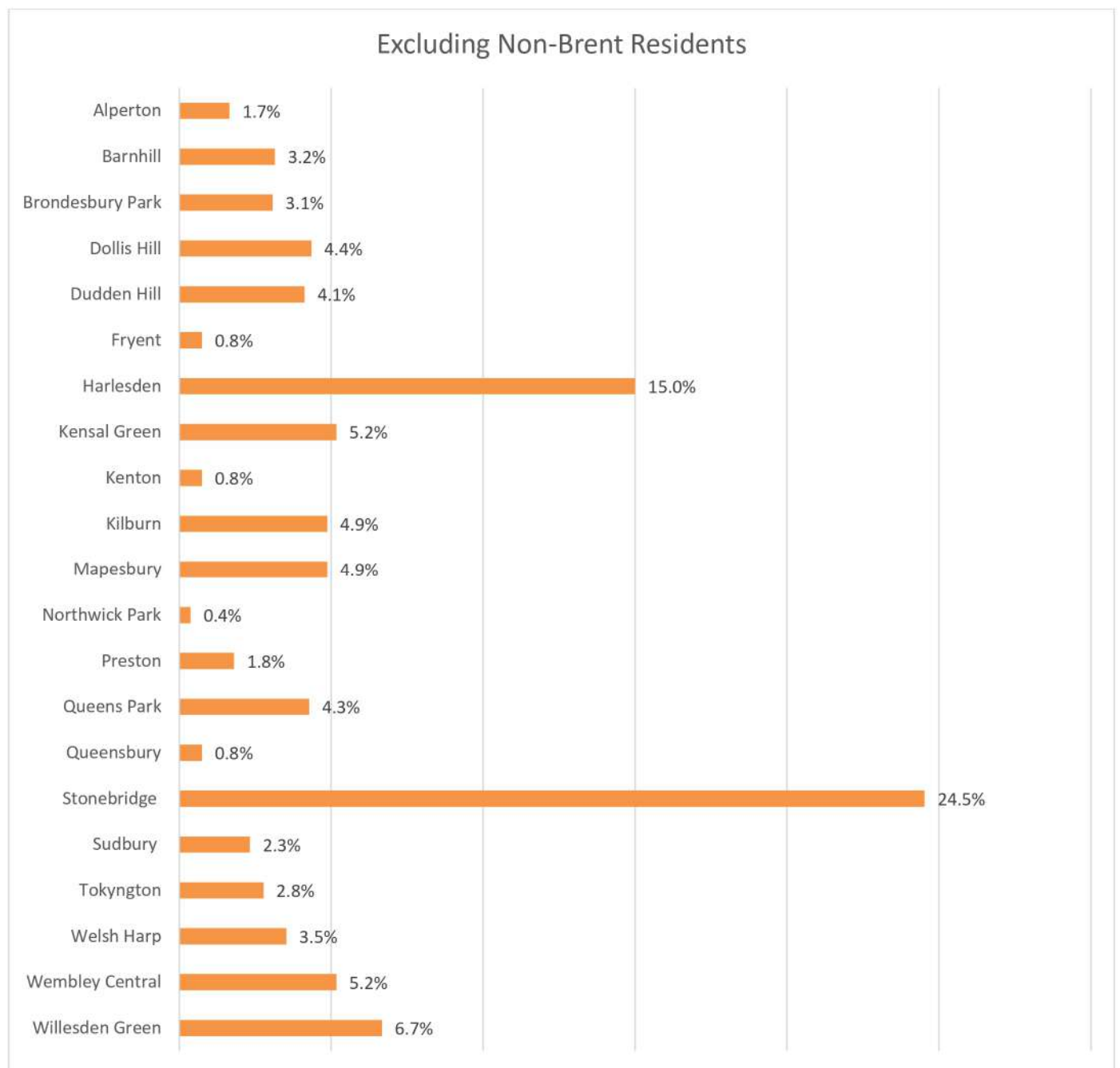


Location

Borough of Unique Households

	Number of Residents	Percentage of Residents	(excluding N/A)
Brent	708	75.9%	93.5%
Outside of Brent	49	5.2%	6.5%
N/A	177	18.9%	-
Total	934	100%	100%

Brent Wards



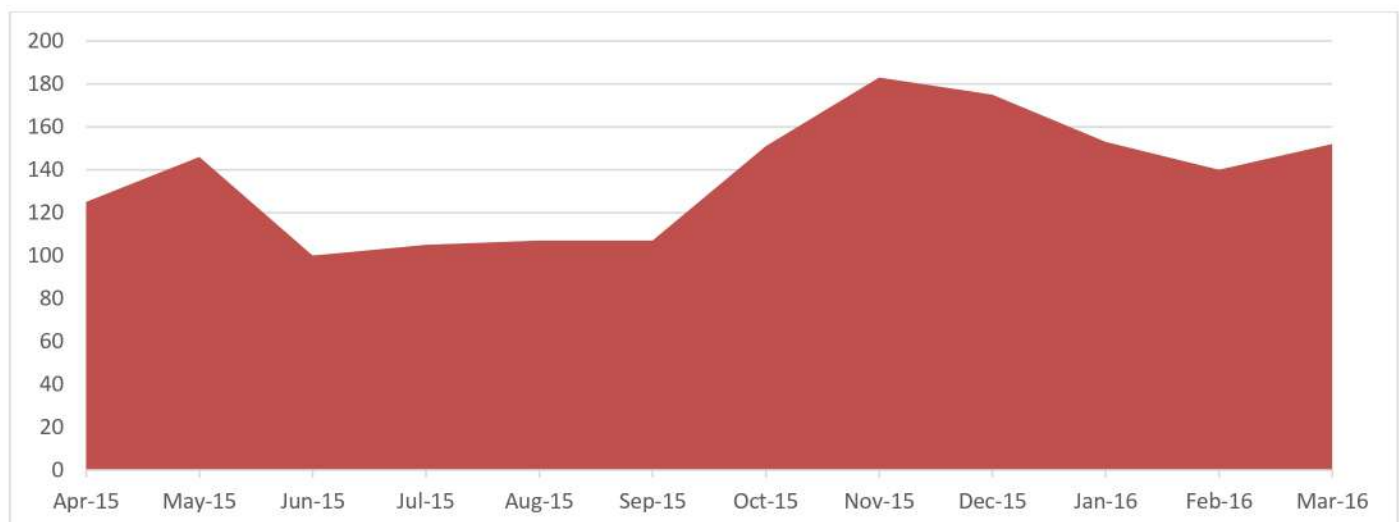
Reasons for Attending the Food Bank & Priority Groups

*We collect data on the number of households who identify with the following statements. This is an **OPTIONAL** question, and these figures should be considered as the minimum number who fall into each category.*

Priority Group	Number	Percentage
Individuals awaiting payment of statutory benefits	304	32.5%
Individuals who benefits have been disrupted (including those sanctioned)	243	26.1%
Asylum Seekers	39	4.2%
Individuals with a history of drug/alcohol abuse	64	6.8%
Individuals/Family Members with disability or long-term illness	63	6.8%
Single parents with children under 5 years	53	5.7%
Ex-Offenders	20	2.2%
Low-income, working families	97	10.4%
Victims of domestic violence, abuse and/or crime	21	2.2%
Older People (aged 60+ years)	29	3.1%

Households may fall into more than one priority group.

Busiest Times of Year



The King is Homeless

In August 2015, we launched the following online appeal:



Dear Friend

Two weeks ago, Steve came to the food bank, drenched. He'd been released from a mental health ward the week before after attempting suicide. After his discharge, he was left to fend for himself, and has been living under a bridge in Staples Corner since. No food, no money and only the clothes he's wearing.

When we gave him a tin of soup, he pulled back the ring seal, and drank it cold. **"I feel like a king,"** he said.

When I heard his story, I was genuinely annoyed. Moved of course, but more annoyed. This shouldn't be happening. I called up a friend, who gave me £200 to put him up for 5 nights at a bed and breakfast. Over the last few days, we've arranged for his condition to be reassessed and we're working with the council's housing department to secure a tenancy. He has also now applied for ESA, which is supposed to come through in a couple of weeks.

Steve is no free-loader. Before his breakdown 3 months ago, he was the manager of a major construction retailer, supervising over 40 members of staff. But in weeks, his life collapsed around him. He finds solace visiting his mum's grave in Harlesden every afternoon. Our Christian friends at St. Laurence's Larder provide him with a hot-meal twice a week, and give him some comfort.

We expect to confirm a tenancy for him next Friday. But from tomorrow night, the King will be homeless. Steve will be back at Staples Corner, sleeping under the bushes. It's not right, and I'm not going to wait for another charity, another agency and another organisation to find him accommodation.

So here's the deal. We need to raise £300 before tomorrow night to extend his stay at the bed and breakfast. He also needs money for at least one hot meal a day, some money for travel, change of clothes and credit for his phone so he can stay in touch with us. So in the next 24 hours I'm appealing for £1,000 to help transform his life, sort out his tenancy, provide all he needs to set up home including second-hand appliances and homewares.

Mohammed S Mamdani
Director

In just 8 hours, we raised over £1,400 from our mailing list!

Some Case Studies

Anthony, 42 years

Although I grew up in London, I lived in Portugal for 18 years, with my wife and two sons. I used to run a successful construction business but the stress of the job led me to neglect my family. I started to drink a lot and when I found out that my wife was having an affair, I became violent towards her, for which I was convicted of domestic violence and imprisoned for 6 months. I lost everything during that time – my wife divorced me and refused to let me see my children, I lost my business and I had nothing to my name. After being released from prison I decided to move back to London, so that I could turn to family for support. But they didn't want to have anything to do with me. I found myself drinking again, and surviving on JSA was hard. I went to Sufra NW London to ask for some food, and was really happy to see people who cared for me, despite all the bad things I have done in life. Apart from food, they supported me with employment and helped me get a grant for construction tools so that I can start work on a self-employed basis. After a few months, they introduced me to a local company, where I am now employed. I can now make a new start in life.

Samantha, 35 years (with Ben and Katie)

My children and I come to the Community Kitchen every week. It is not about the food, but about the company. Three years ago, we suffered a major tragedy when my husband passed away due to a sudden illness, leaving me on my own with 2 young children, Ben (4 years) and Katie (2 years). Ben was there when his father had a heart attack and he still struggles to understand why he went to the hospital and never came back. We were a wealthy family before my husband died, with lots of friends around us. Suddenly, when misfortune came to us, we lost everything. All the friends around us slowly disappeared too. I suffer from depression and anxiety; the children are a real handful, and I'm struggling to cope. For the last 6 months we've been surviving on child tax credits, as my benefits were cut. We also found out that our landlord had not been paid housing benefit for the last few months and I'm now being threatened with eviction. Sufra NW London is like a second home, where I know the children will be welcomed and I can find a few moments of peace. The charity recently got me a grant so that I could take the children on holiday to coincide with the anniversary of my late husband's death. It was an emotional time, and I just needed a break from it all. Sufra NW London are helping with all the benefit claims and the housing issues. I hope that one day I can repay them for all they have done for us.

Anand, 33 years

I have been working for an agency on a zero hour contract as a kitchen porter. Sometimes I get work, and at other times I am sitting around doing nothing. I find myself coming to the food bank, because I just don't have enough money left after I pay my rent. I also have debts piling up, and the only way I can deal with it is by pretending they will just go away. This year, Sufra NW London opened up the Food Academy programme to adults, and I was the first to sign up! I've learned a lot about cooking and catering and I also have a Food Safety & Hygiene certificate now, which I hope will get me a better, permanent job. It's my first ever qualification, so I'm very proud.



Jewish volunteers prepare 100 hot meals for distribution at the Food Bank on Wednesdays and Sundays.



Exhausted: Adam takes a break after collecting food donations for 6 hours.



Young lovers, Ahmed and Sama, go on a shopping spree during Ramadan to stock up the Food Bank.



Children from St. Raphael's Estate celebrate donation of £9,736 from the Asda Foundation to build Edible Garden.



Mayor of Brent opens newly refurbished premises of Sufra NW London, sponsored by John Sisk & Son Ltd.



A little burnt, but a good effort! Zak shows off his own recipe for chicken pie at the last session of the Food Academy.



Latif donates a new fish tank for Sufra NW London to celebrate the refurbishment of the building.



Under pressure: In-house chef, Prince, churns out a 3-course meal for 50 covers in just 2 hours at the Community Kitchen.



What's in your Christmas present?



Volunteers from Marks & Spencers build raised beds for growing vegetables on St. Raphael's Edible Garden.



African drumming workshop at our Annual Summer BBQ on St. Raphael's Estate.

Meet Some of Our Volunteers



Abayomi (15 years) & Mahmoud (16 years)

“We found out about Sufra when our school organised work experience for us at the charity. We really enjoyed it and now come after school to help out with odd jobs and admin tasks. Sometimes we just chill and do our homework, and they’re cool with that. We’re also in charge of feeding the fish and cleaning out the tank every few weeks.”

Maire Grogan, 28 years

“I volunteered for Sufra for a few days during the summer and really enjoyed the experience, so I decided to take on a permanent role in the food bank. Helping people in dire situations makes me feel like I am giving back to the community and making a real difference.”







**Alam (34 years) & Haseena (32 years)
with Zainab (9 years), Mohummed (8 years), Aasiyah (5 years) and Yunus (4 years)**

“It is important for us to volunteer as a family, so that our children can understand what it means to serve our community. We volunteer on Friday evenings – and really enjoy preparing exciting new dishes with the chef as well as meeting and offering friendly support to those who have fallen on hard times. Our children help out until the beginning of service and then play with the children who come to eat with their families.”

Core Funders

We are grateful to the following organisations, which provided seed funding of over £100,000 over the last 3 years to support the development of Sufra NW London.

	<p>Al-Mizan Charitable Trust</p> <p>Al-Mizan Charitable Trust (AMCT) is a grant-funder that supports vulnerable families living in poverty across the UK. We provide small grants and interest-free loans of up to £500 that help disadvantaged families in severe financial difficulty purchase essential household items such as beds and cookers, access vocational training and meet day-to-day living costs. For more information, visit www.almizantrust.org.uk.</p>
 <p>Beta Charitable Trust</p>	<p>Beta Charitable Trust</p> <p>Beta Charitable Trust (BCT) works in some of the most destitute and deprived areas of the world to provide basic human rights to the poorest of individuals on the premise that clean water, sanitation, food, medical care and education are the fundamental rights of every human being. For more information, visit www.betacharitabletrust.org.</p>
	<p>BW Foundation - The Salaam Centre</p> <p>The BW Foundation is a community centre located in North Harrow that holds weekly activities and events to encourage spiritual, intellectual and physical development of community members, in partnership with local faith communities. The charity is currently building a flag-ship centre called the Salaam Centre. For more information visit www.thesalaamcentre.com.</p>
	<p>Islamic Unity Society</p> <p>The Islamic Unity Society (IUS) is an independent charity run by young volunteers nationwide that works to promote social and cultural cohesion within a multi-cultural Britain through a year-round programme of events in London and Manchester. For more information, visit www.ius.org.uk.</p>

Acknowledgements

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Corporate Sponsors & Supporters:

Johns Sisk & Son Ltd, Wates Living Space, PPL, Walkers Distributions, Daniels Estate Agents, Cygnet Properties, Oakray, Segro, MyLotto24, Asda (Park Royal), Tesco Bags for Life, Marks & Spencers (Brent Cross), Halifax (Edgware), Careys, Seneca, Capital Property & Construction Consultants Limited & Glovers Solicitors LLP

Regular Volunteers: (3 hours/fortnight)

Norhayati Samad, Donna Turner, Abdulkarim Sama, David Stewart, Nuzhat Ilyas, Paolo Berbotto, Hinal Solanki, Shabnum Nasser, Rikesh Patel, Saadia Khan, Anna Rozanska, Sonya Nasir, Akiva Harris, Maire Grogan, Ahmer Feroze, Ibrar Shah, Charlotte Shah, Peter Walter, Marvin Barbe, Tobi Moronfolu, Zakaria Berjaoui, Glenn Moncrief, Haseena Ismail, Azhar Ahmed, Olufunk Moronfolu, Vivetha Thayaparan, Ruella Rodrigues, Iwona Przewlocka, Mathury Vigneswaran, Maliha Sumar, Imran Asaria, Sabia Asaria, Farnaza Phiroze, Aspi Phiroze, Amy Phiroze, Alam Uddin, Sadia Rahman, Owais Saad, Aamir Saad, Imran Saad, Siham Berjaoui, Saad Berjaoui, Linda Nicholas, Tanzeel Kiyani, Amardeep Sahota, Sofia Khan, Sameer Ali Hasham, Arsalan Malik, Adam Kassam, Ali Ansare, Sara Dehvari, Balach Dehvari, Nayem Hussain, Abayomi Moronfolu, Mahmoud Dahir, Rui Martins, Popsy Kundi, Francis Henry, Christina Byrne, Aubrey Treloar, Renu Kaul, Roger Hanlon, Rosamund Baptiste, Brent Linton, Tony Wallbanks, Asif Hussain, Fahim Hussain, Amirah Al-Rashid, Shannon Lee, Aya Pour-Hakimi, Amber Fernandes & Gaelen Fernandes

...plus hundreds of speed volunteers supporting all our operations!

Make a Pledge Today!

Sufra NW London relies on YOU to help combat poverty and disadvantage in the community.

These are some of the ways in which you can help:

- ✓ Organise a food collection in your neighbourhood, local school/company or place of worship;
- ✓ Buy a Sufra NW London t-shirt for just £10 and raise awareness of the charity;
- ✓ Take the #FoodParcelChallenge and live on a typical food bank parcel for 5 days and experience what it's like to live in food poverty;
- ✓ Join the British 10K Road Race and collect sponsorship for the charity;
- ✓ Volunteer on St. Raphael's Edible Garden and take part in food growing activities;
- ✓ Become a friend of Sufra NW London by donating just £5 by monthly standing order to help keep the food bank operation running throughout the year;
- ✓ Distribute food bank flyers in your neighbourhood;
- ✓ Register to help out at one of our monthly supermarket collections;
- ✓ Sponsor a Community Kitchen session for £200 in memory of a loved one;
- ✓ Take a Sufra NW London donation box home and fill it up with all your copper change;
- ✓ Introduce us to your local business contacts who can offer us in-kind services to help reduce our core costs; and
- ✓ Sign up to our e-newsletter and keep up to date with all our activities and events.



...and if you have any ideas of your own, don't hesitate to get in touch!



We are grateful to Daniels Estate Agents for sponsoring the printing of Sufra NW London's Annual Report.

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