

# together

July 2023

MAGAZINE

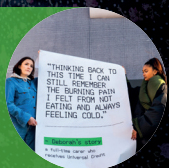


**“Our project was not just about cooking... it’s about dignity, compassion and community.”**

Read more from Jess at Eastbourne Foodbank on page 3

Community for change

Find out more about our new campaign on page 8



What’s a Hackathon?

Find out how corporates are helping create change on page 7



# WELCOME

Community. That's the theme of this issue of *Together*.

*Why? Because everything we do at the Trussell Trust is about communities.*

We are a community.  
We support people in our communities.  
And we help change communities for the better.

Food banks not only provide vital support, they also nurture connections. You'll see in our main feature (opposite) how important it is for us to work with people who have experience of living in poverty. We want to unlock new ways of thinking and drive change, together, creating communities where everyone's contribution matters and is valued.

Then there's our indomitable Trussell Trust community. People like you, who are committed to ending the need for food banks in the UK. We celebrate you!

And community is also about our collective power. For when we stand together, creating change, and amplifying the voices of people who've faced hardship, we're strong.

So, thank you. Thank you for being part of this amazing community that won't stop until food banks are no longer needed. Thank you for all you do, now and in the future, to create a society where everyone can afford the essentials.



**Emma Revie**  
Chief Executive



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**[trusselltrust.org/magazine](https://trusselltrust.org/magazine)**

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# LISTENING. CELEBRATING. EMPOWERING.

The deep experience, insights and skills of people who live with hunger and poverty are often overlooked. Your support is unlocking the potential in communities, right across our network.

When Jess Holliday rocked up to an Eastbourne food bank centre with a single ring induction hob and a couple of pans, and began to chop onions (in her words, 'very badly'), she had no idea where it would lead...



Jess and Juliet, with Eastbourne Foodbank Manager, Howard.

A few days earlier, MP Lee Anderson had sparked a row by saying people using a food bank should learn how to cook. Jess, Campaigns and Communications Manager at Eastbourne Foodbank, was upset by his comments. But when she spoke to people in the food bank, ‘my rage was morphed into love’.

“Instead of being angry, people wanted to show me their recipes and tell me what they cook,” said Jess. “I thought, I need to listen to this.” Which is often the case at food banks, where people are already well-experienced in cooking on a budget.

In order to share this valuable experience wider, Jess and colleague Juliet, set up a simple cooking station with a handful of ingredients and got to work. “At which point, one of the food bank guests said, ‘That’s not how you chop onions,’” laughs Jess. “And we handed over control to the people who have a great wealth of expertise.”




Within two months, people visiting the food bank were running regular cookery sessions, sharing recipes, and exchanging ideas about cooking on a budget. “I was there, but just to fetch ingredients or drain the peas,” said Jess.

After five months, the group had produced a small leaflet of recipes and even filmed their own cookery demonstrations for the Eastbourne Foodbank YouTube channel. It’s an extraordinary achievement – but for Jess, the real benefit was seeing the impact on the people involved, including people who kept coming for cookery sessions long after their need for a food bank had ended.



Cooking session at Willingdon Trees SCDA Community Centre, Eastbourne


“Some people can feel it undignified to have to come to a food bank – but people realised they had something to contribute. It was really powerful. Some people stepped up as leaders, others learned new skills, everyone said it was positive for their wellbeing,” said Jess.

 **People realise they have something to contribute. That’s powerful.**

**Jess Holliday, Eastbourne Foodbank**

The act of cooking together also transformed the relationships between food bank’s guests, staff and volunteers. “It’s equalising,” said Jess. “By doing something alongside one another, you free people from roles. You build trust and laugh together.”

Now, Jess is building on these new relationships to explore how the food bank can support people out of hunger and hardship.

 **We see ourselves as holders of hope, and growing people’s self-belief can help them up and out of poverty. Our project was not just about cooking... it’s about dignity, compassion and community.**

**Jess**

Your support could help your community and people across the UK. Donate today at [trusselltrust.org/give](https://trusselltrust.org/give)



## A PLATFORM FOR YOUNG PEOPLE

What happens when you take 12 young people, aged between 13 and 21, who have all experienced financial hardship – and give them a platform to change minds?

The answer: two amazing resources, available FREE to you today.

The group, *Stand for Change – Young People Against Poverty*, aim to shine a light on how young people experience hunger and poverty, and how we can involve young people in creating a better future. Take a look at their resources.

### Educators’ Toolkit



Do you work for a school or youth organisation or know someone who does? This toolkit contains vital insight into how young people experiencing hunger and poverty want to be treated.

### Social Action Toolkit



Is there a young person in your family or are you involved in a youth group? This resource will inspire young people to change their community, for the better.

Download the toolkits at [trusselltrust.org/youth-participation/](https://trusselltrust.org/youth-participation/)

# INTRODUCING COMMUNITY ORGANISING



Sam Williams is one of the Trussell Trust's new group of Community Organisers. But what is 'organising' and how does it make a difference?

**Q: You're one of 35 Community Organisers, working with 20 food banks across Cornwall. What exactly do you do?**

A: "My job is to build relationships. Firstly, it's listening... Talking with people coming to food banks and giving them a say in how we improve the experience. Secondly, it's about empowering... Finding out what drives the need for emergency food locally, and what can we do to campaign for change."

**Q: But hunger and poverty are everywhere, so why not tackle it nationally rather than locally?**

A: "Because what works in Birmingham or Manchester might not work in Cornwall. National and UK campaigns are essential, of course. But people here are experts in hunger and poverty here, and bringing them together to tackle it has real strength and power."

**Q: What does the work of an organiser look like, day to day?**

A: "Since November (when I started) I've been meeting people in food banks and elsewhere. I want to see who's interested in being part of change, what are the trends in hunger and poverty, and where are the people with power. Coastal towns like Newquay have different challenges than, say, an old mining town like Redruth. And I'm 'power mapping'... tracking on Google maps the location of MPs, councillors, and others I have a relationship with. So, when a campaign launches, I know where to go for a wave of positive support."

**Q: So, what will campaigning look like across Cornwall?**

A: "Well, I can't really say. Campaigns will be developed by communities themselves. I just link people up with others who share the same problem and give them confidence to make a difference to their own situation, where they are."

Trussell's Data Insight Manager, Dave Massey with our John Lewis partners at the Hackathon



# HACKATHON

## AN INNOVATIVE APPROACH TO WORKING TOGETHER TO CREATE CHANGE

The generous support from our corporate partners often comes in the form of the unexpected! Earlier this year, one of our partners, John Lewis Partnership, took part in a hackathon in support of the Trussell Trust and Who Cares? Scotland.

A hackathon is an event where people with a wide variety of expertise come together to build solutions to a problem, or to create something new over a short period of time. In this case, 50 people were split into teams, with each team being set a specific challenge that addressed an issue relating to either the immediate need for support at food banks, or a longer-term issue we're facing that supports our vision to end the need for food banks.

Over the course of just six hours, the teams drew on their individual and group

expertise and experiences to come up with innovative solutions to their challenge.

Sophie Carre, Director of Public Engagement at the Trussell Trust, was particularly struck by the thoughtfulness and compassion demonstrated by the participants in their final presentations, noting the speed with which the ideas and work was generated: "This hackathon helped to accelerate work that would take us months to complete, and unlocked new creative solutions to the challenges we have been facing as a charity."

"It was a brilliant opportunity to leverage the diverse talent and skills that sit across our teams. It just demonstrated how much we can achieve when we work together." Priyanka Payne, Senior Talent Partner at John Lewis Partnership.

# COMMUNITIES STANDING FOR CHANGE

Earlier this year, we launched Guarantee our Essentials, a new campaign in partnership with the Joseph Rowntree Foundation (JRF) – and your support is critical.



Actor Charlotte Ritchie and singer-songwriter Joy Crookes revealed our 'till-board' installation near Finsbury Park Tube station



## Almost three million.

That's the number of emergency food parcels provided by Trussell Trust food banks during the year ending March 2023. To be exact, 2,986,203 food parcels – including more than a million for children.

It's a record-high figure, overtaking the peak reached during the pandemic. It's heart breaking that so many people, including over 750,000 people who had to turn to a food bank for the first time, are unable to afford the essentials in one of the richest economies of the world. But we know why it's so high and what needs to change...

“The social security system is broken. No one could cover the cost of essentials from Universal Credit. There's never been any rationale in the system that links what you get with what things cost.

**Polly Jones, Head of Scotland at the Trussell Trust**

That's why, in February, we launched a new UK campaign: *Guarantee our Essentials*. It calls on the UK Government to enshrine in law that, at a minimum, Universal Credit should protect people from going without the essentials.

And, since the very beginning, the idea has gained traction.

## Strength in partnership

The campaign has been almost a year in the making, developed in partnership with social change organisation the Joseph Rowntree Foundation.

“The Trussell Trust have called for policy-change for a long time, but progress hasn't been quick enough,” said Polly. “It's a hard task to improve social security.”

“But when you combine your insight from food banks and people's life experiences with the policy thinking of JRF, it makes us more than the sum of our parts.

**Maddy Moore, Campaigns and Public Affairs Manager at JRF**

So, the two teams pooled their knowledge and understanding, and got to work.

“We knew the problem: inadequate social security. And we wanted to highlight the arbitrary setting of Universal Credit,” said Maddy. “The fact that Universal Credit is randomly set, never based on the costs of what people need, is little-known – and a huge injustice.”

Then, for a policy to survive, the public had to be on board. “We had to decide how to position the campaign,” says Polly. “Using research into public perceptions, we wanted to show that life events happen to anyone – and enough support needs to be there for anyone who needs it.”

## Combining expertise

Focus groups and strategy days followed. “We brought together people with lived experience of Universal Credit, policy thinkers, communications people, campaigners, strategy experts, food bank staff,” said Polly. “All these brilliant people working together.”

A key aim was to cost up the price of a 'basket of essentials'. Although the campaign calls for an independent process to establish the basic level of Universal Credit, we wanted to give a figure to add strength to the message. So, we used data to tell us the essentials people buy and how much they cost, and the team spent hours talking with people running food banks to check the numbers made sense in real life.

The result? The minimum rate needs to be at least £120 a week for a single adult – compared to the current £85 a week.

## Engaging political leaders across the UK

Today, Guarantee our Essentials is gaining momentum. Actor Charlotte Ritchie and singer-songwriter Joy Crookes revealed

our 'till-board' installation near Finsbury Park Tube station. Meanwhile, more than 90 organisations signed a letter to all UK party political leaders calling for the Essentials Guarantee to be enshrined in legislation.

Now, sights are set on the main target. "The golden aim is to get commitments in political party manifestos, ahead of the general election," said Polly. And that means taking the campaign up a notch. "Think of big campaigns of the past, like Make Poverty History. The scale of change we want to achieve requires a similar level of engagement."

Polly added, "Please join us to call for action. Because if we can ensure Universal Credit is linked to the cost of essentials, it takes us a long way towards ending the need for food banks."

**UNIVERSAL CREDIT**

**DOESN'T ADD UP.**

CHRIS AND SHARON'S WEEK:

WEEKLY SHOP.....	£70
ENERGY.....	£44
WATER.....	£7
PHONE AND INTERNET.....	£11
CAR.....	£33
SHOES.....	£35
<b>TOTAL.....</b>	<b>£200</b>
<b>BASIC RATE OF UNIVERSAL CREDIT.....</b>	<b>£134</b>

**IT DOESN'T ADD UP.**

Join us in calling on the UK government to guarantee our essentials at [trusselltrust.org/essentials](https://trusselltrust.org/essentials)

JRF JOSEPH ROUNTREE FOUNDATION

the Trussell Trust

JRF JOSEPH ROUNTREE FOUNDATION

Our campaign billboard in Finsbury park showing how Universal Credit allowance doesn't add up to cover basic essentials.

# ESSENTIALS GUARANTEE: WHAT YOU NEED TO KNOW

## What support is there for people now?

The standard allowance for a single adult aged 25 and over on Universal Credit is £85.

For a couple it's £134.

## Is that enough?

Those amounts have never been based on an objective calculation of what things cost.

- Support is at its lowest ever as a proportion of average earnings.
- 90% of low-income households on Universal Credit are going without the essentials.
- 2 in 3 people think the basic rate of Universal Credit is too low.

## What needs to happen?

We believe the UK Government should introduce an Essentials Guarantee – a policy which would enshrine in legislation:

An independent process to regularly determine the Essentials Guarantee level, based on the cost of essentials.

That Universal Credit's standard allowance must at least meet this level.

That deductions (such as repayments to government) can never pull support below this level.

## What should the level be set at?

We believe, today, the Essentials Guarantee should be at least:

- £120 a week for a single adult aged 25 and over.
- £200 a week for a couple.

## What would be the impact of the Essentials Guarantee?

It would benefit 8.8 million low-income households, including 3.9 million families with children.

## USE YOUR VOICE



### Get informed

Visit [trusselltrust.org/essentials](https://trusselltrust.org/essentials) to read more.



### Take action.

Go to [trusselltrust.org/action](https://trusselltrust.org/action) for help to do this.



### Tell everyone.

Talk to friends, family, and colleagues.

## GUARANTEE OUR ESSENTIALS



# BUILDING COMMUNITY FAITHFULLY

Faith and community often go hand in hand. Churches have been at the heart of our food bank network since it was formed and today, more than half of the food bank centres across the UK are based in churches. Alongside the vital work of providing emergency food, many churches and faith groups are also using their powerful voice to speak out against the injustice of poverty.

We partner with church leaders and leaders from different faith communities, recently encouraging them to use their voice to ask the government to introduce an ‘Essentials Guarantee’ by changing the law to make sure Universal Credit payments always, at a minimum, provide enough to cover the cost of essentials.

Bishop David Walker, the Anglican Bishop of Manchester and Bishop John Arnold, the Roman Catholic Bishop of Salford (pictured below) visited Salford Foodbank to offer their backing to our Guarantee Our Essentials campaign.



“We are really talking about the absolute essentials, the basic costs of food, transport phone bills, the things that people have to have to participate in society to any extent. The idea that the benefit levels can be below that is frankly shocking.”

Bishop John Arnold added: “We claim to be the fifth most prosperous country in the world, so it is a scandal that people are without the essentials for life.”

Often faith can not only guide, but also influence how some of our food banks support people in our communities. Recently the team at South & East Bristol Foodbank worked with their local Mosque to explore how they could support Muslims facing hardship in their community.



A ‘Ramadan parcel’ (pictured above) was created for Muslims to eat when they broke their fast after sunset. The food bank also raised funds so they could offer fresh foods that are traditionally eaten as part of a Halal diet, and vouchers, giving people the dignity to buy their own food.

“We were really excited to be able to provide support to people at Ramadan, in the same way that we provide Christmas hampers and Easter Eggs at other points of the year. It’s also crucial that we are able to develop new ways to make food accessible to anyone who needs it.”

**Lauren Pritchard, South & East Bristol Foodbank**

# COMMUNITY FUNDRAISING



## Ready, set, go to Race Against Hunger!

A huge thanks to nearly 600 runners across the UK who raced against hunger in April, and this year we were thrilled to welcome 35 schools to #TeamTrussell. The event is growing each year, as more and more people feel moved to take action to support food banks and work towards a future where everyone can afford the essentials.

Maggie Hedger, who raced against hunger in Warwickshire explains why she wanted to join: “The work of the Trussell Trust goes beyond providing support and assistance to food banks. It felt a very positive way to raise money and to be out and about “spreading the word”. It is not right that we see this overwhelming need and I’m grateful for the policy work that the Trussell Trust do to dispel the myths of why people use a food bank.”

**Time to put your feet up, but not for long - registration for Step Up September opens soon!**



## Step up (this!) September!

All it takes is 30 minutes a day for 30 days! Wander with a friend after school drop-off, stroll with colleagues on your lunch break or roam on one of our virtual walks this September. This isn't about distance, so take your time, knowing that each step really does make a difference.

Why not recruit your friends and family to join you and fundraise together? We think you'll love it, but don't just take our word for it! Chloe from Liverpool took part in Step Up September last year: “Step Up September has given me an opportunity to get out into the fresh air again and I hope to keep the now broken habit up! Knowing I was helping folks out at the same time has been an invaluable experience.”

## Are you ready to join our #TeamTrussell fundraising community and Step Up?

We'll be launching Step Up September over summer, so keep an eye out for updates. Sign up, and share your fundraising page with friends, family, and workmates. Fundraise for your efforts and we'll send you your Step Up September medal for taking part!

# OTHER WAYS TO SUPPORT

Taking on a physical challenge isn't everyone's idea of fun, so here are some other ways you can support.

## DontSendMeACard.Com

Pick from a huge range of cards for any occasion, select us as your charity and donate the amount you would have spent on a paper card and postage.

## Support our online stores on Depop and eBay

Go in search for hidden treasures! As well as supporting food banks, you'll be doing something great for the environment- win-win!

## GiveAsYouLive.com

Shoppers can donate to their favourite charity, by simply using the Give As You Live website or app to shop at their favourite online stores. It's free to use and we receive 100% of the generated donation.

## Payroll Giving

Payroll Giving is a simple tax effective way to make a regular donation. Your support comes straight from your gross salary, giving immediate tax relief on your donations. Speak to your HR department for more information.

## Join us on social

Not only will you get all the latest news, but by sharing posts, you'll also be helping to raise awareness of our work with new audiences.

## Donate to your local food bank

Food banks in every area of the UK rely on the generosity of local people to ensure food banks have enough of the right food to make emergency parcel for everyone in your community who needs support.

Donating to your local food bank is easy:

- Look for donation points at the entrances/exits of Tesco, Morrisons, Asda and Home Bargains and donate when you shop.
- Make a donation directly to your food bank. Find locations and opening times at [trusselltrust.org/foodbank](https://trusselltrust.org/foodbank)

## Give your time.

Whether you can regularly commit or just have a few hours, your time helps. With lots of different volunteering roles available, there's bound to be something for you! Search 'volunteers' on our website.

## Pass it on!

**By passing this magazine on, you're introducing new people to our work and inspiring them to join our community for change.**

# YOUR GIFT COULD LEAVE A LONG 'SHADOW'

After Betty Trussell's death, daughter Carol and son-in-law Paddy, founded the Trussell Trust. It initially supported street children in Bulgaria but, moved by the plight of a mother in Salisbury struggling to feed her children and shocked by the extent of UK poverty and hardship, they opened Trussell Trust's first food bank in 2000.

To honour Betty's memory, Carol and Paddy sought to create a legacy that reflected her compassionate values. Paddy said, "Carol's mother left a small amount of money – but it was one of our biggest investments, when you see the return."

He added, "As I get older, I wonder how long my shadow will be. Will I leave a short shadow, or a long one? Whether it's through your life's work or money, we should all try to leave a shadow."

One of the best ways you can make a lasting impact on our world is to leave a gift in your Will. By choosing the Trussell Trust, you could help change the very fabric of our society. Helping to create a country that simply doesn't accept that people should have to visit a food bank. You could leave a 'long shadow' where everyone is able to afford life's essentials.

**Just as Betty's gift continues to change lives today, leaving a gift in a loved one's memory creates a lasting impact, and is a special way to celebrate their life.**

Your support today changes lives – and you can help change the future too, by leaving a gift in your Will to the Trussell Trust.

Find out how to leave a gift in your Will, or give in a loved one's memory.

Contact our Legacy team on **01722 580170** (9am - 5pm, Mon-Fri), email [legacy@trusselltrust.org](mailto:legacy@trusselltrust.org), or visit [trusselltrust.org/legacy](https://trusselltrust.org/legacy)



**Paddy and Carol (pictured) built our charity with Betty's legacy. What could your legacy be?**

## 1. I'D LIKE TO MAKE A ONE-OFF GIFT

My amount £

I enclose a cheque/postal order or CAF voucher (payable to the Trussell Trust)

-OR- please debit my: Visa  Mastercard

Card number:

Start date:   /      Expiry date:   /      Name on card:     Signature:



## 2. PLEASE COMPLETE YOUR DETAILS

Title:     First name:     Last name:

Address:

Email:     Mobile number:

## 3. GIFT AID



Boost your donation by 25p for every £1 you donate. In order to Gift Aid your donation you must tick the box below.

I want to Gift Aid my donation and any donations I make in the future or have made in the past four years.

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference.

Date:

We require address details to enable a claim to be made.

## 4. LET'S KEEP IN TOUCH

We would love to be able to send you updates on the impact of your support and occasional messages with our latest news, fundraising activities and other ways our actions can help create positive change in the UK.

Let us know below how you prefer to be contacted by us:

Email     Phone     Text

I do not want to be updated by post

You can update your preferences at any time by calling Supporter Care on 01722 580 178 or emailing supportercare@trusselltrust.org. To find out more about how we collect and use your personal information read our Privacy Policy at [www.trusselltrust.org/privacy](http://www.trusselltrust.org/privacy)

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