

January 2025

Together



Creating change, together

How local communities, food banks, and supporters like you are joining forces

Welcome

1,400

food bank locations

36,000

volunteers

12,000

churches

100,000+

community groups and schools

Millions of people like you and me around the UK. All working together to ensure no one needs a food bank to survive.

That's powerful, isn't it?

This issue of *Together* celebrates the strength and impact of our incredible community...

On page 9, read how people are rolling up their sleeves and finding meaningful local solutions to poverty. On page 3, discover the amazing creativity among our fundraisers. And, on page 7, get to know our newest Ambassador, AJ Odudu.

Together, we are building a compassionate society and providing vital food and support for those struggling to make ends meet.

So, whatever part you play, remember that you are creating real and lasting change. Read on to find out more about the impact you're making, as well as new ways to get involved.

And thank you. Thank you for refusing to look away when so many people can't afford to eat, keep warm or pay the bills.

Thank you for standing alongside people in their hardest moments.



A community of heroes

Meet the extraordinary people whose passion and creativity are raising vital funds to help end hunger, together

During weddings and on walks, at concerts and quizzes, in Zumba classes and workplaces, people like you are doing something amazing...

We are hugely grateful to everyone who's helped make a difference – and, here, we celebrate some of your incredible achievements.

Trussell Zumba-thon

What happens when you bring together nine dance teachers, dozens of dancers, the local town Mayor, and put them all in a room for two hours? You get the first Trussell Zumba-thon, an amazing fundraising event where people donated money, raised sponsorship and had fun!

Organiser Jo Gibson says, “We had the local press down, a cake and bake sale, and everyone could get together and make a difference. Running an event is a great way to involve people who donate with cash instead of online.”

Over **£1,400** raised



Playing her part

Retired music teacher Sheila Carter is playing her part for Trussell by giving piano recitals and leading community carol singing.

“I am appalled that, in this day and age, there are people who cannot afford to eat,” says Sheila. “Two friends offered me their sitting room with a piano, so I gave a short recital, and we rattled a collection box. People were so generous!”

Since then, Sheila has led carols on the green near her home and hosted a concert in her garden.

£817 raised

Miles of support

A team from digital identity specialists, GBG, took part in a 30km walk through the Peak District in September as part of their corporate support for Trussell. Thank you!

£4,270 raised



Paying it forward

When Stef and Jimmy celebrated their civil partnership, they asked guests to donate to Trussell instead of buying gifts. “We got together later in life and have everything we need,” says Stef, “so we wanted to pay it forward. People’s contributions blew us away. We’re so proud and grateful for the support they’ve shown.”

£2,900 raised



Quiz-mas gift

Every year, Nicky Footer creates a themed quiz and ‘sells’ it to family and friends to complete over the Christmas period. Since 2022, money raised has gone straight to Trussell, to help end hunger in the UK.

“Several families I know have WhatsApp groups dedicated to completing the quiz, and they tell me it’s not Christmas without it!” says Nicky. “I decided I would use the quiz to raise money for people needing food. I’m super proud I’ve managed to make a difference to a few families.”

Around **£1,000** raised every year

Nicky’s Quiz:

How will you fare?

Each clue shows the first letters of a well-known saying, song title or lyric. The underlined letter is a word relating to the theme. The theme is... Places.

- D the L W
- S S & B F
- R W B I A D
- O L T O B
- T B Bs O the W Cs O D

Answers on the next page...

Going for gold

For years, Chorlton Runners, a club near Manchester, has generously collected food for local food banks. But when the previous organiser stepped down and club member Ian picked up the baton, he ran with it!

“I bumped into Manchester Mayor, Andy Burnham at a charity run and invited him to our club run, where we collected food for Trussell,” says Ian. “It was a huge success, so, I thought, why not aim higher?”

He launched a JustGiving page, encouraging other running groups to raise funds for Trussell as well. “We achieved our target, says Ian. “And next year I hope more clubs will get on board!”

£1,360 raised

Nicky's Quiz answers

- Doing the **Lambeth Walk**
- Ship shape and **Bristol** fashion
- **Rome** wasn't built in a day
- Oh Little Town of **Bethlehem**
- There'll be bluebirds over the white cliffs of **Dover**



Could you fundraise for Trussell?

Every effort makes a difference – find your way to support communities and help end hunger.

Find out more:

Visit trussell.org.uk/fundraise

Email fundraising@trussell.org.uk

Phone **01722 580 176** (Monday-Friday 9am-5pm).



AJ Odudu sparkles as Trussell's new champion

A new Ambassador has joined our Trussell community

TV presenter AJ Odudu has joined you and thousands of others working to end hunger – and is already using her voice and platform to raise awareness.

The *Big Brother* host and former *Strictly Come Dancing* star marked her appointment as a Trussell Ambassador with a trip to her home town, Blackburn, where she visited the local food bank and met volunteers.

During her visit, AJ heard of the support the food bank gives to the local community, including to working people needing emergency food and many people needing to use the food bank for the first time.

“The hope and the effort from the amazing volunteers here remains strong,” said AJ. “I know for a fact no one visits food banks unless they absolutely have to, and I just want

to do everything within my power to support those facing hunger and hardship here in the UK.”

Already, AJ has raised money for Trussell on the TV quiz, *Celebrity Wheel of Fortune*. In the coming year, she'll use her profile to shine a light on the solutions needed to ensure no one needs to use a food bank to survive.

Trussell CEO, Emma Revie, said: “We're delighted to welcome AJ as an Ambassador. Her warmth, empathy and ability to connect with people reflects the compassionate welcome that food banks in our community provide to people seeking their help.”

“

I'm proud to be a Trussell Ambassador and I hope that everyone else will join me in playing their part in ending the need for food banks by donating, volunteering or campaigning for the change needed.

”



Follow in AJ's footsteps...

Use your voice to campaign with Trussell too. Find out how at trussell.org.uk/guarantee-our-essentials

Six facts about AJ

- 1** Born in Blackburn, Lancashire, to Nigerian parents.
- 2** One of eight children. Her dad was a bus conductor, and her mum worked as a seamstress, cleaner and school dinner lady.
- 3** Started out her career as a BBC radio reporter.
- 4** A semi-finalist in 2021's *Strictly Come Dancing* (with dance partner Kai Widdrington) but was sadly forced to retire injured.
- 5** Began supporting Trussell in 2022.
- 6** Became the face of ITV's *Big Brother* in 2023.



Local champions

Food banks are tackling hardship and driving change through local causes

Everything we do at Trussell is focused on ending hunger. But it's not just helping people in immediate need. It also means fixing the underlying causes of poverty.

One way we're achieving this is by empowering food banks to make meaningful change locally.

With dedicated funding and resources, food banks are using their local expertise to identify issues, unite communities, and inspire change.

So far, around 400 projects across the UK have tackled a wide range of local issues. Here are three inspiring success stories.

Image: Attendees at the Organising & Local Mobilisation Festival, Manchester, February 2024

Rhyl Foodbank

Improving temporary accommodation

When David Jones joined Rhyl Foodbank, he set out to understand why local people might need to use a food bank – through data analysis and conversations with people with lived experience of hardship.

He found almost 40% of referrals were for people living in temporary accommodation – usually without a kettle, microwave, laundry facilities or Wi-Fi. Many went without hot meals for months, and had to pay for a laundrette or wear dirty clothes.

“It creates extra expense,” says David. “People feel abandoned and hopeless about the future.” No internet also meant missing Universal Credit commitments and facing financial sanctions.

Action was needed, so David’s team created **Secure Today, Stable Tomorrow** – a campaign showing the link between insecure housing, food and wellbeing – and a report, calling for standardised care and access to basic amenities. The County Council responded positively, with its Chief Executive visiting the food bank in October 2024.

Rhyl Foodbank also created an interactive installation: a mock-up hotel room where the public could listen to real-life stories, write messages of support and sign a petition calling for change.

“**It’s shown the community really do care about the issues bringing people to food banks.**”

“People with experience of temporary accommodation said they felt seen,” adds David. “And the overwhelming support further motivated our push for change.”

Looking ahead, they’re partnering with the council to help more people achieve stability. As David reflects, “Applying what we’ve learnt to create lasting change is so rewarding!”



Waterside Changemakers

Demanding better bus routes

Waterside Changemakers is a grassroots group formed in March 2024, bringing together Waterside and Ringwood food banks, as well as other anti-poverty organisations in the New Forest.

Led by Tom Wardle, the group arose from community workshops that revealed a key issue: the lack of reliable public transport in the area.

“Buses can be a lifeline – connecting communities, easing loneliness, and providing opportunities for work and study,” says Tom. “But the buses were a nightmare. People missed health appointments, got stranded when buses didn’t show up, or were stuck at home, unable to go out. Some even turned down jobs or had to move away.”

In June, the group launched its Better Buses campaign – with a beach picnic attended by local politicians. They also presented a petition to the County Council and bus company, sharing stories of how poor service affected

residents. By August, there was good news – the frequency of a key bus route would be increased!

“For years, everyone knew that the buses around here were a real problem, but just accepted it.”

“Our campaign showed decision-makers the true scale of the problem,” explains Tom. “It’s uplifting to realise that every single person in every community can bring about change.”

And it was lovely to see members of the group grow in confidence, with one person even winning a Community Spirit award!”



Feeding Liverpool

Campaigning for free school meals



Samir Karnik Hinks manages Feeding Liverpool, the city's food alliance. He works with groups in the food insecurity and poverty space – including North and South Liverpool food banks.

Working with community food spaces, Samir began a campaign calling for free school meals for all. Events were planned for June 2023 – to coincide with No Child Left Behind's week of action – involving parents and pupils at Monksdown Primary School.

Children wrote letters to the Prime Minister about the importance of free school meals, then held a demonstration to add their voices to the national campaign. Their efforts gained huge media attention – including in the *Daily Mirror* and

on ITV's *This Morning*. In 2024, Samir also helped 1,000 primary pupils make their voices heard during Labour's Party Conference.

While continuing advocacy in community food spaces across Liverpool, Samir is now working with local projects to develop a Right to Grow campaign – bringing people together while boosting food system resilience.

Feeling inspired?

If you'd like to offer some time to support your local community, you can find volunteering opportunities at trussell.org.uk/support-us/volunteer

A gift to support communities beyond your lifetime

Darrell Barnes is one of many committed supporters who are choosing to remember Trussell with a gift in their Will. It's a way to make a lasting impact on the world – and create a more just society for generations to come.

Could you remember Trussell in your Will?

Like Darrell, you can help ensure that future generations have the support they need by leaving a gift in your Will to Trussell. Every gift, no matter the size, helps build stronger communities. Together, we will end hunger in the UK.

“

My legacy gift reflects my duty and desire as a citizen to bequeath a better society to posterity. It is a mark of shame that food banks should exist at all, let alone in one of the world's wealthiest economies.

I cannot feel safe unless my neighbour is also safe: that safety embraces food security, a need so basic that unless it is satisfied, no one can properly function as a human being.

My legacy will help Trussell continue its efforts to make the world a better and happier place.

”

Find out more:

Call our friendly team on **01722 580 178** (9am-5pm, Mon-Fri)

Email giftsinwills@trussell.org.uk

Visit trussell.org.uk/gifts-in-wills



Winter wonders

Co-creating our Winter Appeal with Exeter Foodbank

You may have seen our winter appeal, showcasing our community of food banks as places where hunger ends and hope begins.

Thank you to everyone who has already given so generously. Your support is making a real difference, ensuring that people across the

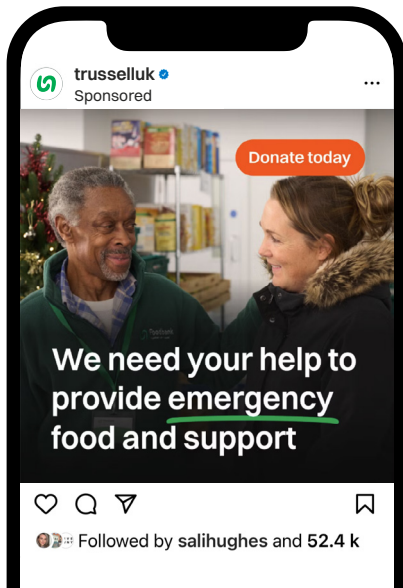
UK can access the essentials they need during this tough winter.

We're committed to sharing the reality of life within our food bank community, with honesty and integrity. This means working closely with food banks to create stories that amplify their voices and experiences.

We were so grateful to work with Exeter Foodbank on our Winter Fundraising Appeal. They welcomed us into their community, allowing us to see first hand how they prepare for the busy winter season. We captured the campaign photography right at their food bank, highlighting the work of their dedicated volunteers.

Together with Exeter Foodbank, we shared the voices of the people they support. At every step, we ensured the words, images, and stories we shared are a dignified reflection of their work.

Thank you to Exeter Foodbank for being such inspiring collaborators. It was an honour to meet their incredible staff and volunteers, and we hope you enjoyed getting to know them through the stories they shared.



We especially want to celebrate Steve Godbeer, who, alongside his family, has raised over £120,000 for the charity during his 12 years as a volunteer!

Contact us

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magazine@trussell.org.uk

01722 580 178 (Monday-Friday 9am-5pm)

trussell.org.uk/magazine





trusselluk

1. I'd like to make a one-off gift

My amount £

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

-OR- please debit my: Visa Mastercard

Card number:

Start date: Expiry date: Name on card:

/ /

-OR- scan
to donate:



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2. Please complete your details

Title: First name: Last name:

Address:

 Postcode:

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, to Trussell.

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: I am not eligible to Gift Aid.

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

4. Let's keep in touch

We will continue to contact you by post with information about our work, fundraising activities and ways to get involved. If you are happy to receive this information by email or phone, please provide your details:

Email:

Phone:

To change your communication preferences at any time, please call us on **01722 580 178** (between 9am and 5pm) or email supportercare@trussell.org.uk. You can also find out more about how we collect and use your personal information by reading our Privacy Policy at trussell.org.uk/privacy

5. Gift in wills

I would like more information about leaving a gift in my Will to Trussell

I am already leaving a gift in my Will to Trussell

Please return to: Freepost Trussell

Visit trussell.org.uk/donate

Or call **01722 580 178** (Mon to Fri, 9am to 5pm)

Data Protection Trussell will use the personal information that you provide in accordance with the Data Protection Act 2018. Trussell is registered as a data controller with the UK Information Commissioner's Office under registration number Z279027X. Your details will be kept safe and secure, only used by us, or those who work for us, and will not be shared, sold or rented to third parties for marketing purposes. We may use information and data you provide for analysis, research or screening purposes in order to help us understand our supporters so we can save resources and deliver the best possible service.

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Cut along this line