



Meals & More

Happier, Healthier Children

Help us to **support children** with food and activities in the school holidays

Become a supporter in 2023



OUR MISSION

Meals & More aims to provide support to children who live with poverty and social isolation, who have limited access to adequate food provision and activities, throughout the school holidays.

Since established in 2015 we have supported over 1.7 million meals. In 2022 we supported 375,000 meals.

In response to the Cost of Living Crisis, in 2023 we are committed to working with 10 additional Delivery Partners so we can help feed more children in the school holidays.

Our goal is to support 2.5 million meals by 2025.

“

Charlie loves coming to your club, he can't wait to get there and I know that he gets a good meal when he is with you. He is like every other kid, always hungry and the summer holiday is really difficult for me. I am a single mum and only work part time, I can't keep up feeding him but it breaks my heart to say no all the time.

”

Parent
of a child at
Station House
holiday club,
Barnsley

Dear Meals & More supporters,

Last year I highlighted the challenge that many families faced due to the pandemic. I would have hoped that whilst many would be in a better position as communities recovered, it is sadly regrettable to report that the need and demand for support has grown, due mainly to the cost-of-living crisis.



Here at Meals & More the Trustees and team have been actively working hard to ensure that we could **extend our reach** in 2023 aligned to our **key objectives**:

- **Engaging additional partners and support delivery**
- **Support the provision of a 2.5 million meals by 2025**
- **To engage with and support activities in clubs**

The work of Meals & More contributes to Sysco's Global Goal of connecting the world to share food and care for one another.

We have again made positive steps forward, with the aim to increase from 16 to 21 delivery partners during 2022 we engaged 28, extending our reach in Scotland, North West, Yorkshire and Humberside, and the South East, all of which meant that 375,000 meals were supported. In addition to the growth across the UK the Trustees were focused on achieving more of the "More" and were delighted to support the proposal of providing grants to partners to provide a "Big Day Out". This was a great success with 1,333 children, and 427 adults being given an opportunity to visit a wide range of places and undertake activities that many would not normally be able to. The feedback from our partners has been without doubt one of our highlights of the year and we have already committed to the "Big Day Out" in 2023.

It goes without saying that we at Meals & More are in awe of all the staff and volunteers that provide the much-needed holiday provision. Seeing this first hand at a holiday club we support in Ashford really brought home the real difference it makes to a young person. It's not just about being able to get a meal, but it's the opportunity to meet and mix with others, the chance to do something new and the lessening of isolation that really makes the difference to a child's health and wellbeing. And to our supporters, those who have been with us from year one and those who have recently joined our journey to make a young person's life better during school holidays, we simply could not do it without you. You are the difference.

As we take our next steps forward, we remain focused on achieving our aims - To reach even more children during 2023, to expand our reach, do more of the "More" and with your help and support, collectively we will succeed. We are very keen to hear from any companies who would like to support us in our mission.

Kate Woodhouse

Chair of Trustees & Vice President HR
- International Foodservice Operations, Sysco



What is **child food insecurity**?

Food insecurity means you are unable to stay healthy and participate in society because you cannot secure enough food or food of sufficient quality.

In October 2022, 4 million children lived in households affected by food insecurity.*

Why is child food insecurity on the rise in the UK?



LIVING COSTS

Food inflation hits 16.7%.

Increasing prices of essentials like fuel and food are hitting Britain's poorest families hard.



LOW PAY

Almost two thirds of children living in poverty have at least one parent in work.

This shows that, for many, amidst rising costs of living, work simply isn't paying enough for parents to provide for their children.



CHILD FOOD INSECURITY LEVELS HAVE DOUBLED IN THE PAST YEAR

A new survey from The Food Foundation shows that children experiencing food insecurity has nearly doubled in the past year.

In January 2023, 21.6% of households with children reported that their children had directly experienced food insecurity. This is compared with 11.6% in January 2022.



Sources: Food insecurity tracking. The Food Foundation. <https://www.foodfoundation.org.uk/publication/new-data-show-4-million-children-households-affected-food-insecurity>

<https://www.foodfoundation.org.uk/initiatives/food-insecurity-tracking>

Food inflation: <https://foodfoundation.org.uk/news/food-prices-tracker-february-2023>

Child poverty statistics. CPAG. Available at: <https://cpag.org.uk/topic/child-poverty-statistics>

<https://foodfoundation.org.uk/publication/new-data-show-4-million-children-households-affected-food-insecurity>

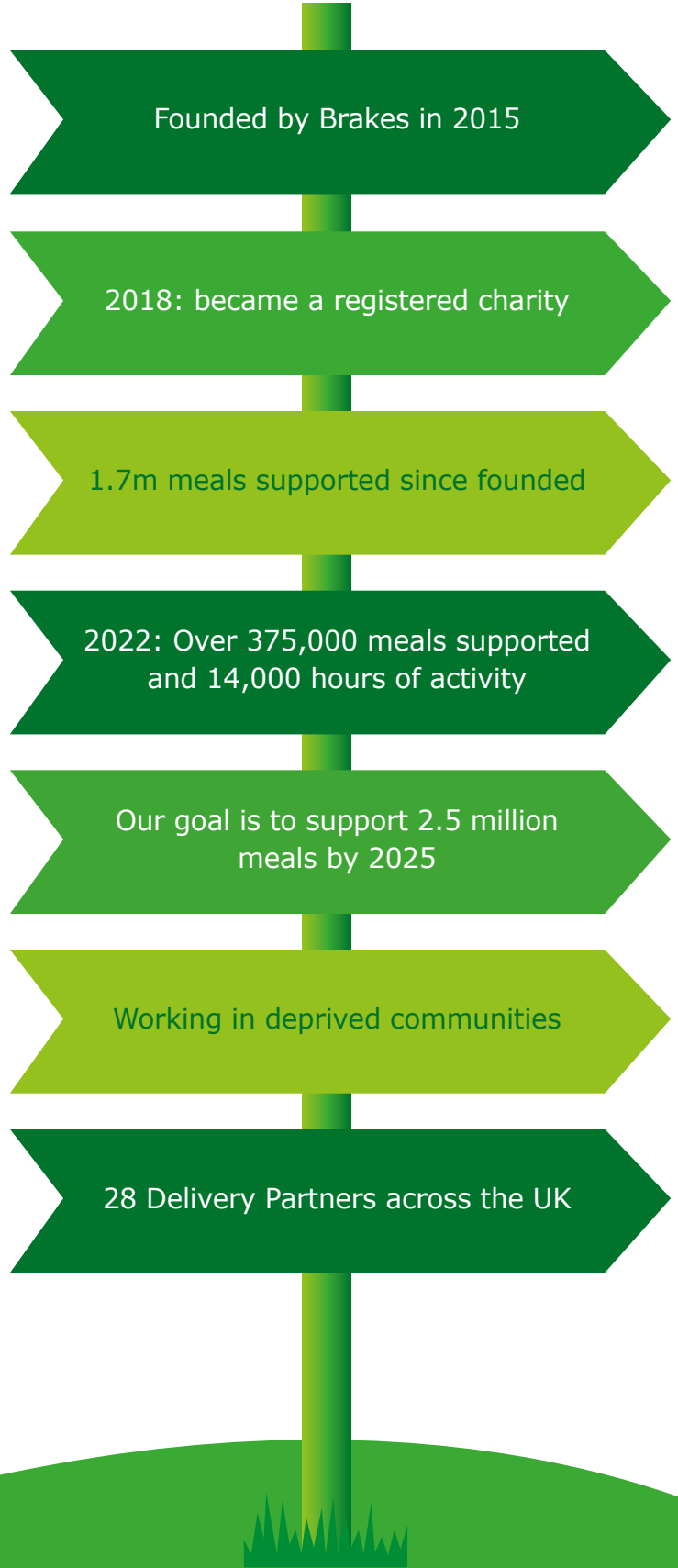
The Meals & More journey

Happier, Healthier Children



In 2015 we noticed there was a huge issue relating to holiday provision across the UK.

For a quarter of the year; the school holidays, families living in poverty were struggling to feed their children, let alone ensure they had engaging activities to fill the days. We decided something needed to be done.



Continuing to make a difference...

It is difficult to know where to start. I'd like to report that the upward trajectory of child food poverty is flattening, however many organisations across the UK report that this is certainly not the case.



The Food Foundation (October 2022) highlight that 1:4 households (25.8%) have experienced food insecurity in the past month, affecting 4 million children. Research by the Independent Food Aid Network (Ifan) found that almost 90% of food banks surveyed reported increased demand in December 2022 and January 2023 compared with a year earlier.

Both are clear indicators of the challenges that are still being faced by thousands of families across the UK, aligned to the cost-of-living crisis which is adding to the severity of food poverty. Millions are being pushed below the poverty line as food prices increased by 16.7% in the 12 months up to January 2023 resulting in a 45 year high for food inflation seeing many struggling make ends meet.

However, we remain resolute in our support of children and young people, forever pushing forward to improve our reach. In 2022 we added a further 12 delivery partners and have set a goal of another 10 in 2023. We will continue to focus in areas of need and strengthen our presence in the following regions, the North East, South West, Yorkshire & Humberside and Scotland. We believe we have a good mix, of large and small partners that sit within Community, Sports and Education, all offer vital support and what they all do is make an amazing difference in the local communities they serve.



2022 was I feel a positive year for the charity, it was great to see a number our existing supporters renew their commitment to Meals & More for an additional 3 years, and welcome new ones as we go forward. This certainly gives us a solid platform for planning, improving our reach and committing support to our delivery partners, so I can only give a big thank you to you all.

I meet and listen to our partners on a regular basis, to find out what is important to them and the young people they support. Many highlighted the challenging time they face and that Meals & More makes a significant contribution to their delivery. A number stating that they would struggle to provide without the grant. But it's not just about the funding, it's the Meals & More approach, that makes a difference, the flexibility and commitment that is important that enables them to plan and deliver, and for the children it's about the opportunity given. All found that the Big Day Out was a great success in 2022 and I'm pleased to say that we will be able to support this initiative again in 2023.

For me, yes, the meal and reducing isolation is so important, but what we all also do is help create memories for children that will last a lifetime.

Peter McGrath

Operations Director - MEALS & MORE



The Future



Meals & More will continue to act as a catalyst for positive change, taking action to mitigate the impact of child food-poverty during the school holidays.

The landscape in relation to child food poverty remains challenging. Whilst provision of meals is important, this is not the sole reason why Meals & More exists. Through the provision of not only nutritious food but enriching activities, Meals & More will contribute to supportive environments, boost health, self-belief and aspirations. Meals & More is committed to developing new initiatives to better support the "More" element with our partners.

In order to **achieve these goals** in the year ahead, we will focus on:

- **EXTENDING OUR REACH:**

Meals & More will look to continue to expand our Delivery Partners across the UK, focusing on areas of social deprivation.

GOAL: Add **10 new Delivery Partners**.

- **DELIVERING "MORE":**

Meals & More is focused on opportunities to engage and improve delivery of enriching activities.

GOAL: Deliver **16,000 hours of activity** in the Holiday Clubs we support. Deliver the Big Day Out for **2,000 children** in Summer Holidays 2023.

- **GROWING OUR CORPORATE SUPPORT BASE:**

Increasing our funding from corporate supporters is essential to enable us to reach our goal of supporting 2.5 million meals more by 2025.

GOAL: Increase our income to **make our growth sustainable beyond 2023**.



Our Delivery Partners

In 2022 we worked in partnership with **28 Delivery Partners** who run holiday clubs in areas of deprivation across the UK.

Holiday clubs

We fund holiday clubs across the UK so they can provide **Meals & More**.

Reduce social isolation

Raise aspirations

Boost confidence

Improve school-readiness

Increase child safety

Our Partners no matter the size **make a real difference.**

Our goal is to support our Delivery Partners to **provide 2.5 million more meals by 2025.**

In 2023, in order that we can support as many children as possible at this time, we will work with **38 Delivery Partners**. We have new Delivery Partners in the North East, West Midlands, South West, Yorkshire & Humber and Scotland.

'This summer we were at breaking point, finding it hard to even make ends meet, so this is wonderful, thank you to everyone.'

Family at Together Middlesbrough and Cleveland.



What our Delivery Partners say...

"Together Middlesbrough & Cleveland's relationship with Meals & More is one of our most valued partnerships! There are so many factors that contribute to this. Meals & More's funding support is regular, and agreed in advance, which helps us to plan each year and is almost unique among funders. The team and board at Meals & More understand what we are delivering, the challenges we face, and the ongoing, escalating need in our area, which was already the most deprived in the country. The agreements are based on the evidence we provide so when things are tough, Meals & More are flexible and have even stepped in and increased the allocation in-year to help out. The team are so welcoming and easy to deal with and, on top of the funding, they go the extra mile to support us and to source additional, free, resources that can add to our holiday offer."

Kate Jeffels, Chief Officer
Together Middlesbrough & Cleveland

"Meals and More is highly supportive and understanding. Peter took the time to come and visit us and really learn about the organisation which was both quite unique and really great. The communication and speed of communication has been brilliant and the ease of processes (drawing down funds and evaluations) has been greatly appreciated too."

Edinburgh
Community Food

"Being flexible and giving community groups flexibility to shape the provision as needed"

Feeding Britain



Club Locations

“
our club is
izing...PLEASE
keep going
”



The Big Day Out

The Big Day Out gives the children in the Holiday Clubs we support a fun day out with friends in the Summer Holidays. It transports them off the sofa where they spend most days because it's too expensive to go anywhere else, and into action to do something exciting outside their local area. It nudges their comfort zone.



The Big Day Out creates life-long memories and something important to share with their friends back at school in September. And, of course, all the children get a good lunch whilst they are out. We created and piloted the Big Day Out in the Summer Holidays of 2022 in response to the impact of COVID on the children our Delivery Partners support. 1,333 children and 427 accompanying adults had a Big Day Out.

We gave our Delivery Partners a grant of £1,000 to spend on a fun day out. The children decided what they wanted to do. You name it, they did it.

The pilot was so successful that the Trustees of Meals & More committed to continuing it in 2023. We will be doubling our investment in the Big Day Out to support all 38 Delivery Partners.

James Mannering,
Trustee of Meals & More,
& Senior Director & Financial
Controller, Sysco International:

"With the impact of Cost of Living increases affecting the children we help to support, The Big Day Out feels even more important this year than it did last year."

Here's what the **children** had to say:



"We don't want to go, we'll just stay here forever!!"

"I loved racing all the leaders up the hill."

"Thank you for the lovely packed lunches the oranges were tasty."

"The bus journey was loads of fun but the rest of the day was even better. I can't believe I got to sit in the changing rooms. I'd love to be a footballer."

"It was a great chance to catch up with all my friends that I've got to know this year. I am really hoping that I will be able to see them all, as well as the staff team again next year!"

And here's what the **parents** and **leaders** said:

"He has something to tell his class when he goes back to school and the teacher asks him what he's done this summer."

Mum

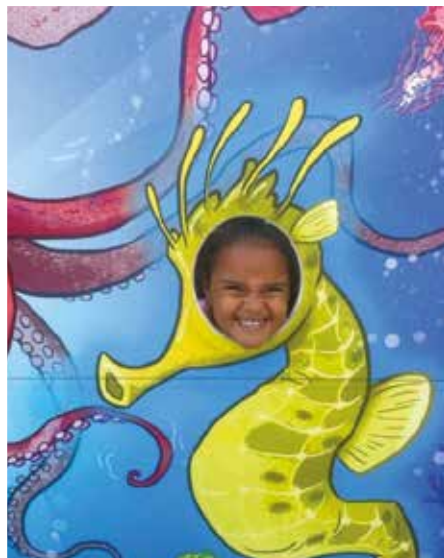
"The Sea Life Brighton visit is a surprise for my daughter as it will be her birthday the next day."

Dad

"It was essential that we could provide travel for the children as many of their parents/guardians do not have a car or access to public transport."

Delivery Partner leader





Become a Supporter - Help us **make a difference**

"Cost of living increases are plunging the families already struggling into further hardship. In response to this, we have set ourselves a challenging new goal to support a further 2.5 million meals by 2025. We will only be able to achieve this goal by raising more funds. Can you and your company help us ensure that as many children as possible are fed and happy during the school holidays?"



Kate Woodhouse, Chair of Trustees, Vice President HR

- International Foodservice Operations, Sysco

If so, please contact our Corporate Partnerships Manager, katherine.ainsworth@brake.co.uk to find out how you can help.

Partnering with us can **help your company**:

- Support children and families in the communities in which you operate
- Meet your environmental, social and governance objectives
- Engage your employees through fundraising activities
- Join a community of companies who care passionately about holiday provision and are driving change



We will work with you and your team to:

- Provide updates on your support that you can share with your employees and business partners
- Share the story of your support



Here's **what** some of **our supporters say**:



"Unilever has been a proud sponsor of Meals & More for a number of years. To be involved with this type of charity allows Unilever to demonstrate the core values that we stand for and how we must stand together with other key business partners to make a difference...Unilever is passionate to encourage all to stand up and be counted in changing this for good."

Steve Holt - National Account Manager, UNILEVER UK

"There are families right across the country who struggle to provide enough for their children when they are not at school. I am lucky enough to lead a business with resources that we can put to good use to help tackle these issues by supporting Meals & More to carry on their important work, and that is exactly what we are going to do."



Dougal Gunn Sharp - Founder, INNIS & GUNN

"We're really pleased to continue working with the invaluable Meals & More programme and its partners, to help deliver healthy and nutritious food to vulnerable families and children. It is crucial to inspire and empower future generations to eat healthily and establish more sustainable eating habits and that's why it's such a huge part of our mission at Quorn."



We want to help Meals & More achieve their goal to support 2.5m meals by 2025 to help reduce child food poverty, however, we won't just supply food. We work with a number of partners through Meals & More to provide sessions at these holiday clubs, that help to educate children on basic life skills surrounding food. Supplying the knowledge and support that helps them feel able to feed themselves healthy and nutritious food."

Ellie Janes - Senior National Account Manager, Foodservice Lead for Nutrition & Sustainability, QUORN



"Chassis Cab and DAF are extremely proud to have been supporting Meals & More from the very beginning. Food poverty has been an issue in our country for far too long and the work done by Meals & More and others to highlight this issue is tremendously important. Holiday Provision has been vital in feeding hungry children and has helped to give them the fuel they need to learn and grow. Given the current economic climate, the need is now greater than ever, and we are committed to continue supporting the great work Meals & More do."

Robert Baxter - Managing Director, CHASSIS CAB LTD.



"Cooldelight Desserts is extremely proud to be one of the original sponsors of Meals & More, our partnership going back to the very start. As a business who operates predominately in the Public Sector and in particular the Education Sector, we at Cooldelight Desserts are, sadly, only too aware of the food poverty and social deprivation that exists for many children throughout the UK... Cooldelight Desserts will continue to help promote and back Meals & More and the work they do for those children who live in poverty without a voice."

Neil Morris - Sales Director, COOLDELIGHT DESSERTS

"Now more than ever we need to support organisations like Meals & More. Child food poverty, especially during school holidays is at an all-time high. We're acutely aware of food price inflation and the general increases in the cost of living; and the effect these factors have on many vulnerable children. Well done Meals & More, we're proud to be a sponsor, keep up the great work!"



Karen McQuade - Founder and MD, THE UK FOODHALL LTD

Putting the **Fun** into **Fundraising**

A big **thank you** to all our fundraising superstars who have raised funds for Meals & More in 2022, including:

Thank you



1 **Aymeric Messer, Sebastian Felce** and **Tom Evans** completed their Ironman Challenge to help other children.

2 **Tabitha Woodhouse** ran the Chicago Marathon. In addition to raising lots of £, Tabitha finished 2nd in the under 19s!

3 **Dan York** and **Dan Wanstall**, Brakes, ran the London Marathon.

4 **Innis & Gunn** Christmas Jumper Day and fundraising at their AGM.

5 **Country Choice team**, with special thanks to **Garry Picton** and **Nick Masters**. Fundraising Street BBQ; Christmas Lights Switch On and Christmas Raffle.



Since Brakes signed up to Pennies from Heaven in September 2021, **783 employees have signed up** to donate the pennies from their payslip each month to Meals & More.

So far, they have **raised over £5,000.**

Contact **Pennies from Heaven** to find out how your company can sign up:
kate@penniesfromheaven.co.uk <https://www.penniesfromheaven.co.uk/>

pennies
from
heaven



Every penny counts

Our running superstars

A **big shout out** to all our runners from **Sysco GB** who are raising funds for Meals & More.

London Landmarks HALF MARATHON

2nd April 2023

Delyth Evans, James Chilton, Nick Kitchen, Peter Innes, Clair Brightman, Michael Andersen, Neil Coombs, Skye Tull, Ailsa Riding and **Paul Hulyer.**

London MARATHON - 23rd April 2023

Neil Marsh, John Turney and **Jack Allcock.**



Feeling inspired?

If you would like to undertake your own personal challenge for Meals & More, please use our Justgiving page.

<https://justgiving.com/mealsandmore>

Rokzkool

Holiday Club, Inverness

This Easter was full on for Rokzkool. With the help of our sponsors, including Meals and More, and our fabulous volunteers we were able to provide some awesome activities both indoors and outdoors for local youngsters. We also provided lunch, snacks and breakfast every day.

Our exhilarating two-week programme had a multitude of fun and learning activities aimed at increasing social skills, self esteem, building core skills and confidence building.

Each day was different, our years of experience and youth work has allowed us to develop strategies and methods which makes for quality workshops ensuring the participants reach their potential in whatever they take part in.

Daily we had on average 26 local youths, that's 260 places over the two-week period, for six and a half hours each day.

Our Activities were amazing. Each Monday and Friday we went to Fairburn Activity Centre for some breath-taking, full on fun including bush craft which had them den building, fire starting, toasting, log stacking and loads of fresh air among the giant trees. With the supervision of the Fairburn staff, the youths were given lessons on Archery and Climbing which was followed by Laser tag which had them running and hiding while working in teams, trying to claim the Saltire Flag at basecamp.

Tuesdays, Wednesdays, and Thursdays were spent in and around the area, and the Phipps Hall where we had lots of music, sport, cooking, singing, exercise, Art, Easter Egg design and decorating. We even managed to show a film, which needless to say, was The School of Rock.

Most of the music was done on stage with groups of six trying out our various instruments. We had a battle of the bands just like in the film, this was great fun and fairly competitive.

A huge thanks to all our sponsors. Without your support we would be unable to provide this vital service.

Teamwork at its best!

The Rokzkool Team.



A big
thank you to
 our **Corporate**
Supporters



Meals & More
Happier, Healthier Children

Contact us

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