

MOVE ON

25th Birthday Fundraising

Proposal

FSGWS Charity Cookbook (Title TBD)



MOVE ON

Who We Are

Move On is a mentoring, employability, and support charity, providing opportunities to transform lives. We work with vulnerable people of all ages, particularly young people aged 14-25, supporting them in taking the next steps to lead an independent and fulfilling life.

We also run two social enterprises - Move On Wood Recycling (MOWR), and FareShare Glasgow & the West of Scotland (FSGWS). MOWR is a sustainable reclaimed wood collection service and retail business, while FSGWS is a regional centre for surplus food redistribution charity FareShare. Both social enterprises are actively involved in our work supporting employability in our community.

The people we support are vulnerable, often as a result of multiple factors including poor mental health, substance misuse, care experience, homelessness, and debt. Many have experienced trauma, neglect, and abuse. Lack of opportunity has often led to them achieving few qualifications and skills, experiencing low levels of confidence and motivation as a result.

Our services offer people an equal chance to reach their full potential, and find their path.



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FareShare Glasgow & the West of Scotland

FareShare Glasgow & the West of Scotland (FSGWS) is a member of the UK-wide FareShare network.

FSGWS's key objectives are fighting poverty, while reducing the waste of food, water and harmful greenhouse gas emissions. We distribute high-quality surplus food, much of which would otherwise go to landfill, to over 100 frontline charities, or Community Food Members (CFMs) working with the most vulnerable people in society, including homeless shelters, refuges, pantries and community centres.

Millions of people across the UK are severely affected by food insecurity. With the cost of living crisis worsening daily, we can only expect to see this worsen in the coming months. Throughout 2021, FSGWS delivered more than 3.5 million meal portions to those most at risk of going hungry in the face of the pandemic, economic crisis, and soaring food prices. Each month, more than 81,000 people access food provided by FSGWS.

These deliveries also meant that 1500 tonnes of good-to-eat surplus food was saved from wastage at landfill, at an approximate value of over £5.3m. Food production is responsible for 70% of human water use, with an estimated 25 cubic kilometres of water wasted annually in producing food which is never eaten. Every tonne of surplus food redistributed by FSGWS saves the wastage of 1.5 million litres of water. Each tonne of food also saves approximately 1.6 tonnes of harmful CO2e emissions from being needlessly released into the environment.



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Employability

Our commitment to supporting those furthest removed from the labour market is a key objective of Move On. FSGWS plays a key role in this, as our main source of work experience and volunteering opportunities, offering a supportive environment where people can make mistakes, and learn and develop fundamental employability skills.

Through FSGWS, we offer volunteering opportunities, the chance to train on accredited employability programmes, and job placements, both within the Move On team, and through external bodies such as Kickstart. We support volunteers, trainees and service users alike with careers advice, assistance with literacy and numeracy, achieving vocational qualifications, and help with job-searching, CV writing, and interview preparation.

Last year (21/22) we;

- Supported 30 young people through our Employability Fund to move on to the next stage of the employability pipeline
- Supported 24 young people to complete work placements through the FSGWS programme
- Helped 279 14-25 year olds sustain schooling or further education, volunteering, training or employment
- Assisted 153 14-25 year olds in achieving an accredited or widely recognised qualification
- Had 166 active volunteers gaining experience and helping those in need



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25 Years Of Move On

This September will see us reach our 25th birthday. To celebrate this landmark, we're planning a detailed campaign around our impact to date, and what we hope to do in future.

Our goal is to raise £25,000, to help us continue changing lives for another 25 years.

We've planned a range of fundraising activity to support this, including digital campaigning, corporate sponsorship, impact reporting and timelines, and participation in the 2022 Edinburgh Kiltwalk.

The key activity planned around our work with FSGWS, and the one we're asking for help with today, is the creation of a charity cookbook. This will serve multiple purposes, as a useful tool and birthday gift to our CFMs and service users, an opportunity to raise awareness around our work and the surplus food model and - importantly - an incentive 'gift with donation,' to encourage people to support us in reaching our target.

The impact of the last two years has meant that, as we turn 25, our services are more in need than ever before. Raising these funds will go a huge way to funding our vital services.



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The Concept

FSGWS's business-to-business model operates fundamentally differently to foodbanks. Many of our CFMs have historically prepared and served food as nutritious meal for their beneficiaries, rather than simply offering an essential grocery supply/collection service. However, with economic crisis drastically changing the lives of so many in our society, we've noticed an increasing prevalence in our network of community cupboards and pantries, often facilitated through schools and nurseries. Many families in our local communities are now relying on these services to ensure they have enough to eat throughout the week.

The nature of the surplus food model, however, means that the contents of these deliveries changes constantly. Depending on their circumstances, our beneficiaries may have little experience with cooking from scratch.

Our aim is to create a simple, easy to follow cookbook, demonstrating a range of nutritious and affordable meals. The recipes included will be centred around the types of items you might find in our deliveries; both the expected store cupboard staples, and the more...unusual finds (we recently had a large quantity of radishes to distribute; any takers on this challenge...?).

We'll be asking for a range of contributors to submit recipes, including Move On staff and CFMs. We'll also include recipe adaptations for how to meet different dietary requirements (vegan, vegetarian, GF), and how to bulk out as necessary to meet different budgets, while still remaining tasty and nutritious.

We'll also include summaries of the work we've done over the last 25 years, information on how the surplus food model works, and helpful resources on where to find additional support, ways to sustainably shop and store food, etc.

We'll circulate the recipe book to all of our CFMs to be shared with beneficiaries for free. We'll also make this available as a digital download to donors (minimum donation £5).

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Project Inspiration



Full Time Meals: Marcus Rashford & Tom Kerridge

Online campaign in aid of FareShare UK: chef Tom Kerridge comes up with a weekly simple, family-friendly and cheap recipe. Endorsed and promoted by Marcus Rashford.

<https://tomkerridge.com/full-time-meals/>



Cooking On A Bootstrap: Jack Monroe

Print cookbooks and free online budget recipe archive from the 'Bootstrap Cook' - writer, journalist and food poverty activist Jack Monroe.

<https://cookingonabootstrap.com/>



Together: Our Community Cookbook - The Hubb Community Kitchen

Charity cookbook released 2019, in aid of survivors of the Grenfell tower disaster. Recipes composed by The Hubb Community Kitchen, a community of Grenfell survivors. Celebrity endorsement by Meghan Markle



The Female Chef

2021 cookbook showcasing the best of prominent female chefs in the UK (contribution from Julie Lin, Glasgow - potential ask for a recipe submission.)