



SUFRA NW LONDON - ANNUAL REVIEW APRIL 2021 - MARCH 2022

SUFRA: A DEFINITION

(Pronounced 'Sof-rah')

An Arabic word for a tablecloth that is laid on the ground when serving a meal. 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'.

About Sufra NW London

Sufra NW London (Sufra) is a food and support hub that provides a lifeline to people in crisis – 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, teach them new skills to improve their wellbeing, and help them to find work and become financially stable.

Our core work focuses on providing emergency food aid through the Food Bank and Community Kitchen, yet these are gateway services that enable our guests to access a wider programme of support at Sufra that address the causes of poverty. The holistic support that we offer ranges from horticultural therapy in our Community Garden, to English classes and coffee mornings for recently arrived asylum seekers.

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 has Trusted Charity accreditation at Level 2 as well as the Advice Quality Standard (AQS). We are an active member of the Independent Food Aid Network, which advocates for an end to food banks on behalf of over 2,000 food aid providers across the UK. Sufra is also a member of the Feeding Britain network and the Brent Food Aid Network.

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

CONTENTS

A Message from
The Chair of Trustees

4

Executive Director's
Statement

5

Our Vision, Mission
& Principles

6

More Than a Food Bank

8

Our Strategic Priorities

10

Food Aid: Upholding the
Human Right to Food

12

Welfare Advice &
OpenARMs

14

St Raphael's
Edible Garden

16

Get Involved

18

Volunteering

19

Events at Sufra:
Christmas 2021

20

Meet Team Sufra

21

Finances

22

Thank You!

24

Food Bank
Demographic Analysis

26

Theory of Change

27

A MESSAGE FROM THE CHAIR OF TRUSTEES

Sufra continues to mature as an organisation as it nears its 10th Anniversary. There have been many external challenges to Sufra's operations since inception, not least of which was transforming the service provision in response to lockdowns and safety protocols during the Covid-19 pandemic. Sufra has consistently demonstrated resilience and adaptability in the face of such challenges, largely due to its talented and dedicated team of staff and volunteers. It is among the most respected and trusted charities in Brent. It is a credit to everyone involved that Sufra has always stayed true to its original mission of tackling extreme poverty in the most humane way possible.

Due to the trust and relationships Sufra has developed across Brent, the charity has established partnerships with other voluntary sector organisations to assist in the distribution of food parcels and other forms of emergency food aid. During the financial year 2021-22, Sufra successfully managed to restart its services after pausing some of them during the pandemic. This included expanding the use of the Community Garden, resuming face-to-face Advice Services, and hosting weekly Community Kitchens.

Sufra takes a holistic approach to helping our guests. We do this by offering a wide range of services that address both the causes and consequences of poverty. We maintain our focus on building community by working closely with local residents and providing a wide array of volunteering and civic engagement opportunities.



During this past year, Sufra has once again received AQS Accreditation, won a second Royal Horticultural Society (RHS) award for St. Raphael's Edible Garden, and achieved Level 2 Trusted Charity accreditation. Our Director, Rajesh Makwana, was awarded the British Empire Medal in the Queen's Honours list in January 2022. He is also on the Board of the Independent Food Aid Network and CVS Brent.

Sufra's pivotal role as a food aid provider in Brent was highlighted during the pandemic. Brent Council appointed us as the Thematic Lead for Food Aid in the borough. This involved Sufra overseeing the Brent Food Aid Network—a group of over 20 food aid organisations that meet regularly to coordinate food aid operations and feedback to the Council. Sufra also played a key role in the Brent Right to Food campaign, which successfully resulted in Brent Council declaring itself a Right to

Food borough. Sufra is actively shaping the conversation around food poverty in Brent and neighbouring boroughs.

Sufra's governance was further strengthened this year with the addition of four outstanding Trustees — each contributing specialist skills and experience to the Board. We welcome each new Trustee to our team and look forward to the ongoing growth and development of the charity in the years ahead. During the year Abida Khan, who served as Treasurer for 2 years, stepped down, and also Rosemary Heaney, who served as Secretary for 5 1/2 years, resigned. I would like to thank them both sincerely for their service to the charity.

I would also like to thank all the employees and volunteers for their sterling work during these challenging times. Final thanks go to our generous donors for their continued support to enable Sufra to continue providing vital services for residents across Brent.

Susan Crane,
Chairperson, Board of Trustees

EXECUTIVE DIRECTOR'S STATEMENT

For how long can we sustain our response to one crisis after another? Almost everyone working in the voluntary sector – and especially those working in food banks – is asking the same question. We may be over the pandemic, but that was just the latest in a series of shocks that have pushed millions of people across the UK into poverty and desperation. These economic shocks can be traced back to the financial crisis in 2008 and the austerity measures that followed; they culminate today with the impact that Brexit and the war in Ukraine is having on food and fuel prices.

The impact on Brent, London's most ethnically diverse borough, has been particularly severe. Stonebridge, where Sufra is based, has some of the UK's highest levels of child poverty (up to 47%)¹ and some of London's lowest wages². Indicators for health and educational attainment are also poor, and we are once again seeing an influx of refugees and asylum seekers, many from Afghanistan, in desperate need of additional support.

Given this context, it is no wonder that demand for Sufra's Food Aid and Advice Services continue to soar, as it has done every year since our inception. Demand is now similar to pandemic levels, and the impact of the cost-of-living crisis will mean that even the average family will struggle to make ends meet in the year ahead.

The pandemic left a permanent mark on Sufra and our guests: an expanded network of Food Banks and Community Kitchens;



a larger team of dedicated volunteers; new digital infrastructure; the leadership role we now play in Brent in relation to food aid; and the renewed focus on campaigning for policy change are just some of the positives. But we are also faced with a more challenging funding environment, unsustainable levels of demand and a lack of physical space in which to operate. Our team of staff and volunteers are stretched thin on the ground and under immense pressures to support some of the most vulnerable people in London.

Despite these challenges, we achieved a huge amount this year – not least of which is supporting a total of 19,200 Food Bank recipients, which is nearly double our pre-pandemic figure of 10,582 in 2019-20.

Next year will be extremely busy, like every year, but it will also be full of promise and potential for the charity. We will be working with all our stakeholders to establish a

new long-term strategy that builds on our campaigning work and our volunteering programme. Brent Council declaring itself a Right to Food borough sets the scene for a more holistic, dignified and progressive approach to supporting residents in need.

Sufra is already working on innovative models of support that can help alleviate hunger and poverty – including a new Community Shop and other 'cash-first' approaches. And with the help of our phenomenal volunteers, donors and supporters, we will continue to fight to end the need for food banks. We want a fairer, more equal society where everyone can eat well and be part of a joyful and supportive community.

Rajesh Makwana BEM,
Executive Director

1. Trust For London, Low pay in London boroughs report 2022

2. End Child Poverty statistics 2022

OUR VISION, MISSION & PRINCIPLES



**Emergency
Food Aid
for Families
in Crisis.**

Together • Eat Together

sufra-nwlondon.org.uk

020 3441 1335



@SufraNWLondon

OUR VISION:

**A COMMUNITY
UNITED TO ADDRESS
THE CAUSES AND
CONSEQUENCES OF
POVERTY.**

OUR MISSION:

**WE PROVIDE FOOD AID,
WELFARE ADVICE AND
TRAINING TO PEOPLE
IN CRISIS, WHILST
WORKING WITH THE
WIDER COMMUNITY TO
CAMPAIGN FOR AN END
TO POVERTY.**

OUR VISION, MISSION & PRINCIPLES

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 so 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 innovating and experimenting with new approaches to meeting our core objectives.

2. We are embedded in the local community:

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

As we evolve, 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 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 all our stakeholders: from our supporters and volunteers; to voluntary sector organisations; businesses; and other food banks in northwest 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 do not want 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 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 network of food banks and community kitchens, 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. 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. These include a lack of educational attainment and life skills, poor mental and physical health, low-paid work and unemployment, social inequalities, and 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.

Case study:

From Slavery in Libya to Insecurity in London

Mohamed's journey to Sufra was long and arduous. He knocked on our door shivering, wet and ill. He was carrying all his possessions in one hand: a duffle bag with a blanket, a toothbrush and a prayer mat.

He left Sudan for Libya at 16 in hopes of escaping the violence in Darfur. After fleeing Libya, where he was held captive and sold into slavery, and surviving a treacherous journey to Europe by sea, he reached the UK. No stranger to homelessness, Mohamed was sleeping in the local skate park near Sufra, starving, traumatised and distrustful of authority.



MORE THAN A FOOD BANK

We booked him a room in a local hostel for 2 weeks using our Emergency Aid Fund to keep him warm and safe while we found a permanent solution. We gave him hot food while trying to secure a roof over his head, but with the council homelessness list at capacity and all homeless charities stretched to their limit, we had no joy.

Mohamed was unwell and complaining of chest pain. We registered him with a local GP, and advocated on his behalf during every appointment until he was able to engage with his doctor independently.

We also applied for the Brent Residents Support Fund and made a special request for the payment to be expedited and managed to secure £1,000 grant for Mohamed. He used this to purchase necessities like a coat, shoes and a bag. We began to slowly win Mohamed's trust and he even started to attend some of our ESOL classes and coffee mornings.

The future is not clear for Mohamed, with limited options for housing and lack of access to mental health services which he desperately needs but Sufra has become a safe space for him where he knows he will always be welcomed and supported.

Case study:



Photo credit: Maariya Lohiya

Hope in the Face of Grief

Rathika was referred to us as an urgent case. She arrived at our drop-in carrying her baby girl in her arms. She had just started her life in the UK after joining her husband, both were from Sri Lanka. One day in February, her husband did not return from work. Tragically, he had a heart attack and died on his way home. Rathika suddenly found herself having to navigate an unfamiliar world in the UK as a single mother unable to speak English, with no income, and without her husband's support.

When Rathika missed the rent, her landlady told her she has one month to leave. Rathika's husband hadn't signed a tenancy agreement – he only had a verbal agreement with the landlady. After losing her husband, she now faced losing her home too.

We made an urgent referral to social services and began applying for a 'change of circumstances' to allow her to access benefits. In the meantime, we referred her to a baby bank, applied for bereavement

support, referred her to Talking Therapies and provided her with vouchers to help her purchase necessities for her daughter.

Rathika's new social worker contacted us to say that Rathika is now able to access benefits and can cover her rent. We are continuing to work with her to apply for the benefits she is entitled to and put a formal tenancy agreement in place to ensure her rights are protected.

OUR STRATEGIC PRIORITIES

Sufra's current three-year strategy (2020-2023), which was agreed after consultation with staff, trustees, volunteers, guests and other stakeholders, sets out a vision for a community organisation that moves beyond charitable food aid, to address both the immediate causes of food poverty as well as its structural determinants.

The strategy presents 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



This reporting period pertains to the second year of the three-year strategy (2021-22), with its strategic theme of 'Consolidation for Growth and Development'.

The year saw the phased ending of lockdown measures in the UK and the expansion of the vaccination programme. Sufra tentatively returned to business-as-usual after a year of scaling up in response to the pandemic. In line with this year's strategic theme, our focus was on resuming face-to-face services, consolidating the growth we experienced in both staffing and income, and rationalising our expenditure to ensure that we remained lean and efficient in our operations.

The Lasting Impact of the Pandemic

Many elements of our work have been permanently changed by the pandemic. For example, Sufra now operates a network of three food bank hubs to manage demand; a decreasing proportion of food aid is being home-delivered to guests; and a growing proportion of food aid is being collected in person.

Over the year, we distributed food aid to almost twice as many food bank recipients compared to before the pandemic.



OUR STRATEGIC PRIORITIES

The easing of restrictions meant we were able to re-open our community kitchen, which was a priority after the experience of social isolation that many of our guests experienced during the pandemic. Given our space constraints, we opted to establish two community kitchens with partner voluntary sector organisations that were able to provide space for us to operate the service. We were also able to resume face-to-face advice services, which allowed us to double the amount of additional income gained for our food bank guests.

The charity also made a permanent shift to fully digital systems for managing administration, staff communication and collaboration, HR services, food aid referrals, data monitoring, and telephone support – among other things.

Leadership and Governance

Partnerships remain central to our work. Sufra continues in its capacity as the Thematic Lead for Food Aid for Brent Council and we continue to chair the Brent Food Aid Network. We also work closely with the Independent Food Aid Network as well as the Brent Right to Food Campaign (which successfully resulted in Brent Council declaring itself a Right to Food Borough in July 2022).

The charity also expanded its Board of Trustees to include a new Treasurer, a Trustee with campaigning experience at Joseph Rowntree Foundation, and a Trustee with legal expertise. In January 2022, our Executive

Director was awarded the British Empire Medal by HM the Queen for services to the community in Brent. Our Senior Leadership Team includes the Programme and Services Manager, the Finance and Operations Manager, and the Facilities and Logistics Manager. As we end the year, we brace ourselves for further increases in demand because of the cost-of-living crisis. This is already placing additional pressure on our emergency aid services, and these pressures are expected to increase considerably in the months ahead – especially during winter when energy cost will be prohibitive for many of our guests. Fortunately, we end the year in a strong position – both financially and operationally – to further expand and adapt our services in response to growing levels of need, whilst pursuing our strategic objectives for the next financial year.

Our Future Plans: Engaging the Community and Advocating for Change

After the previous year of significant income growth and operational expansion in response to the pandemic, the charity successfully consolidated and rationalised its operations over the course of the year. Overall, we performed well against our Year 2 Strategic Objectives.

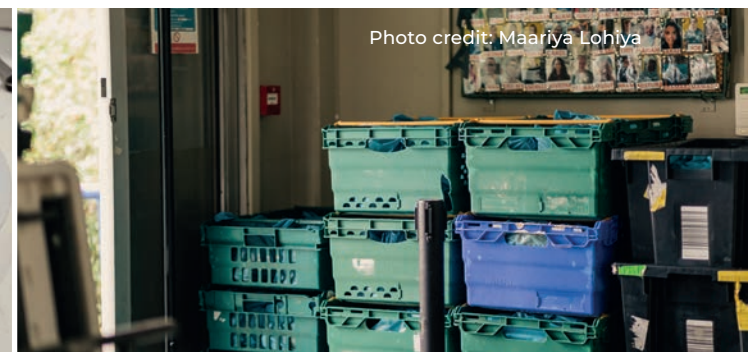
The overall aim of our strategy is to ensure that all guests can access a wider range of wrap-around support, achieve greater financial security, and contribute to our community engagement and advocacy initiatives.

As we enter the final year, we are very much on track to achieve these outcomes.

Next year's strategic theme is Engaging the Community and Advocating for Change. We aim to scale up our civic engagement programme to leverage the widespread support we have from stakeholders and engage them more effectively in all aspects of our work. Another key aim for the year ahead is to raise awareness about the structural inequalities and injustices that our guests face. Through our community engagement and advocacy programmes, we will empower our guests to communicate their experiences and encourage other stakeholders to support campaigning initiatives in Brent, and across the UK.



FOOD AID: UPHOLDING THE HUMAN RIGHT TO FOOD



Food is the glue that binds together families, friends and communities. It is at the heart of all of our cultures across the world – it is through food that we nourish our children and teach them how to care for those we love. Growing, cooking and sharing food is one of the most joyful and supportive things we can do with one another. Whilst distributing charitable food aid is the least effective way to help people in financial crisis, it is the method par excellence of bringing people together and building resilient communities. We believe that no one should have to struggle to bring food to the table and feed their families.

There is something fundamentally human about giving someone food when they are in crisis. People and businesses are often keen to donate to food aid organisations and to volunteer to undertake their work. While it is not the responsibility of communities and charities to ensure the Right to Food is realised across society, community-led food banks, kitchens, cafés, supermarkets and food-growing initiatives have the power to bring people together to find ways of achieving policy changes needed to make this – a reality for everyone.

Inequality and Injustice

The need for food aid – especially at current levels of demand – reflects a gross injustice at the heart of society. The pandemic further entrenched charitable food aid as an unofficial part of the welfare system, and the cost-of-living crisis will further exacerbate this structural injustice. 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 right to access affordable, nutritious food is respected and upheld.

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, and as the cost-of-living crisis starts to bite, we once again find ourselves struggling to cope with very high levels of demand.

This year, we operated a network of **three Food Bank hubs** and **two Community Kitchens**. Though these hubs we were able to provide a staggering amount of emergency food aid and hot meals to people in need. Our Community Kitchens and Fresh Meals delivery service allow us to cater to the needs of people experiencing mental and physical health needs or who don't have the facilities to cook. Our success in supporting so many people through the 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.

FOOD AID: UPHOLDING THE HUMAN RIGHT TO FOOD



Case study:

“I’m ready to give up!”

As Fahim was loading the Sufra van outside of our local Asda, he was approached by an elderly man asking for support. He was a pensioner that was too scared to turn on the lights and the heating and sat in the cold using a torch to see - that was his life every day. He was in despair. He’d tried every option to seek help and was sent from one place to another – but no one actually provided any real support. “I’m done, I’m too old, I’m ready to give up now,” is all he could say.

Our Advice Team set him up with an appointment and organised a food parcel. They topped up his energy meter and signed him up for the Brent Residents Support Fund so he could access continual financial support. He now regularly attends our Community Kitchen sessions for a warm meal in a safe, welcoming space.

FOOD AID IN NUMBERS

19,200

Total Food Bank recipients

3

Food Bank Hubs

18,534

Total meals distributed

3,014

Unique Food Bank guests

134

Registered referral agencies

2

Community Kitchens

WELFARE ADVICE & OPENARMS



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. At the heart of this sits our Welfare Advice and OpenARMS programme (for asylum seekers, refugees and migrants).

Our Advice Workers help those in need of emergency food aid to address the problems that lead them to Sufra – such as benefit disruptions, housing problems, debt and other financial difficulties. The support we provide is ongoing and tailored to the needs of the individual and the service. Our guests can access this advice at our weekly Advice Drop-Ins at The Living Room on St. Raphael's Estate in partnership with Brent Hubs.

This year, our Refugee Resettlement Programme was rebranded as the OpenARMS programme, expanding our support to include not only refugees, but also migrants

and asylum seekers. The programme allows our guests to access the professional advice, training and support they need to build a new life in our community. Our Arabic and Farsi speaking advisor supports a number of guests from Syria, Afghanistan, Iraq and North Africa.

Our team of Advice Volunteers provide crucial and personalised support to our guests. 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.



Photo credit: Aurelié Geurts

WELFARE ADVICE & OPENARMS

ADVICE SERVICE IN NUMBERS

816

guests accessed our Advice Services

£193,470

Additional income gained for guests
by our Advice Team

300

backpacks with back-to-school
supplies distributed

162

individuals who received free
school uniforms as a part of our
Uniform Drive

62

individuals supported through our
RRP/OpenARMS programme

Case study:



A Return to Despair

Sarah returned to Sufra in floods of tears and devoid of all hope. She hadn't needed support from our Advice Services for 2 years – Sarah had been one of our success stories.

Despite working all the hours her husband can muster, and claiming all the benefits they were entitled to, their income didn't cover their bills or allow them to afford the essentials. They had amassed huge debts just trying to stay afloat. Damp and poor living conditions made her husband's health condition substantially worse.

Sarah had requested a replacement washing machine from her landlord as it had broken down and her kids didn't go to school for two days as their clothes were so embarrassingly filthy. In response, he demanded either £200-a-month rent increase or for them to vacate the premises.

Upon arriving at our Advice Drop-In, our advisor bought them a new washing machine, referred Sarah for mental health support and advocated for her on behalf of her landlord, stating improper grounds for eviction. Sarah was allowed to remain in her home and knows she can trust Sufra to support her in hard times.

ST RAPHAEL'S EDIBLE GARDEN



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

The Community Garden is wheelchair accessible. Amongst other things, it hosts a teaching yurt, a wildlife pond, over 40 fruit trees, numerous growing beds, a large-scale composting system, a compostable toilet, a pergola, chicken coop with 20 chickens, and a brick pizza oven.

The garden is fully organic and adheres to agroecological and permaculture principles. We operate various composting methods in the garden to recycle any food waste into growing soil, whether it's through our wormery, bokashi, hot-bed or three-bay systems.

The garden also provides a social-therapeutic space for volunteers, schools and mental health patients. We also offer training courses and activities such as our Growing Club and Forest School. This year we successfully trialled our summer Garden Market, where visitors got to take fresh produce home on a pay-as-you-feel basis.



ST. RAPH'S GARDEN IN NUMBERS

120

varieties of organic fruits, vegetables and herbs grown

785kg

of organic produce harvested in 2022

3778

free-range eggs laid by our chickens

898.04kg

in CO2 saved, helping keep the air in Brent clean

173

students taking part in AQA accredited courses

136% increase in tomato yields from 2021 to 2022 due to a dry, hot summer

ST RAPHAEL'S EDIBLE GARDEN

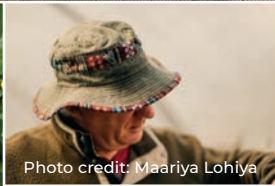


Photo credit: Maariya Lohiya



Photo credit: Maariya Lohiya



Photo credit: Maariya Lohiya



Case study:

Isabel and the Chickens

A visitor, Isabel, called into St. Raphael's Edible Garden on a spring day three years ago. She had just moved to London with her husband, Germain, and their young son, Samuel. She emigrated from Colombia to Spain before moving to the UK to find better work, learn English and secure Samuel's future.

When Isabel started volunteering in the Community Garden, she spoke very little English and was seeking work to support her family. She loved looking after our chickens and discovered many herbs growing in our garden, her favourite being oregano. She told us it reminded her of home, with tears in her eyes.

They found a house to rent and, with help from Sufra, applied successfully for benefits. We also helped Germain to find work.

Three years later, we received a message from the family. Isabel wanted to start her own small chicken flock. We directed her to an organisation which specialised in rehoming chickens. We found and donated a small chicken coop and wire to help them build a chicken run in their back garden.

When they arrived to collect the coop, we hardly recognised them. They were so much more confident and happy. Isabel is now working as a cleaner, Germain is a cab driver and Samuel (aged six) has now started school. His English is better than either of his parents!

Isabel owes us 24 fresh eggs as payment for the coop once their chickens are laying properly. We are looking forward to that omelette...!

GET INVOLVED



Photo credit: Aurelié Geurts

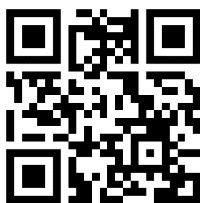
DONATE MONEY

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 button that says 'Donate Now!'). You can also set up a regular donation through your bank account or donate using PayPal at bit.ly/sufra-paypal-donation

If you'd like to donate via bank transfer, our bank details are:

Name of Bank: **HSBC**
Name on Account: **Sufra NW London**
Account Number: **01537881**
Sort Code: **40-46-10**

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



CAF Donation Page



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 to 5pm. Outside of these hours, food donations can be left in our yellow bins outside of the building. Please note, we can only accept non-perishable food.

For those unable to drop-off their donations, you can purchase your donation online retailers such as Amazon, Tesco, Asda, Sainsbury's and Ocado by setting Sufra's address as the delivery address.

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

VOLUNTEERING



Photo credit: Aurelié Geurts



Photo credit: Ivar Andersen



Photo credit: Maariya Lohiya

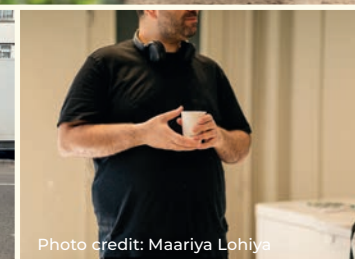


Photo credit: Maariya Lohiya



We are incredibly grateful to our phenomenal volunteers, who come in each week to support us in providing the services we provide. Their dedication is inspirational, and they embody the true meaning of community spirit. And they tend to get stuck in, too. One of our volunteers, Libby, volunteered at Sufra for over two years, after she was stuck in the UK when Australia closed its borders during the pandemic.

This year, 162 volunteers provided over 9,269 hours of support across a wide range of activities – plus an additional 50 volunteers from our corporate partners.

Our volunteers are usually the first people who our guests meet: at the door of our food bank session, on the telephone, or delivering food to their doorstep.

They have been a significant help behind the scenes too – creating graphics, gathering statistics and supporting with website development.

Sufra welcome volunteers from all backgrounds – the more the merrier! You can sign up to be a volunteer via our form on our website. Our roles include:

- **Food Bank Packer/Host**
- **Delivery Driver**
- **Community Kitchen volunteer**
- **Community Garden volunteer**
- **Translation volunteer**
- **Telephone Admin volunteer**

EVENTS AT SUFRA: CHRISTMAS 2021

For the second year in a row, Sufra provided a door-to-door delivery service on Christmas day, including a full roast dinner with all the trimmings, mince pies, bread and butter pudding, drinks, Christmas crackers, presents for children and Christmas snacks!

We 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 present to their kids when they were struggling to make ends meet.



1 industrial kitchen (thanks to the Uxbridge Masonic Lodge)

613 Christmas dinners delivered



3 van loads of produce

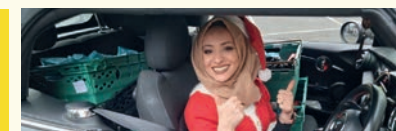


338 volunteer hours



4 epic present collections (thanks to Ace Café, Wates Group, John Sisk and Son and That's a Wrap)

298 asylum seekers served



37 delivery drivers



MEET TEAM SUFRA



Board of Trustees:

Susan Crane
Chair

Helena Krawitz
Deputy Chair

Rosemary Heaney
Secretary

Abida Khan
Treasurer

Aaseem Mulji
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Executive Director

Fahim Dahya
Logistics and Facilities Manager

Laura York
Finance and Operations Manager

Nirmean Sawi
Programmes Manager

Nina Parmar
Food Aid and Volunteer Manager

Prince Teya
Community Chef

Mohamed Osman
Facilities Assistant

Anaam Hussein
Administrative Officer

Sabina Lichacz
Fundraising and Communications Assistant

Jim Sheeran
Learning and Outreach Officer

Nicholas Smith
Community Food Grower

Zena Kazeme
Refugee Resettlement Officer

Ros Baptiste
Advice Worker

Abbas Dhalla
Senior Finance Consultant

Ali Yawar
Driver/Stock Coordinator

Fabio DiDonato
Advice Services Manager

Neveyn Demirci
Refugee Resettlement Assistant (Kickstart Programme)

Khalid Abdalla
Food Bank Assistant (Kickstart Programme)

Ocean Campbell
Welfare Advice Assistant (Kickstart Programme)

FINANCES

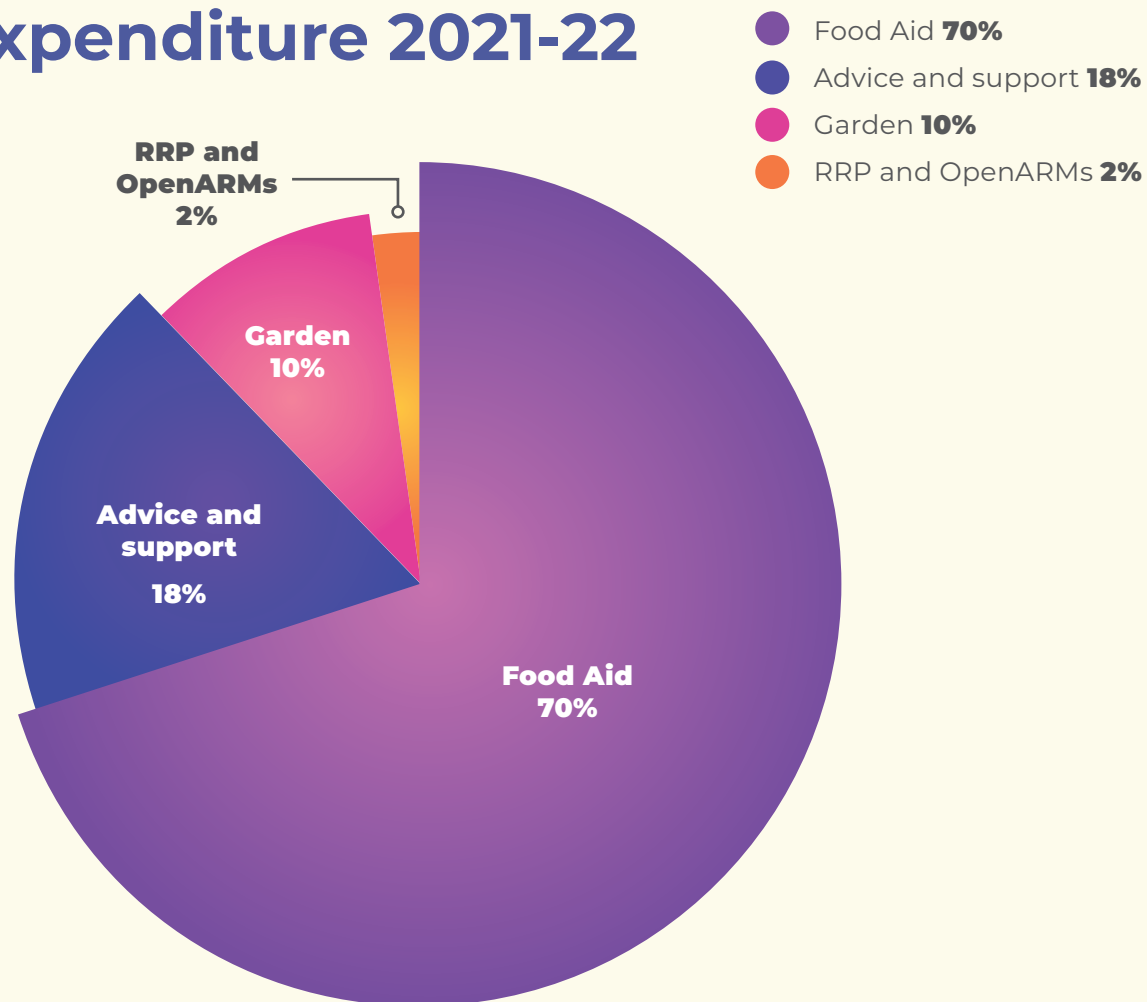
Income from the previous year (2020-21) was higher than expected due to a generous response to our Covid-19 Emergency Appeal, resulting in a significant surplus. This allowed us to increase our Operating Reserve to 6 months, allocate some unrestricted funding to a Development Budget, and run a deficit for the year in order to spend down a proportion of our remaining surplus.

Like other charities, Sufra faced a very challenging post-Covid funding landscape this year. This was exacerbated by the loss of our Fundraising Manager, Farah Lungay, who sadly died of Covid-19 in August 2021.

During the current year (2021-22), we have raised £724,160 in income, with expenditure at £924,452. The charity made significant efficiency gains gradually over the course of the year through careful budgeting and scaling down operational activity that was in excess of our needs.

The majority of expenditure, 94p in every pound, was spent on achieving our charitable objectives. Fundraising costs were 6% of total expenditure, meaning that for every £1 spent on raising funds, Sufra received £43 - an excellent return on investment.

Expenditure 2021-22

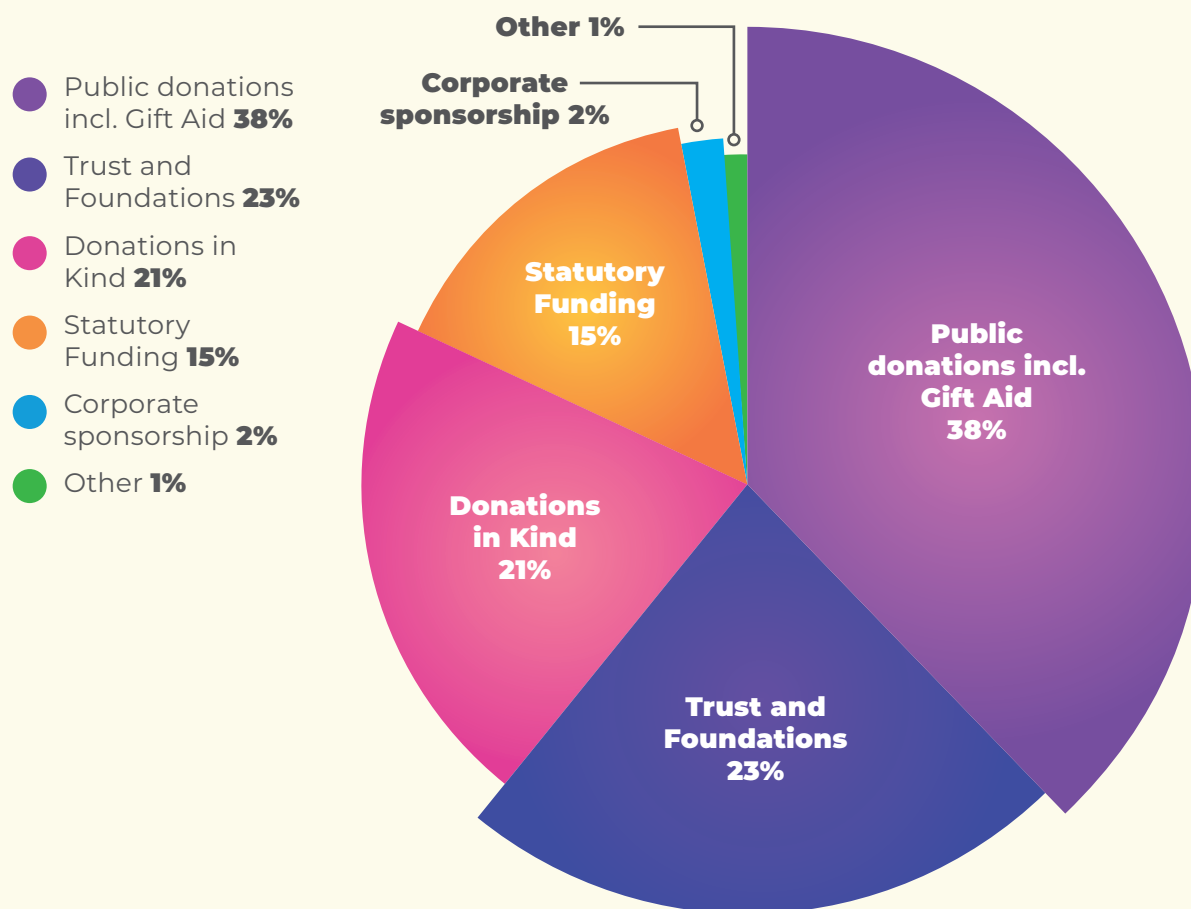


As predicted, income from Trusts, Foundations and Corporates was particularly challenging to secure, but Sufra maintained a diverse portfolio of restricted (70%) and unrestricted (30%) income sources and consistent levels of support from our individual donors. We also continued to receive generous donations in kind, supporting adequate levels of food stock in the food bank.

The unrestricted/restricted mix supports the organisation's financial agility and enables Sufra to be responsive to the ever-changing demand for services. We are thankful to have had our reserves to weather the storm of Covid-19 and the post-Covid funding drought. Now we look forward to building on our financial resilience as we go into a new year, where we manage our exciting plans against an uncertain economic landscape.

In 2022-23, we expect a healthy surplus in income compared to expenditure, which will support Sufra's ongoing growth and development.

Income 2021-22



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 | 25. David Cock Foundation | 50. Pakistan Community Centre |
| 2. Ace Cafe London LTD | 26. DWP Resource Management | 51. Penny Appeal |
| 3. Ansar Youth Project | 27. Ernest Cook Trust | 52. Pilotlight |
| 4. Arcus Infrastructure Partners LLP | 28. Felix Project | 53. Quintain |
| 5. Ark Academy | 29. Gladstone Park Primary School | 54. Samara & Co Ltd |
| 6. Aylward Primary School | 30. Global's Make Some Noise Campaign | 55. Shilpi Nanda Lidsey |
| 7. Bankuet | 31. Greenwood Place | 56. Shree Swaminarayan Temple Willesden |
| 8. BAPS Shri Swaminarayan Mandir (Neasden Temple) | 32. Gulab Jamun Charitable Trust | 57. Simba Properties |
| 9. Battlers Well Foundation (Salaam Centre) | 33. Hampstead Kitchen | 58. St Raphael's Family Wellbeing Centre |
| 10. Beta Charitable Trust | 34. Hand On Heart | 59. St Raphael's Voice |
| 11. Betty Messenger Foundation | 35. Hungry for Justice Campaign | 60. St Robert Southwell School |
| 12. Bloody Good Period | 36. Islamic Relief | 61. Stanmore Jafferys |
| 13. Brent Council | 37. John Sisk and Son | 62. Stewart Investors |
| 14. Brent Right To Food | 38. KSIMC London (Hujjat) | 63. Tesco Brent Park |
| 15. Britvic Soft Drinks | 39. Lady Fatemah Trust | 64. That's a Wrap |
| 16. CAH Philanthropy | 40. Laurence's Larder | 65. The Giving Back Fund |
| 17. Carib and Co brunch | 41. Liberal Jewish Synagogue | 66. The Social Bite Fund |
| 18. Central and North West London NHS FT | 42. Livingstone Charitable Trust | 67. UK Online Giving Foundation |
| 19. Charity Aid Foundation (CAF) | 43. Local Mutual Aid Groups | 68. University of Hertfordshire AhlulBayt Society |
| 20. Cheniere Energy | 44. Lola's Cupcakes | 69. Uxbridge Masonic Lodge |
| 21. City Harvest | 45. M&S Brent Cross | 70. Volunteering Matters |
| 22. Crisis Skylight | 46. Makor Hayim | 71. Wates Group |
| 23. Crisis UK | 47. Metropolitan Thames Valley | 72. WF-AID |
| 24. CVS Brent | 48. Mitchell Brook Primary School | 73. Who Is Hussain? |
| | 49. Mutual Aid Food Willesden | 74. XPO Logistics |

THANK YOU!

A major thanks also to our individual donors who support us and allow us to do the work that we do. Here are a few quotes showcasing their support:

"Thanks for your amazing work. May your hearts stay filled with love."

"Amazing work! Hope the support continues and this necessary project can provide for many 😊"

"Fantastic people! Keep up the great work."

"Very proud of this great charity"

"Excellent work being undertaken by you guys! The community and everyone who comes into contact with you are proud of you!"

"Donating for the Refugee Resettlement Programme. Thank you for all the amazing work you do!"

"Sometimes you give a hand, sometimes you need a hand."

FOOD BANK DEMOGRAPHIC ANALYSIS

**TOTAL
RESPONDENTS:
1281
HOUSEHOLDS**

Ethnicity of Food Bank Recipients

Ethnic Origin	%
White	24%
Other	15%
Black Caribbean	15%
Asian	14%
Black African	11%
Arab	9%
Mixed	4%
Asian Other	4%
Unknown	4%

Priority Group	%
In financial crisis but receiving all eligible benefits	58%
Unemployed	51%
Unable to work due to ill health	31%
In debt (including those paying back a UC advance)	30%
Awaiting their first benefit payment	24%
Experiencing mental health difficulties	23%
Disabled	22%
Working low-income households	13%
No Recourse to Public Funds	13%
Refugee/Asylum seeker/Migrant	13%
Actively looking for work	12%
Had their benefits stopped	6%

Faith of Household

Faith	%
Christian	37%
Muslim	26%
No Religion	21%
Other	11%
Hindu	5%

Age of Food Recipients (including people in the household)

Age Group	%
Under 1 Years	5%
2 to 5 Years	9%
6 to 11 Years	12%
12 to 18 Years	14%
19 to 59 Years	50%
60+ Years	10%

HOW WE MAKE CHANGE HAPPEN

Sufra NW London - Theory of Change

Vision: A community united to address the causes & consequences of poverty

ISSUE

Local communities are facing high levels of poverty due to a range of systemic financial & social inequalities

TARGET AUDIENCE (MAINLY LIVING IN BRENT)

- Families living in extreme poverty
- Refugees & migrants
- Vulnerable people
- Homeless people
- Socially isolated

ENABLERS

- Funders, donors & partners
- Experienced staff who understand the barriers faced by guests
- Local/UK government
- Dependable, consistent & reliable volunteers

<div>SHORT-TERM</div> <div>LONG TERM</div>	Intervention	Outputs	Short-term outcomes	Long-term outcomes	Impact
	Emergency support	Distribute aid in a dignified & sustainable way	Food & aid is more accessible to people in need	More people receive nutritious food & emergency aid, which eases financial crisis	The long-term damage of extreme poverty has been limited
	Advice support & training	Provide advice drop-in, casework, signposting & referrals	Guests have an understanding of nutrition & low cost healthy eating	Guests have the knowledge, confidence & skills to become financially stable & independent	There is less hunger, poverty & homelessness in North West London
		Deliver advice workshops & social inclusion activities	Guests have increased income		
		Provide up-skilling, informal learning & accredited training	Guests have reduced long-term dependency on food aid		More people have the tools needed to improve their income & wellbeing
		Support the resettlement of refugees & migrants	Guests have access to an established debt management programme		
			Guests are motivated to improve their skills & knowledge		
	Community building	Host regular community meals	There are increased opportunities for community-based activities & civic participation	There is a greater sense of inclusion & community cohesiveness amongst guests & stakeholders	More vulnerable people are supported in their communities & participate in civic life
		Engage the local community in food growing & gardening	Guests receive additional support, knowledge & expertise		
		Collaborate across networks & sectors	Sufra NW London has more efficient & impactful service delivery through partnerships		
		Facilitate civic engagement & volunteering			
	Advocacy & campaigning	Host events, share information with, & train our guests, community & networks on advocacy skills & poverty issues	Guests & the community build their power to reduce poverty & inequality	Sufra's stakeholders, guests & the community are able to engage in civil life & have influence on policies	More local & national policies are improved to reduce poverty in Brent
		Use our insights, voices & platforms to contribute to campaigns for UK policy change	National campaigns are boosted & stakeholder engagement in national poverty issues is increased		
		Utilise relationships with local organisations & politicians to influence local poverty issues	Local policies are changed		

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



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