

Sodexo Stop Hunger Foundation

Annual Report 2017



**stop
hunger**

Sodexo Stop Hunger Foundation Annual Report 2017

Dear all,

What better way to improve someone's quality of life than to feed them when they are hungry, and to provide the support, education and hope that they need to escape food poverty and lead a "quality life". That's what our Foundation does, with your continued support. Thank you.

The Sodexo Stop Hunger Foundation has had another successful year. We have embarked on a new strategy, refreshed our Board of Trustees and raised over £450,000 to support the most disadvantaged individuals and communities in the UK and Ireland.

Our purpose is clear – to alleviate hunger and to provide education and support to promote health, nutrition and wellbeing. We have made great progress on the four parts of our new strategy this year – fundraising, giving, engagement and communication.

The Annual Foundation Dinner and the Supplier Golf Day continue to be important fundraising events for the Foundation, together with the countless events embarked on by our enthusiastic staff and charity champions. We have just launched a staff lottery to raise further funds in support of our work.

We have also streamlined the charity partners with whom we work, continuing our fantastic relationships with Fareshare, Soldiers, Sailors, Airmen and Families Association (SSAFA) and Coram while investing in new relationships with Trussell Trust (our national foodbank partner) and Ashoka (sourcing a new social entrepreneur for the Foundation). Our new partnership with the Trussell Trust has allowed us to impact almost 5,000 people by providing 43,124 meals through the three-day emergency food parcel.

We introduced a focus on engagement this year most evident through the significant level of employee volunteering as part of the "Volunteering Pledge" initiative. Thank you to all those who participated, the feedback has been extremely positive and we aim to build on the programme each year. Finally, we continue to work on communicating the impact of your fundraising efforts and the donations that we make, and you will see a selection of case studies in this report.

Thank you all for your continued support of the Sodexo Stop Hunger Foundation.



Gareth John
Chair, Sodexo Stop Hunger Foundation



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Sodexo Stop Hunger Foundation strategy

Fundraising

Key findings

The Sodexo Stop Hunger Foundation raised more than £450,000 in FY17, which will go towards those most in need in the UK and Ireland. The amount raised is a slight decrease from last year, due to an increase in expenditure on key events, such as the Foundation Dinner and the Supplier Golf Day and a fall in segment fundraising.

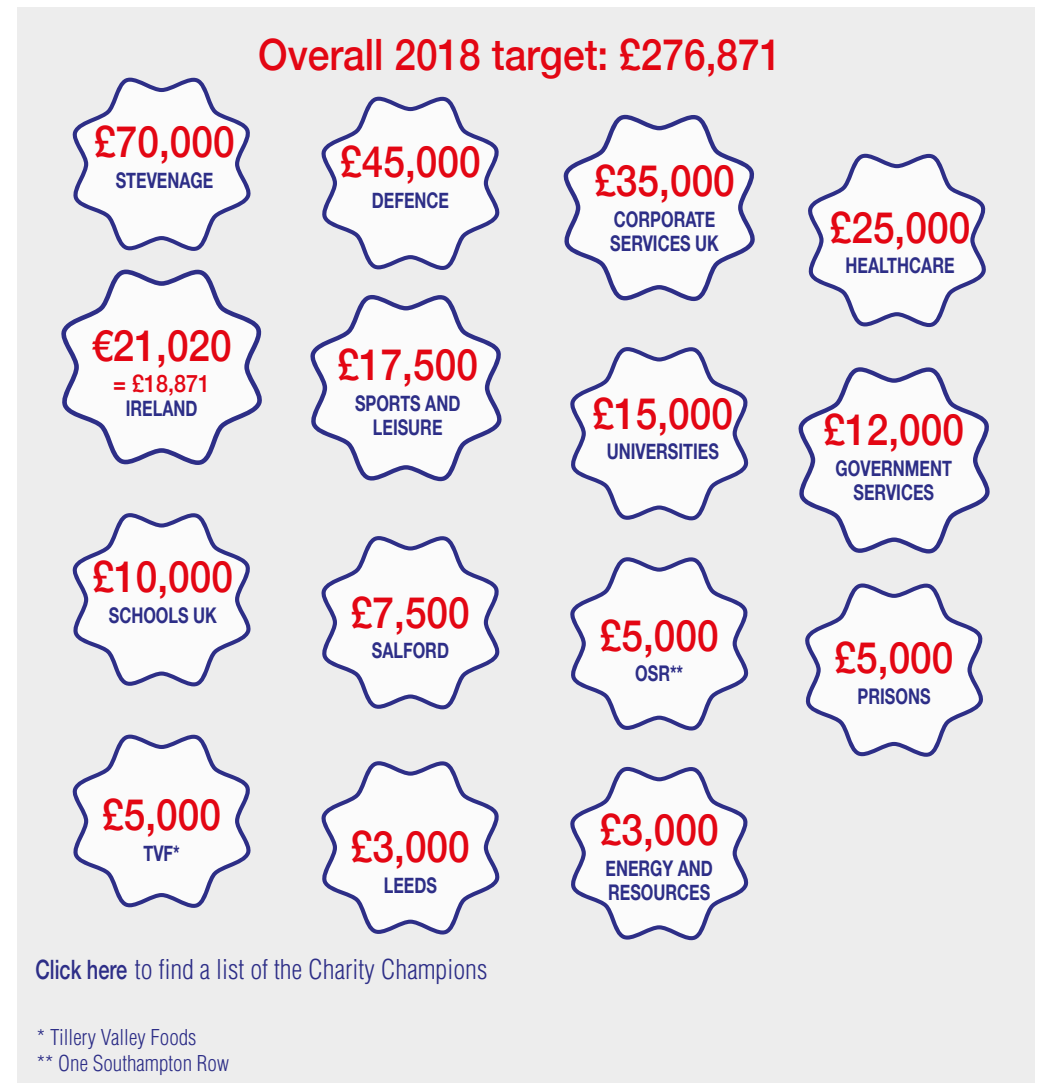
Charity Champions and Segment fundraising

Charity Champions are pivotal to the amount raised for the Foundation, in FY17 their fundraising efforts brought in almost £300,000.

The segment that raised the most money overall was Defence, with a total amount of £91,100 exceeding their target of £80,000. This was followed by Ireland who surpassed their target of €20,000 raising over €22,000. The segment that raised most per head was Stevenage, with £41.02 per head.



Charity champions for each segment have now set their targets for FY18:



Foundation Dinner

This year the net total raised for the Foundation Dinner was just under £80,000. For the first time in FY17, we worked with Give Smart and held a silent auction alongside the traditional live auction. The two auctions combined raised £27,924.

Supplier Golf Day

Our suppliers continue to support our fundraising efforts, this was in evidence once again this year. The Supplier Golf Day raised almost £40,000 net total. The Finance Director of the Trussell Trust, Tim Mynott, attended and presented on how the money raised would impact Trussell Trust.

Salary sacrifice

The Foundation received just under £9,000 from payroll giving and charity change donations, half of this amount was then matched by Sodexo.

Stop Hunger Day

Charity champions were involved in a number of localised fundraising events that have contributed to their FY17 segment totals. This included Government Services who held a 'Mount Snowdon Walk' and sky dive which raised more than £3,000.



Engagement - Volunteering

Our volunteering policy allows Sodexo employees to spend up to three days per year volunteering for charities that aim to tackle hunger and/or improve nutritional wellbeing of their beneficiaries. This is important as according to the Trussell Trust and FareShare there are 1.3 million people in the UK destitute, including 300,000 children. One in five people in the UK are living below the poverty line.

With this in mind we worked with FareShare and Trussell Trust to see how we could help. We scoped a number of different opportunities across the UK, from sorting food in the FareShare warehouse, to delivering food to local organisations and giving out emergency food parcels.

This opportunity allowed us to use volunteering as a way to increase employee engagement and we launched the employee volunteering pilot from May-August 2017. This involved asking Sodexo employees to make their #mystophungerpledge to spend time in their local communities volunteering with the Trussell Trust or FareShare. The campaign was a great success with almost

350 employees volunteering in their local communities and making a difference, a threefold increase on the total number of volunteers in FY16.

Trussell Trust foodbanks reported that the volunteer support made a big difference, that volunteers were quick at doing stock takes and making up three-day emergency food parcels. The foodbanks were very positive about the input that they received and the outcomes achieved from Sodexo volunteers. West Lothian foodbank promoted weekly volunteer opportunities and reported that, *'The Sodexo volunteers are keeping us going right now as we're short staffed.'*

Similarly, the impact with FareShare has been 'phenomenal' and feedback from staff at regional centres has been overwhelmingly positive: *'Sodexo volunteers always come with such a positive attitude and really get stuck in. They have been life savers over the last few months!'* – Rachel Ledwith, Development Manager at FareShare London.



Team of Sodexo volunteers help out at FareShare's distribution centre

Impact and benefits to Trussell Trust and FareShare

- > 344 volunteer days = 1,986 hours spent volunteering through the Sodexo Stop Hunger Foundation
- > 61 Trussell Trust volunteers made up 336 food parcels reaching around 1,000 adults and children
- > 188 FareShare volunteers delivered 39.5 tonnes of food and sorted 14.2 tonnes of food, equating to 128,116 meals.



Trustees and CR team making their #mystophungerpledge

Plans for the future

A study from Business in the Community shows that 82% of respondents believe that morale and motivation of employees is enhanced as a result of participating in an employee volunteering activity. Increased engagement rates tie in with our Better Tomorrow 2025 target of 80% **employee engagement** rate and we believe volunteering through Stop Hunger can make a positive impact. To read more about Better Tomorrow 2025 commitments [click here](#).

With this in mind, we ran a robust volunteering survey during the pilot to capture motivations for volunteering as well as employee engagement and their interests. The results of the survey were overwhelmingly positive and showed a 15% increase in employee engagement amongst volunteers (as compared to the rest of the workforce).

Amazingly, 99% of respondents said they will look for volunteering opportunities in the future, and 77% of respondents said they would be interested in skills-based volunteering in the future.

The corporate responsibility team will build on the progress of the employee volunteering pilot and will continue to support Sodexo employees by organising targeted volunteering opportunities around specific times of the year such as Stop Hunger Day and the Neighbourhood Food collection. Some other volunteering opportunities at Fareshare and Trussell Trust centres will be available throughout the year, increasing engagement across teams and locations.



The Government Services team, from left to right, Florentina Balta, Mark Welshman, Marie Arthur, Rezki Karar and Cynthia Osei-Kwame fundraising on Stop Hunger Day

Giving

We have given out almost £400,000 to our charity partners. This includes our most recent partners the Trussell Trust and Ashoka. The Trussell Trust runs a 400-strong network of foodbanks that provides a minimum of three days food and support to people experiencing crisis in the UK. In the last 12 months, they received £100,000 from the Sodexo Stop Hunger Foundation and you can find out how it was spent and the impact of this in our 'Impact report' section below.

Ashoka is the largest global network of social entrepreneurs, it helps individuals scale their solutions. In the last 12 months, they received a grant of £45,687 which enabled Sodexo to explore innovative ways of tackling hunger and malnutrition, by holding an event to identify and interact with social entrepreneurs tackling



Margot Slattery, Country President for Ireland and Gareth John, Chair of Trustees presenting a cheque to our Irish charities

the root causes of food poverty, while creating long-lasting impact. This resulted in five social entrepreneurs being given the opportunity to present their projects to Sodexo, and discuss with the Sodexo team the future of food sustainability, exploring impactful cross-sector collaborations.

As a result of this event, Sodexo is in the process of selecting a Stop Hunger Ashoka social entrepreneur, who will potentially be awarded an Ashoka fellowship, a three-year financial stipend and access to life-long strategic support from Ashoka.

[Click here](#) to read more about the Ashoka partnership in the 'Working towards a more sustainable food system' blog.

Emergency donations

Sodexo and the Foundation made contributions to the British Red Cross 'We love Manchester Emergency Fund' in May amounting to £23,704, following the terrorist attack in Manchester.

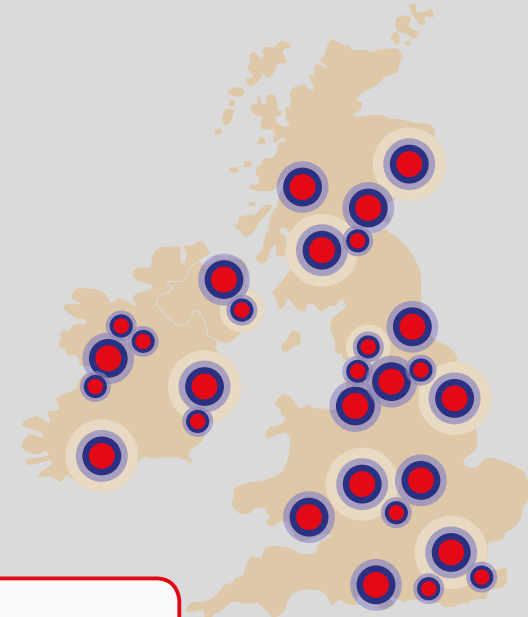
Donations to our Irish charities in 2017:

- > Focus Ireland is a homeless charity that aims to prevent young people and individuals from having to experience homelessness. For those who are homeless, they offer the best available advice and support. More information on our donation is highlighted in our 'impact report'.
- > Food Cloud Hubs is a social enterprise with a vision for a world where no good food goes to waste while people are hungry. They have created a unique solution, connecting food businesses with large volumes of surplus food to charities that need it in communities across Ireland. Our donation was used to cover the maintenance of the vehicles that collect and transport the rescued food.
- > Barnardo's is a well-known charity that works directly with children and families in need, providing services and support in 40 centres around the country. The money donated supported the Barnardo's Breakfast Clubs and Family Support Projects in Ireland. It ensured the children received the right nutrition at the start of the day allowing them to concentrate and continue in their development during attendance at their early years services or while at school.



Our impact over time

The Sodexo Stop Hunger Foundation supports charities tackling hunger and malnutrition across the UK & Ireland



Total to date: £248,643

Total to date: £568,570

2011

2012

£15,614

→ Prince's Trust
Get-into cooking courses and apprenticeships for young adults

Total to date: £971,163

2013

£5,000

→ Action for Kids
Food preparation and life skills course

£6,000

→ Queen Alexandra Hospital Home
Refurb of a training kitchen for residents

Total to date: £1,361,608

2014

£2,875

→ BrendonCare
Cooking-for-one sessions for older people living in isolation

£41,250

→ Coram
Teaching health and wellbeing to children in a mobile classroom

£7,811 to Focus Ireland

£8,416

→ Trees for Cities
Helping children learn about nutrition with an edible playground

£120,000 to FareShare

£16,937

→ Centrepoint
Providing training kitchen for young homeless people

£7,500 to Providence Row

£30,000 → SSAFA

Supporting homeless ex-service personnel

£16,840

→ Providence Row
Supported cook, grow and eat course, where homeless people grow their own food

£100,000

→ Trussell Trust
Network of foodbank charities providing three day emergency food packages and support to those in need

£8,924

→ Body and Soul
Weekly food preparation courses for people living with HIV/AIDS

Total to date: £1,679,048

2015

£7,022 to Barnardo's

£30,000 to SSAFA

£67,825

→ Outward Bound
Facilitating the Sodexo Health and Wellbeing Challenge for young people

£23,790 to Coram

£120,000 to FareShare

£30,000 to SSAFA

£9,892

→ Magic Breakfast
Provides healthy school breakfasts to hungry and malnourished children in disadvantaged areas

Total to date: £1,882,355

£4,975 to BrendonCare

£9,250 Community Council of Staffordshire

£5,868 Council for Homelessness NI

£6,000 The Queen Alexandra Hospital Home

£45,687

→ Ashoka
Social enterprise that enabled Sodexo Stop Hunger Foundation to explore innovative ways to tackle the root cause of food poverty

£4,975 to BrendonCare

£9,250 Community Council of Staffordshire

£5,868 Council for Homelessness NI

£9,250 Community Council of Staffordshire

£120,000 to FareShare

£40,000 to SSAFA

£5,668 → FoodCloud Hubs

Connects businesses with surplus food to food charities in Ireland

Total to date: £2,301,859

£5,668 to Focus Ireland

£5,668 to Barnardo's

£33,540 to Coram

£4,950 to BrendonCare

£33,540 to Outward Bound

£2.3m+ Given in grants in the last 7 years

£9,533 to The Training and Learning

Communications

Our ambition is for Stop Hunger to be a loved brand. Therefore our aim is to effectively communicate all the great work taking place through our internal and external channels.

The Stop Hunger website has been refreshed to showcase highlights of our volunteering, grants and the work of our partners.

In order to support charities to apply for funding, we changed our application process. We put together a description of the type of charities we support, those that tackle hunger and malnutrition and provide nutritional education. We created an enquiry box, where charities explain the type of charity they are and request an application form. This small change significantly reduced the number of applications from charities that did not align with our aims, leading to an increased focus on charities that aligned to our core strategy.

Sodexo's intranet Sodexo_Net has seen an increase in engagement from employees, with pages reflecting all the changes to take in the Sodexo Stop Hunger Foundation. Employees are able to find out more about the Trustees and read testimonies from other employees who have volunteered and watch videos from our charity partners. Sodexo_Net has been pivotal in many of the Stop Hunger campaigns such as the launch of Stop Hunger Day and the volunteering campaign.

1,488 employees visited the Stop Hunger day page on Sodexo_Net for the launch on 9th May. The re-vamp allowed employees to navigate around the pages and find out a vast amount of information relating to the employee volunteering programme pilot. This was also reflected in our social media channels where there was consistent interaction with the **#mystophungerpledge** highlighted by the impressive statistics below:

We reached 4,724 people on Stop Hunger Day with the Stop Hunger Day post with a click through of 573 on Twitter!

The #mystophungerpledge total twitter impressions reached 1.1 million people through May to August! 400,000 of these impressions were on Stop Hunger day with significant support coming from Jon Pileckis, Nia Jordon, Sajna Rahman and Matt Dawson.

As the summer of volunteering has come to an end there has been a slight decrease in engagement with Stop Hunger on our internal and external channels. Charity Champions have access to the Stop Hunger Twitter account to ensure exciting fundraising and volunteering events continue to be communicated.



A tweet from our Stop Hunger Twitter account showing some Sodexo volunteers at FareShare London

Partner charities - our impact

Here are three case studies illustrating how our grants have been invested.

The Trussell Trust

The Sodexo Stop Hunger Foundation's donation of £100,000 has enabled the Trussell Trust to make improvements to their operations in the last 12 months.

> Increase in quantity held by the regional distribution centre (RDC)

Due to the increase in space at the Trussell Trust regional distribution centre, over 25 tonnes of food that might otherwise have gone to landfill could be stored and re-distributed. This equates to more than £223,000 of food at retail value of product received since the project started (January) until July. This equates to 43,124 meals that have impacted 4,792 people.

> Enhance the collection and re-distribution of food

The Trussell Trust has been able to collect food where an over-stock situation has occurred e.g. in Pershore or Newcastle-Under-Lyme foodbanks and redistribute to foodbanks with shortages in other parts of the country.



Recent research from Trussell Trust provides insight to the type of people who depend on food banks, [click here to read](#)



Trussell Trust foodbank beneficiary receiving a food parcel

FareShare

The Sodexo Stop Hunger Foundation's donation of £120,000 has enabled FareShare to achieve the following.

> **Food on the move: feeding people first**

The funding is helping with the core elements of FareShare's operation, supporting the wellbeing of people who are vulnerable, hungry and often socially marginalised. Sodexo supported FareShare by removing barriers to surplus food redistribution, supporting it with co-ordinating transport and logistics solutions, on behalf of more food retailers, suppliers and hauliers and build on existing partnerships.

FareShare has used the funding to develop and strengthen partnerships with companies who have limited options for their surplus food. With this support FareShare has secured 13,552 tonnes of food from these companies which has been distributed among 6,723 charities. The total number of beneficiaries reached has been 484,786 adults and children saving the UK charity sector £22.4m within FY17. During that time 188 Sodexo volunteers also delivered 39.5 tonnes of food and sorted

14.2 tonnes of food, equating to 128,116 meals.

One of the charities who benefited from the distribution of FareShare food is the St. Albans Community Centre.

"We have been using FareShare for just under a year. It has vastly improved the quality of what we can offer our service users, and we save around £70 per week on our food bill – that's money we can put towards trips to the theatre, the seaside, entertainment and decorations for our various parties." Debbie Billington, Deputy Centre Manager, St Albans Community Centre.



**Debbie Billington-
Deputy Centre
Manger St Albans
Community Centre
(charity that offers a
range of services to
vulnerable people)**



Focus Ireland

The Sodexo Stop Hunger Foundation has provided Focus Ireland, a homeless charity that works with people who are homeless or are at risk of losing their homes, with a donation of €15,500 over three years. Our support went towards Focus Ireland's coffee shop which is the first port of call for those at risk of homelessness. Our grant was able to provide 20,753 meals from February to July 2017 which catered to 4,144 customers.

> **Case study**

The Kennedy family (Mum, Dad, four children) attended the coffee shop in June. They had become homeless due to the ongoing housing and homelessness crisis in Ireland. Focus Ireland's coffee shop is where they came with their children for help.

On arrival, they were brought upstairs to the family room, a private space where they could relax.

The family was provided with a hot, nutritious meal. The parents were then met by an advice and information staff member who advised them on accessing emergency accommodation and financial advice. The advice and information team then began to source accommodation for the family, while emergency food was packed for them.

The Kennedy family is now in emergency accommodation and is working with Focus Ireland staff towards securing a permanent family home.



Coram

The Sodexo Stop Hunger Foundation has made a donation of almost £150,000 to Coram over the last five years. Our most recent grant of £30,000, awarded in the last 12 months, supported Coram Life Education and Family assembly programme in the Northwest.

Coram Life Education (CLE) and Family Assembly programme is the UK's largest personal, social, health, economic (PSHE) education programme. The fun and interactive service is delivered in specially designed mobile classrooms offering an inspiring setting for children to learn about how to make healthy choices.

The grant given by the Sodexo Stop Hunger Foundation achieved its aim of part-financing 28 schools in FY17 using two elite CLE educators, mobile classroom and resources. Over 30,000 children have been impacted by Coram's work in the Northwest. Our grant has been able to support The Family Assembly project which encourages parents and families into schools to partake in specially designed CLE sessions. Creating a ripple effect to help more families to understand healthy eating and lifestyle options.

> Case study

Irlam School in Manchester was part funded to run one year of CLE sessions for the entire school, due to the success of the programme they have now booked the full CLE package for this academic year at full price - including the Family Assembly, which means that parents and children at Irlam will reap the benefits of CLE. This also proves that the part-finance model supported by the Sodexo Stop Hunger Foundation has had the desired affect of targeting new schools and increasing both uptake and retention.

"We have had the pleasure of welcoming Coram Life Education to our school for a number of years and are extremely pleased with the level of education and good practice we receive. A first class provision of PSHE education. We are always looking for ways to involve parents and I am also pleased to report that last year Coram Family Assembly held in school was much better attended with parents happy to know more about healthy living".
Irlam Key Stage 3 Manager.

coram



School children in the Northwest participating in the Coram Life Education

Key milestones - highlights of the year

Volunteering

Sodexo volunteering was re-launched on 9 May 2017, Stop Hunger Day. This resulted in employees pledging to volunteer throughout the summer.

Partnership with Ashoka

The partnership with the Sodexo Stop Hunger Foundation and Ashoka is a new direction. Social entrepreneurship assists with the Foundation's objective of tackling hunger and malnutrition beyond food aid. By working alongside Ashoka, the Foundation is able to scope solutions on a wider scale, to create a sustainable food system.

Launch of Employee Lottery

The weekly lottery is our new initiative to engage with a wider population of staff across the company, raise awareness of the work of the foundation and increase the level of fundraising.

£1 for £1

£1 for £1 launched in FY17, universities, hospitals and corporate services sites raised a combined amount of £4,500 which was matched by Sodexo's Stop Hunger global team. The amount raised was then distributed to charities in the UK and Ireland and the World Food Program.

Trustee appointments

The Sodexo Stop Hunger Foundation board also introduced Greg Jennings, EPoS Team Lead, Samantha Scott, Senior Brands Communication Manager and Simon McCluskey, Commercial Controller as new trustees. A big thank you to former Trustees, Rebecca Symon, Lee Brittain and Chris Barnes, who have all stepped down from the Board in the past year.



Contact details and useful links



Stop Hunger UK and Ireland

uk.stop-hunger.org



Sodexo_Net Stop Hunger page

uk.sodexonet.com/en/home/our-company/what-we-stand-for/stop-hunger.html



Stop Hunger mailbox

StopHunger.UKandIE@sodexo.com



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Facebook

UK and Ireland
www.facebook.com/SodexoUKIreland

Charity Champions group
www.facebook.com/groups/StopHungerCharityChampions



Twitter

twitter.com/stop_hungeruk



Charities Trust (how to create an online giving page)

www.sponsorme.co.uk/organisations/sodexo



Payroll giving

uk.sodexonet.com/home/our-company/what-we-stand-for/stop-hunger/payroll-giving.html



Stop hunger merchandise

Sodexo Shop
uk.sodexonet.com/en/home/tools-x0026-resources/transversal-functions/brand-and-communications-1/sodexoshop-1.html

Paying in slip

[Click here.](#)



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