



Sufra

**FIGHT
POVERTY
LOVE
COMMUNITY**

Corporate Partnership Prospectus

THE MISSION

POVERTY IN LONDON IS RELENTLESS. SO ARE WE.

We are Sufra NW London. Our mission is simple but vital: to prevent hunger, fight poverty, and build community.

The need has never been greater. London is now the poverty epicentre of the UK, with food insecurity rising by 60% in just two years. Locally, the situation is critical: Brent is ranked the **22nd most deprived borough in England**, with the highest housing barriers in the country and nearly **60% of children living in poverty**.

But the queues are getting longer, and the cost of living is rising. We need more than financial supporters; we need allies committed to lasting change.

We are inviting you to stand shoulder-to-shoulder with us, investing in long-term solutions that restore dignity and hope to our guests.

From our Community Kitchens serving over **25,000 hot meals** a year to our advice teams unlocking **£145,000 in benefits** for those in crisis, we are working tirelessly to build a future where no one is left behind.

WHY PARTNER WITH US?

- **Real Local Impact:** Your support goes directly to the frontlines of the cost-of-living crisis in London.
- **ESG & CSR Goals:** We help you meet your Environmental, Social and Governance targets with measurable impact data that demonstrates your ethical commitment to investors and stakeholders.
- **Team Engagement:** We offer tangible, hands-on volunteering that builds genuine team spirit.
- **Brand Visibility:** Align your brand with one of London's most respected

TRUSTED GOVERNANCE & ACCREDITATION

When you invest in Sufra, you invest in a charity built on solid foundations. We operate with a **rigorous governance structure**, overseen by an experienced Board of Trustees and Senior Leadership Team, and our finances are externally audited annually.

We hold the **NCVO Trusted Standard Accreditation (Level 2)** the **Advice Quality Standard (AQS)**, the **Green Care Quality Mark**, and we are registered with the **Immigration Advice Authority (IAA)** – ensuring your contributions are managed with the highest standards of accountability, transparency and operational excellence.

"79% of consumers are changing their purchase preferences based on social responsibility, inclusiveness, or environmental impact." –

Source: Capgemini Research Institute, 'Consumer Trends Report', 2023.

"At Amazon, we're empowered to take on a cause and volunteer within our local communities. Our partnership with Sufra is a fantastic example of this!"

Kamran, Amazon Web Services



THE IMPACT

YOUR INVESTMENT IN ACTION

To quantify the impact of your partnership, here is what your financial contribution could achieve for the community over a year:



Partner Type	Investment	Potential Impact in a Year
The Poverty Champion	£50,000	A Game Changer. This could fund a critical staff salary for a year OR provide 20,000 meals , anchoring our food security operations.
The Community Builder	£10,000	Could keep our Delivery Fleet on the road, ensuring food reaches the housebound and elderly OR could fund 4,000 hot meals served in our community kitchens.
The Resilience Partner	£5,000	Would cover the cost of 2,000 emergency meals for families in crisis.
The Local Hero	£2,000	Funds the equivalent of 6 Community Kitchen Sessions , serving approx. 720 hot, nutritious meals to vulnerable guests in a warm, safe environment.

CASE STUDY

Shara came to Sufra when she was hitting rock bottom.

She was accessing Universal Credit, but her income was entirely consumed by rent and bills for her children. Then, her husband kicked her out.

“If I wasn’t accessing the Community Wellbeing Service, I would have to choose between buying groceries and paying bills. It feels like a relief not having to give up on things that are less essential but still necessary... even buying an ice-cream for my child.” — **Shara**



Photo credit Andy Aitchison

Because of supporters like you, Shara didn’t just get food. She found a community.

Your partnership doesn’t just feed people like Shara. It gives them their dignity back.

“I felt very socially isolated... This service helped a lot. It’s a very welcoming space that makes me feel like a respected human being.”



PARTNERSHIP TIERS

All of our Corporate Partners receive the following benefits:

Standard Benefits

- ✓ A Digital Badge to use on your website and elsewhere
- ✓ Your Company Logo and link on our website
- ✓ A special 'Thank You' across key social media channels
- ✓ Impact Updates: An annual summary illustrating how your support has helped our community, perfect for sharing with your staff and stakeholders.
- ✓ Acknowledgement in our Annual Impact Report

In addition to these, each of the tiers have the following additional benefits:

1. THE POVERTY CHAMPION

Investment: £50,000+ per annum

This cornerstone partnership is for a business ready to make a headline-grabbing commitment to social change in London.

- **Headline Status:** Your branding featured as "Principal Corporate Partner" on our website.
- **Executive Spotlight:** A dedicated quote from your CEO in one of our Executive Director's newsletters.
- **Press & PR:** A joint press release and a feature in our Annual Impact Report.
- **Leadership Briefing:** An exclusive annual presentation by our Executive Director at your headquarters to update your Board or staff on the strategic impact of your partnership.
- **VIP Access:** Exclusive updates from Sufra's Executive Director and special invitations to briefing meetings and events.
- **Volunteering:** Up to 5 Team Volunteering Days included per year.
- **PLUS:** All Standard Benefits.



2. THE COMMUNITY BUILDER

Investment: £10,000 per annum

This tier is about visibility and action. You provide the logistical muscle that keeps our charity moving.

- **On The Move:** Your company logo featured on our Delivery vehicles, seen daily across London.
- **VIP Access:** Updates from Sufra's Executive Director and invitations to briefings and events.
- **Lunch & Learn:** A senior member of our team will visit your offices (or join virtually) to deliver an inspiring presentation on food poverty and our work, perfect for staff engagement sessions.
- **Volunteering:** Up to 4 Team Volunteering Days included per year.
- **PLUS:** All Standard Benefits.



Photo credit Digital Island

PARTNERSHIP TIERS

3. THE RESILIENCE PARTNER

Investment: £5000 per annum

Help us build long-term stability for our guests.

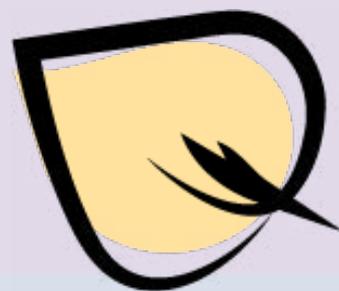
- **VIP Access:** Updates from Sufra's Executive Director and invitations to briefings and events.
- **Virtual Lunch & Learn:** We will host an exclusive webinar or online presentation for your team, sharing the story of Sufra's work and impact – perfect for hybrid teams.
- **Volunteering:** Up to 3 Team Volunteering Days included per year.
- **PLUS:** All Standard Benefits.

4. THE LOCAL HERO

Investment: £2000 per annum

Perfect for local businesses wanting to give back. You keep the lights on and the fridges running.

- **Volunteering:** 1 Team Volunteering Day included per year.
- **PLUS:** All Standard Benefits.



BESPOKE SUPPORT & CONTACT



“We are incredibly fortunate to partner with an organisation that exemplifies compassion, generosity, and a true commitment to empowering those in need.” – **Norma Hoyte, PLIAS Resettlement**



YOUR PARTNERSHIP, YOUR WAY

We prefer to build partnerships based on shared values rather than rigid price lists.

- **Additional options** are available to sponsor our Community Kitchens, Christmas activities and other events – get in touch to find out more.
- **Flexible Financial Support:** If our standard tiers (e.g., £5k or £10k) don't align with your specific budget, we can tailor a recognition package that reflects your specific generosity. Payments by agreed instalments are also possible.
- **Support Where It's Needed Most:** To maximise efficiency, we ask that partnership contributions are given as unrestricted funding. This allows us the flexibility to direct funds immediately to the frontlines – whether that is buying emergency food stock, fuelling our vans, or keeping the lights on in our community centres.
- **Payroll Giving:** We can help you set up tax-efficient giving for your staff.

READY TO MAKE A DIFFERENCE?

Let's discuss how your business can fight poverty and build community.

Contact: Fahim Dahya

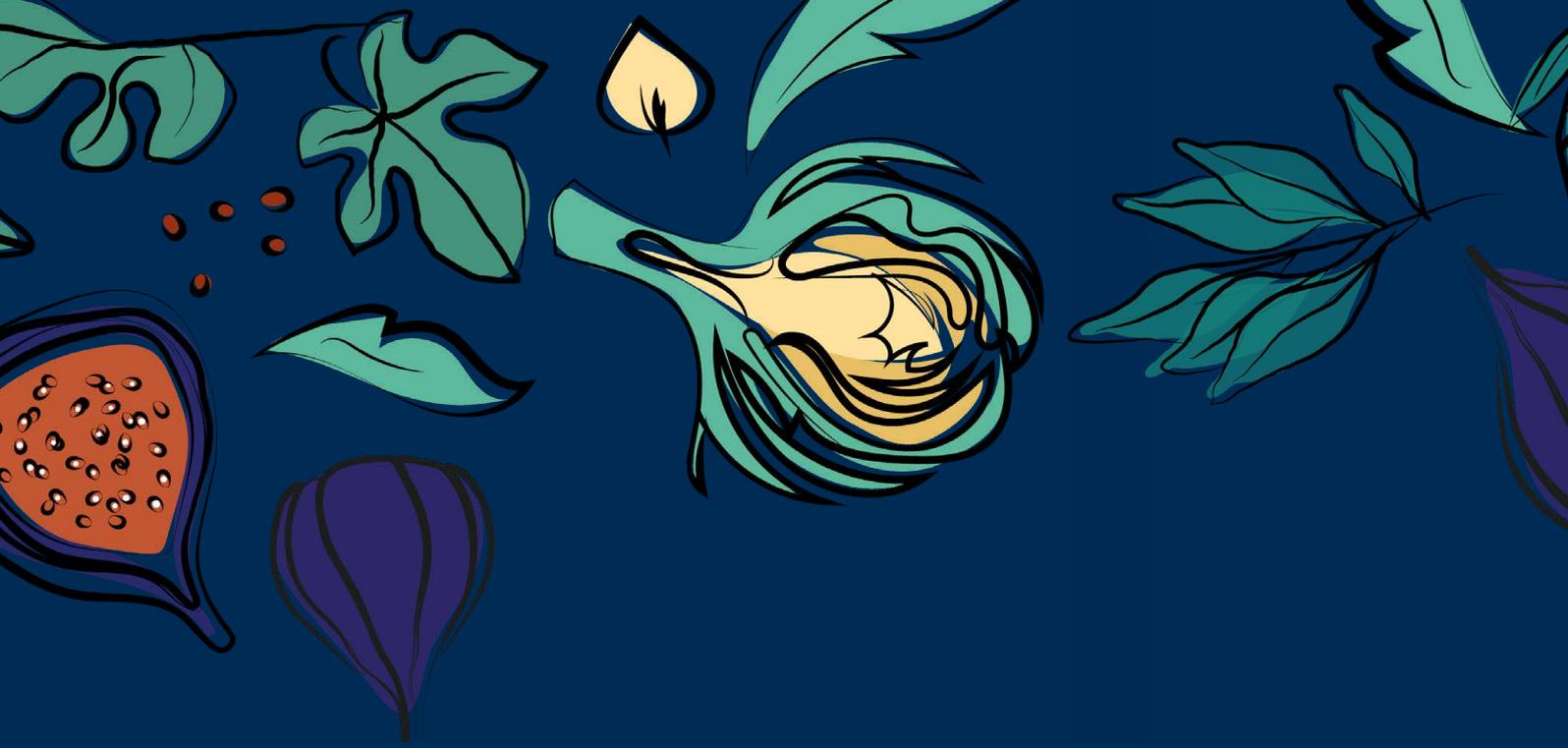
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