



Be Enriched Christmas Appeal 2024

Bringing Food, Connection, and Joy to Those Who Need It Most This Festive Season

Be Enriched, a South London food charity dedicated to combatting food insecurity and social isolation, is calling on supporters to join their *Gifts That Give Back Christmas Appeal*.

This vital crowdfunding campaign will ensure that no one spends the holiday season hungry, alone, or forgotten. Help Be Enriched bring connection, food, and joy to over 300 people this Christmas.

Communities In Crisis

This Christmas, 1 in 5 Families will choose between heating and eating, and 1 in 10 Pensioners are set to spend the holiday in isolation. The Gifts That Give Back Christmas appeal will help combat the rising levels of hunger and loneliness affecting vulnerable people in South London this holiday season.

Be Enriched will be hosting three community meals per week from December, right through January, providing 300+ people with a safe space, food, companionship and gifts this Christmas.

The Food Bus – Bringing Christmas to Communities

With the cost-of-living crisis worsening, an alarming 10,000 children face waking up on Christmas morning with empty stomachs and no presents under the tree.

To combat this, the **Be Enriched Food Bus** and **Food Float** will also be stepping in to provide weekly groceries and essentials to families and individuals in need. This mobile initiative delivers affordable, nutritious food directly into communities at a fraction of the cost, ensuring that everyone has access to food throughout the holiday season.

The Food Bus is especially vital for parents who worry about feeding their children during school holidays. By bridging the gap left when free school meal programs pause, it provides much-needed stability and relief.

Beyond food support, the Food Bus offers **school holiday kids' clubs**—warm, fun, and educational spaces where children and families can gather, completely free of charge. These clubs not only provide a safe and welcoming environment but also bring joy and support to families during the festive season.

Support is Needed Now More Than Ever

Every donation brings us one step closer to creating a warm, safe place where everyone has a seat at the table. Whether it's providing a full meal, a starter, or gifts for children, your



support will bring comfort and joy to those who need it most. We want to give back too, this Christmas you can receive a gift from us if you choose to donate and receive a reward.

“We invite everyone to join us in making sure that no one goes hungry, no one spends the holiday alone, and no one is left out this Christmas,”

Kemi Akinola - CEO & FOUNDER

How You Can Make a Difference

Your donations will directly fund:

- **Nutritious, hot meals** for those attending the Christmas Canteens.
- **Festive treats and goodies** to spread holiday cheer.
- **A safe, warm space** for people to connect and build a sense of community.
- **A special visit from Santa**, delivering joy to children in need.

Supporters can choose to donate any amount or select from our *Rewards Programme*, receiving exclusive gifts as a token of appreciation:

- **£10:** Provide a starter for a guest and receive a pack of Be Enriched greeting cards.
- **£15:** Provide a hot meal and dessert, plus receive a limited edition Be Enriched A4 print.
- **£25:** Cover the cost of a full Christmas meal and get a Food Bus tote bag.
- **£30:** Cover the cost of a full Christmas meal as well as a visit from Santa and receive a limited-edition Food Bus Beanie.
- **£100:** Fund a three-course meal at our Community Canteens in the new year and receive hot drinks and food for takeaway guests.

Alternatively – you can donate any amount you wish and choose not to receive a reward, though we’ll make sure to say a big thank you for your generosity.

Join us in spreading the joy of Christmas by supporting the **Gifts That Give Back Christmas Appeal**. Together, we can make a lasting difference for those who need it most this holiday season.

Link to Crowdfunder: <https://www.crowdfunder.co.uk/p/gifts-that-give-back--be-enriched-christmas-appeal>



Additional Information for Editor

About Be Enriched

Be Enriched was established in September 2013 by a dedicated group of youth workers, arts professionals, and young people.

Our projects enrich the community through food, supporting a better and more connected food system that celebrates diversity. We bring people together to share knowledge and cultivate long-standing relationships over a meal. Through our projects, we provide access to food for families throughout the year, reducing food waste and social isolation. We believe everyone deserves access to affordable, fresh, and healthy food and to feel part of their community.

Our important work is delivered across a range of projects:

- Our [Community Canteens](#) bring neighbours together, with volunteers cooking a delicious and nutritious meal, using surplus food, this happens across three locations, each week.
- The [Food Bus](#) is a lower cost, mobile greengrocers, and community space. This unique double decker bus reaches areas experiencing food insecurity or inaccessibility to food.
- Our [Kids Clubs](#) are a school holiday provision, aimed at low-income families, providing food, fun and friendship

Our Journey

Our flagship initiative, the Canteens Project, began as a short-term endeavour aimed at offering young offenders a constructive alternative to traditional community service. Within just a month, we engaged 40 regular participants and effectively utilized surplus food to address community needs. This early success revealed a profound and ongoing demand for both nourishment and companionship in our community.

Today, Be Enriched has grown significantly. We operate three Community Canteens, serving over 3,000 meals in 2022 alone, with the support of 650 dedicated volunteers. Additionally, we run the innovative Food Bus, delivering low-cost food to the communities of Lambeth and Wandsworth. Our efforts extend to combating holiday hunger through our Kids Clubs, ensuring children have access to nutritious meals even when schools are closed.

The Food Bus Project

The Food Bus Project consists of our Food Bus and Food Float. Two mobile greengrocers and a mobile community space, aimed at serving areas with high food insecurity or limited access to affordable, healthy food. After recognising Wandsworth as an area of high



deprivation we identified a significant need and gap in provision for communities and so The Food Bus was born. As we progressed, we identified more geographically disadvantaged areas with further gaps in provisions, which lead to the inception of our Food Float, a smaller, yet equally impactful solution.

Volunteering

Each week, our volunteer group at Community Canteens comes together to prepare and serve a three-course vegetarian meal for members of the local community.

The groups take full ownership of the kitchen during their session, guided by our Canteen Leader who helps them cook a healthy three-course vegetarian meal. The ingredients are provided from locally sourced, surplus fresh produce.

In 2023, almost 800 people volunteered at our Canteens, contributing a remarkable 4,800 hours, equivalent to 200 days. Thanks to their dedication, we served nearly 10,000 dishes, with 85% of volunteers rating their experience as 'Excellent.' Since our inception, we have been supported by local markets, supermarkets, and independent traders, allowing us to redirect over 6 tonnes of food away from landfill.

Our canteens are about more than just food. We encourage our volunteers to eat their lunch alongside our guests, fostering a sense of community and belonging. No matter how different we may appear, we all come together to share a meal at the same table.

You find our socials here:

- <https://www.facebook.com/Be.EnrichedUK>
- <https://www.instagram.com/ldnfoodbus/>
- https://www.instagram.com/be_enriched/
- https://x.com/be_enriched
- <https://uk.linkedin.com/company/be-enriched>