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**Christmas Appeal Fundraiser**

**Comms and Social Media Pack for Media and Partners**

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**Key Info**

* Headline: **Help Feed Liverpool this Christmas**
* **Key message:**
	+ This Christmas we are asking residents and businesses to join together to support Feeding Liverpool’s Christmas Appeal to support the work of Feeding Liverpool and our 70 member charities we support that provide emergency and community food support in the region as we work towards #GoodFoodForAll.
	+ We are asking those out celebrating Christmas with work colleagues and friends in bars or restaurants, to give whatever they can afford
	+ Your support will help us continue to put good food on tables this winter and beyond, at a time when Government Statistics indicate that 132,000 people in the Liverpool City Region– or 9% of the population – are having to turn to emergency food charities to feed themselves or their family.
* Launch Day: **Tuesday 28th November 2023**
* **Feeding Liverpool’s donation page:** [Help Feed Liverpool this Christmas - JustGiving](https://www.justgiving.com/campaign/feedingliverpoolchristmasappeal)

**Hash tags**

#GoodFoodForAll

#FeedingLiverpoolChristmas

**Social media tags**

Facebook:
@feedinglpool

Instagram:
@feedinglpool

Twitter:
@feedinglpool

**Sharable assets**
Show your support for Feeding Liverpool’s Christmas Appeal by sharing these promotional assets:

[Download this poster and display it at your place of work](https://www.feedingliverpool.org/wp-content/uploads/2023/11/Christmas-Appeal-Poster.pdf)

Download [this asset for yourself](https://www.feedingliverpool.org/wp-content/uploads/2023/11/Social-Media-Asset-1-Im-Supporting-Feeding-Liverpool.png) and [this asset for your organisation](https://www.feedingliverpool.org/wp-content/uploads/2023/11/Social-Media-Asset-2-Were-Supporting-Feeding-Liverpool.png)and share these via social media

**Suggested Newsletter/Website copy**

132,000 people in our region will turn to emergency food charities next year. Join us in supporting Feeding Liverpool’s Christmas Appeal.

Join us in supporting Feeding Liverpool’s Christmas Appeal.

Feeding Liverpool are asking residents and businesses to join together to support the work of Feeding Liverpool and their 70 member charities that provide emergency and community food support in the region as we work towards #GoodFoodForAll.

We are asking those who are out celebrating Christmas with work colleagues and friends in bars or restaurants to give whatever they can afford via Feeding Liverpool’s Christmas Appeal page: [Help Feed Liverpool this Christmas - JustGiving](https://www.justgiving.com/campaign/feedingliverpoolchristmasappeal)

**Suggested X / Twitter post**

132,000 people in our region will turn to emergency food charities next year. Join us in supporting @feedinglpool Christmas Appeal [www.justgiving.com/campaign/feedingliverpoolchristmasappeal](http://www.justgiving.com/campaign/feedingliverpoolchristmasappeal) #GoodFoodForAll

#FeedingLiverpoolChristmas

**Suggested Facebook Post**

132,000 people in our region will turn to emergency food charities next year. Join us in supporting @feedinglpool Christmas Appeal Join us in supporting Feeding Liverpool’s Christmas Appeal.

Feeding Liverpool are asking residents and businesses to join together to support the work of @feedinglpool and their 70 member charities that provide emergency and community food support in the region as we work towards #GoodFoodForAll.

We are asking those who are out celebrating Christmas with work colleagues and friends in bars or restaurants to give whatever they can afford via Feeding Liverpool’s Christmas Appeal page: [Help Feed Liverpool this Christmas - JustGiving](https://www.justgiving.com/campaign/feedingliverpoolchristmasappeal)

#GoodFoodForAll

#FeedingLiverpoolChristmas

**Suggested Instagram Post**

132,000 people in our region will turn to emergency food charities next year. Join us in supporting @feedinglpool Christmas Appeal Join us in supporting Feeding Liverpool’s Christmas Appeal.

Feeding Liverpool are asking residents and businesses to join together to support the work of @feedinglpool and their 70 member charities that provide emergency and community food support in the region as we work towards #GoodFoodForAll.

We are asking those who are out celebrating Christmas with work colleagues and friends in bars or restaurants to give whatever they can afford via Feeding Liverpool’s Christmas Appeal page.

Link in bio ( [Help Feed Liverpool this Christmas - JustGiving](https://www.justgiving.com/campaign/feedingliverpoolchristmasappeal))

#GoodFoodForAll

#FeedingLiverpoolChristmas

**Sikarthmi’s Story**

*[*[*You can use this animation*](https://drive.google.com/file/d/1Vva4zgILMGJzxd6BXa77RmqdoxzvNM-X/view?usp=share_link)*]*

After leaving Sri Lanka, Liverpool has been home to Sikarthmi and her five children aged 2, 5, 9, 10 and 15, for the last eight years. Since her husband left, she has struggled financially, and her spousal visa expired. Her and her family’s future feels uncertain.

Her children love the fresh fruit and vegetables they receive at the foodbank. In the evenings they will eat fresh carrots and peppers, dipping them in yoghurt.

Sikarthmi says: "The foodbank feels like a family. It is more than the food I receive, it is a place where I feel loved and accepted, giving me the strength to face the road ahead."

**Press release**

Embargoed until 00:01 Tuesday 28th November

Charity launches major drive to help feed Liverpool this Christmas

* *Feeding Liverpool launches Christmas Appeal to tackle food poverty and help feed the city this Christmas*
* *Charity calls on public to donate as 132,000 Liverpudlians rely on food charities to eat*
* *Local businesses Matalan and Hawksmoor already add their backing*

(Liverpool; Tuesday 28th November 2023) Feeding Liverpool, the city of Liverpool’s food alliance, has today launched a new drive calling on the region to help put good food on people’s tables this Christmas.

Feeding Liverpool is asking the public to donate to it, and the 70 member charities is supports that provide emergency and community food support in the region, in the run up to Christmas. It asks those out celebrating Christmas with work colleagues and friends in bars or restaurants, to give whatever they can afford to via their Just Giving page :

[www.justgiving.com/campaign/feedingliverpoolchristmasappeal](http://www.justgiving.com/campaign/feedingliverpoolchristmasappeal)

Your support will help Feeding Liverpool continue to put good food on tables at a time when Government Statistics indicate that 132,000 people in the Liverpool City Region– or 9% of the population – are having to turn to emergency food charities to feed themselves or their family (1).

Food poverty is not just a challenge for the most deprived households. With increasing taxes, rents, mortgages, food prices and energy many households previously regarded as “comfortably off” are finding themselves needing the support of food banks and similar community projects.

It is estimated that as many as 3,000 National Health Workers will be amongst those hoping for support to feed their families.

Feeding Liverpool’s mission has already garnered the support of local businesses that share its goal of tackling food poverty.

Matalan, leading fashion and homeware omni-channel value retailer, based in the North West, is rallying it’s colleagues to dig deep and donate what they can to support the charity and their local community. Matalan will match all donations made by colleagues whilst also donating all proceeds from its annual Christmas raffle to the cause.

Local restaurant, Hawksmoor Liverpool will once again support Feeding Liverpool through their mince pie fundraiser giving 50p to the charity for every mince pie sold in the restaurant, building on their successful partnership throughout 2023.

Feeding Liverpool, Director, Dr Naomi Maynard said:

“Food charities in the region are at crisis point, they are experiencing unparalleled levels of need – with over 2100 emergency food parcels in Liverpool being distributed every week to people in need – all this at a time when food supply is dwindling. The most effective way to provide the ongoing support needed is through a financial donation. We urge the people of Liverpool out in local bars and restaurants celebrating Christmas to think about the 132,000 in their community who are struggling to put food on the table let alone celebrate Christmas.

This is a huge number of people in our community who need support, 132,000 is equivalent to a line of people holding hands from Liverpool to Birmingham (roughly 100 miles). Your support this Christmas will enable us to continue ensuring those in our community in crisis can put good food on the table this winter and beyond.

In our region we have some of the most deprived communities in England, but also some of the wealthiest. In truth, the Liverpool region has the widest gap between rich and poor of anywhere in England. It is certainly within the gift of the Liverpool community to start to address the challenge”.

Matalan CEO Jo Whitfield said:

“Food is such a big part of Christmas, but the reality is that many families will struggle to put food on the table this year due to the rising cost of living challenges. As a business that has called Liverpool its home for more than 30 years, we are proud to be supporting Feeding Liverpool to help more families have access to good food and the joy that brings.”

“Thanks to generous Matalan colleagues across the UK who are supporting the cause, and with all proceeds from our annual festive raffle being donated, we are able to support 2000 families this Christmas. At Matalan, we live by our values, and ‘think family’ couldn’t be more fitting right now. I ask those that can, to donate – however big or small. It will make a huge difference to struggling families this Christmas.”

Hawksmoor Business Development Manager, Emma Hocknell said:

“We have been supporting Feeding Liverpool since Hawksmoor Liverpool’s opening in November 2022. Our customers and staff often enquire about the charities that we support and how they can get involved. Making an affordable donation to Feeding Liverpool over the Christmas and New Year party season is a great way to support those who are most challenged by the cost of living crisis.

We hope that all Bars and Restaurants in Merseyside follow suit so those that are most able to help can make a big difference to our wider community.”

Also, customers purchasing a mince pie off our menu until the end of December, will be supporting Feeding Liverpool. For each sold we will be donating 50p to their much-needed causes.

The Feeding Liverpool initiative will run the length of the Christmas and New Year party season, individuals can donate through the Just Giving page:

[www.justgiving.com/campaign/feedingliverpoolchristmasappeal](http://www.justgiving.com/campaign/feedingliverpoolchristmasappeal)

If companies would like to donate, they can use the link above or alternatively contact Office and Finance Administrator Gentian Khan on gentian@feedingliverpool.org

**About Feeding Liverpool:**

Feeding Liverpool is the city of Liverpool’s food alliance, connecting and equipping people and organisations to work towards good food for all. Feeding Liverpool are developing and driving forward Liverpool’s Good Food Plan in partnership with over 70 communities and organisations across the city.

**Media enquiries:**

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**Data Source Notes:**

1. The data on Food Bank usage is a correlation of data within the governments ONS Family Resource Survey 21/22 and ONS Exploring Local Income Deprivation May 21. It is likely, and anecdotally it is certainly the case, that since their publication usage has increased.