

PRESS STATEMENT: 25/04/2014

TRUSSELL TRUST OVERWHELMED BY PUBLIC KINDNESS AFTER DONATIONS SOAR FOLLOWING MAIL ON SUNDAY CRITICISM



The Trussell Trust, which runs foodbanks across the UK, has today said a huge public ‘thank you’ to everyone who has donated following the Mail on Sunday’s Easter Day article criticising the charity.

The Trussell Trust’s team were overwhelmed when their Easter fundraising appeal ‘Help Crack UK Hunger’ received an unexpected boost following the article. Donations started to pour in after undercover reporters targeted volunteer-run foodbanks, with one Mail on Sunday reporter duping a Citizens Advice Bureau volunteer into giving him a voucher for a foodbank.

Thousands of people took to social media to express their support for The Trussell Trust and its foodbanks. Well-known names like the author Mark Haddon, musician Billy Bragg, financial journalist Paul Lewis and comedian Jon Ronson donated to the Trussell Trust Easter appeal to show their support and encouraged others to do the same. Almost 5,000 people have donated to the Help Crack UK Hunger [Justgiving page](#) since the article, and donations to the appeal page rose from £2,000 before Sunday to over £60,000 to date.



Today The Trussell Trust says that since Sunday, donations to Help Crack UK Hunger, combined with donations to Trussell Trust's general funds, have reached an incredible £97,673.57p. A large proportion of this amount can be attributed to reactions to the Mail on Sunday article and additional coverage.

Trussell Trust Chief Executive David McAuley says:

'We have been moved, humbled and overwhelmed by the incredible generosity of the British public following the Mail on Sunday's article. It's been amazing to see thousands of people react in such a positive way, wanting to help people in crisis. I would like to thank everyone who got behind this campaign, not just for their donations, but also for the positive words of encouragement. It means a lot, and will make a big difference to lots of people who are struggling in the UK.'

The Trussell Trust team has been blown away by the generosity and support of so many people. All the funds raised will help The Trussell Trust to do more to help stop people going hungry in the UK.

Ends

Notes to the Editor:

- The Trussell Trust runs an award-winning network of over 400 foodbanks in the UK.
- Trussell Trust foodbanks provide three days' nutritionally balanced food and support to people in crisis in the UK. We also signpost people to other agencies and services able to help resolve the underlying cause of the crisis.
- Everyone who comes to a Trussell Trust foodbank is referred by a professional such as a social worker, health visitor or schools liaison officer. Over 27,000 professionals referred people to Trussell Trust foodbanks in 2013-14, and 50 percent were statutory agencies. Over 90 percent of food given out by Trussell Trust foodbanks is donated by the public.
- An estimated 30,000 people volunteered with a Trussell Trust foodbank in 2013-14.
- The Trussell Trust is a Christian charity: www.trusselltrust.org

Contact:

Molly Hodson, PR Manager: molly.hodson@trusselltrust.org or 01722 580182