



BE ENRICHED

ANNUAL REPORT

Oct 2022 - Sept 2023

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CHARITY OVERVIEW

Charity Name: Be Enriched Elements

Charity No: 1170219

Charity Incorporation date: 16 November 2016

Trustees for period: Sarah Coulson, Terence Mitchison, Alice Reid, Katy Gallagher, Ngoc Nguyen, Orlando Wethered

CEO: Kemi Akinola

Finance Officer: Jane Smilie

Address: 98 Charlmont Rd, London SW17 9AB

Contact: hello@be-enriched.org

*Trustees Annual Report for period
1 October 2022 to 30 September 2023*





CHARITABLE OBJECTIVES

- To prevent and relieve poverty, and to relieve and assist people from socially and economically disadvantaged communities who are in need by reason of financial hardship, by delivering free community meals and by advancing health and nutrition education for the public benefit.
- To relieve, assist and provide support for people in need by reason of disability or disadvantage by providing free therapeutic sessions for the public benefit
- For the public benefit, to relieve those in need by reason of youth, age, financial hardship or other disadvantage, and to advance education through expeditions carried out in the UK and abroad for the purpose of providing experiential learning and non-formal education and developing individual competencies, skills and understanding.
- For the public benefit, to relieve those in need by reason of youth, age, financial hardship or social of economic disadvantage and to advance education through learning opportunities and non-formal education and mentoring programmes for and with young people, which promote participation and integration in society and the development of key personal skills.

EXECUTIVE SUMMARY



**KEMI
AKINOLA**
CEO

We extend our deepest gratitude to all our volunteers, supporters, and funders for your incredible support during 2022-2023. Thanks to you, we were able to enrich lives and tightly knit the community fabric together with food.

This period has been one of growth and stability for Be Enriched, as we continue to address the challenges faced by our communities, the changing charity climate while strengthening our local bonds.

Like many small organisations, we navigated the aftermath of COVID-19 and confronted the ongoing pressures of the cost of living crisis and inflation, affecting both our beneficiaries and ourselves. However whilst our income dropped slightly we were able to secure future funds and new partnerships with new funders and new communities.

Celebrating our first decade, we continued to innovate by introducing a new electric vehicle to tackle climate change while staying true to our mission of uniting people through access to affordable, delicious food.

Our vision remains to create a world buzzing with connections, where people, community, and planet are connected in positive, meaningful, and practical ways.

We have focused on supporting people from all backgrounds who are feeling the pinch and those excluded geographically or financially whilst continuing with our core work.



WHAT WE DO

Welcome to Be Enriched's Annual Impact Report. Our efforts are driven by the belief that by breaking bread together, we can break down barriers of social isolation and cultivate a sense of belonging and understanding.

With a firm commitment to strengthening communities, we have embraced the challenges and triumphs of previous years, all while nurturing bonds that bridge divides.

COMMUNITY CANTEENS

Throughout the reporting period, our community canteens have served as vital hubs of connection and security for residents in South London. Be Enriched managed three community canteens; Castle, Clapham, and Tooting, each contributing to fostering a sense of belonging and support within their respective neighbourhoods. For the reporting period, our canteen leads were Julie, Kayode and Tom.

Expansion and Collaboration

Towards the end of 2022, Metropolitan Housing approached Be Enriched with an invitation to establish a community canteen within their community centre. Recognising the opportunity to extend our reach and impact, Be Enriched enthusiastically accepted. Consequently, our Clapham canteen was officially open in December 2022, marking a significant expansion of our operations and a fruitful collaboration with Metropolitan Housing.



THANKS TO OUR PARTNERS

Be Enriched remains steadfast in our commitment to ensuring the provision of high-quality food to those in need. We are immensely grateful for the invaluable support of our partners—Local Greens, City Harvest, Sainsbury's, Neighbourly as well and Getir—whose collaboration enables us to sustain our efforts in serving our communities.



GUEST FEEDBACK 2023

Guests attending our canteens reported significant improvements in their struggles with food insecurity. An impressive 81-100% of guests indicated that the canteens provided essential support in securing their food needs.

In alignment with our commitment to healthy eating, guests also reported a notable increase in their consumption of fresh fruits and vegetables. Between 85-100% of guests observed an uptick in their intake highlighting the success of our initiatives to promote balanced and nutritious diets.





Beyond addressing food needs, our canteens serve as vibrant community hubs where individuals can build meaningful relationships and find mutual support. Feedback from guests revealed that 93-100% of attendees made new friends and discovered a sense of community at our canteens. This aspect of our work is vital in combating social isolation and enhancing the overall well-being of our guests.

Guest Feedback

“Everything is exceptional”

- Castle Canteen Guest

“I have cemented my relationship with my housemate by coming here”

- Tooting Canteen Guest

“It is nice to have a space open to everyone without any requirements, pressure, or intention where we can simply be and rest our minds for a few hours” -

Castle Canteen Guest

Tasty and good food, encourages me to experiment more, and meeting people I never would have met otherwise” - Tooting Canteen Guest

“Coming here motivates us to come out of the house to be in a friendly warm place like home” - Clapham Canteen Guest

“Very good food” - Tooting Canteen Guest





VOLUNTEERING

Enhanced Volunteer Engagement

During the reporting period, Be Enriched has observed a notable uptick in volunteer participation and consistency across our various projects.

An encouraging development has been the substantial rise in the involvement of corporate partners in volunteer sessions at our canteens, surpassing the levels seen in the previous reporting year. The heightened engagement of corporates in our volunteer initiatives has not only bolstered the manpower available but has also provided financial support, thereby fortifying the sustainability of our canteens.

	CASTLE	CLAPHAM	TOOTING
Individual Volunteers	250	209	147
Corporate Groups	4 groups 18 volunteers	11 groups 68 volunteers	26 groups 221 volunteers
Average No. Volunteers per session	5.7	5.2	6.3
Total	268	277	368

The cumulative effect of these advancements is evident in the data, with a commendable 56% increase in combined volunteer numbers recorded across our canteens.



Honouring Our Volunteers

Recognising the invaluable contributions of our volunteers has been a key priority for Be Enriched. In June 2023, we organized a special volunteer picnic on Clapham Common to express our gratitude and celebrate their unwavering support. The event featured food, drinks, games, and entertainment, creating a joyful and festive atmosphere for all attendees.

During this celebration, we honoured one of our long-standing volunteers, Bridget, who has been a steadfast supporter of Be Enriched for the past 10 years. In recognition of her dedication and significant contributions to our organisation, we nominated Bridget for a Wandsworth Civic Award. We are delighted to announce that she was awarded this prestigious accolade, highlighting her exceptional commitment to our mission.





A Positive Experience for All

The canteens have continued to be spaces where individuals can gain vital skills. Our canteens have been host to students from Kingston and Wimbledon who have gained skills and confidence in kitchen, but also with communicating with people from all different walks of life. These students have been a pleasure to have at the canteens!

Volunteer Feedback

“Friendly and welcoming, good instructions, and clear objectives”

“Great opportunity to connect with members of the local community and with colleagues!”

“The Canteen Leader was really welcoming and made us feel comfortable, and the team of volunteers worked well together”

“Seeing peoples reactions to our food and making them happy”

“Well organised, excellend group dynamic and well-led

“It was a humbling and enjoyable experience”

THE FOOD BUS

The Food Bus initiative has been a dynamic and transformative endeavor within our community. Throughout the reporting period, we have embraced a process of trial and error, continually refining our approach to efficiently manage the project's operations while remaining acutely attuned to the prevailing cost of living crisis and its impact on our communities.



Community Engagement and HAF

The Food Bus is blessed to have consistent support from local councils to fund our Holiday Activities and Food (HAF). The team regularly partnered with our friends at Brixton Peoples Kitchen who helped to provide meals, activities and entertainment to children and their parents in the school holidays. We shared the love on our Valentines Event in 2023 and HAF programmes were run Winter 2022, Easter 2023 and Summer 2023.

Strengthening Our Team to Meet Growing Demand

In response to the growing demand for our services, Be Enriched expanded the Food Bus team. We are excited to have brought on a new Retail Manager, whose extensive experience in both the charity and retail sectors has made them a valuable addition. We also welcomed a new driver, whose contribution brought fresh energy to the team.





Expanding Access Amidst Economic Pressures

Recognising the urgent need to provide accessible food to those facing financial constraints, we made it our mission to broaden the scope of our operations by increasing the number of locations we serve.

Following a successful event held at Queen Mary Hospital, we recognized the opportunity to collaborate with their team to further extend our reach and impact. As a result, the Food Bus now attends the hospital every Tuesday, offering our services to provide affordable food options to both staff and patients alike.

TUESDAY	WEDNESDAY	THURSDAY
ROEHAMPTON	STOCKWELL & KENNINGTON	TOOTING
DANE BURY AVENUE	ALLEN EDWARDS PRIMARY SCHOOL	FURZEDOWN ESTATE
QUEEN MARY HOSPITAL	HENRY FAWCETT PRIMARY SCHOOL	

Vehicle Updates

In November 2022, the Food Bus faced unexpected challenges that required essential maintenance work. This period of downtime extended until May 2023.

In spring 2023, Be Enriched took a significant step towards enhancing our operational capabilities and environmental responsibility by purchasing an electric milk float. This strategic acquisition aligns with our commitment to sustainability and our mission to serve a broader range of communities, and ensures compliance with the Ultra Low Emission Zone (ULEZ) standards.





FUNDERS & PARTNERS

We have been fortunate to garner significant support from a variety of stakeholders. These invaluable collaborations have provided substantial assistance to our projects.

Corporate Partners

- AECOM
- Analysys Mason
- Aspire Oxford
- AXA
- Baringa
- BDO
- Billion Dollar Boy
- Blackstone
- Business Volunteers
- Croftstone
- DWS
- Gallagher
- Ivy Rock Partners
- General Atlantic
- Global Giving
- JP Morgan
- Liberty Global
- Mind
- Newton Europe
- PHA Group
- Spokemead
- Morningstar
- Swiss Life
- Wells Fargo





Funders

- Green Hall Foundation
- Childhood Trust
- Julia and Hans Rausing Trust
- Comic Relief through Feeding Britain
- Mayor for London fund
- NHS SWL ICS Investment Fund
- Lidl
- On the Breadline
- Co-op Warm Spaces
- Hyde Housing Booster Funding
- Mazars Charitable Trust

Schools & Work Experience

- Kingston
- Wimbldeon
- Unity Works
- Youth Offender Prevention Services (Southwark)



MEDIA AND COMMS

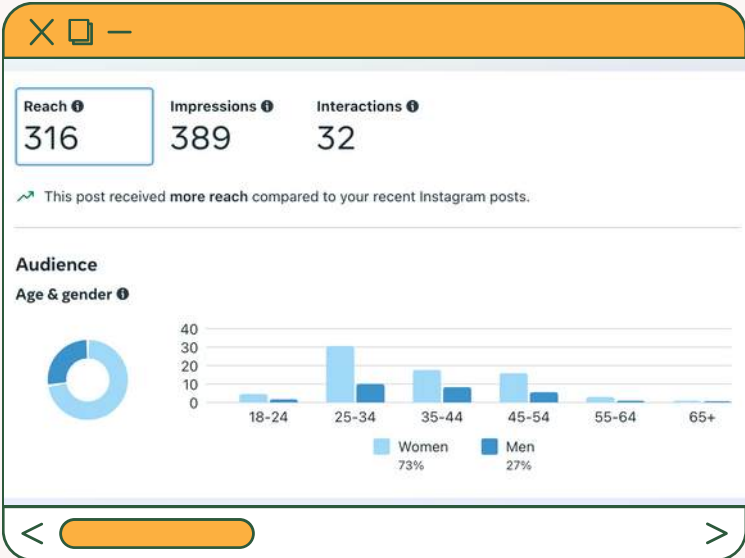
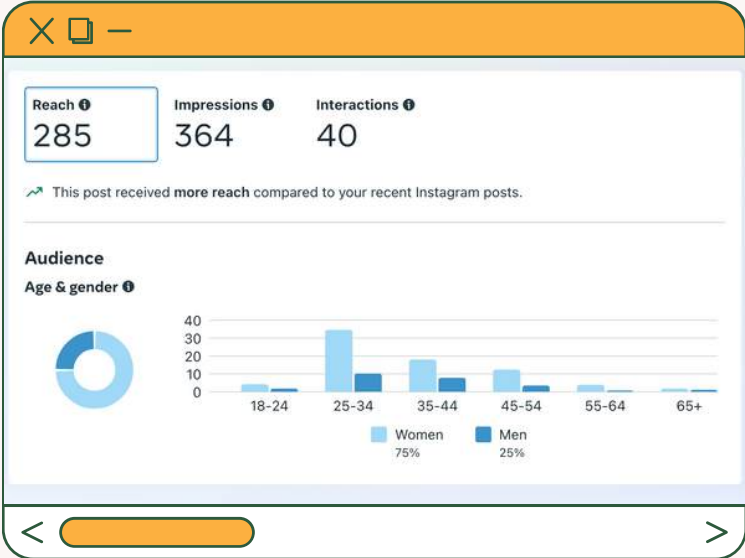
In 2022, Be Enriched saw significant growth in its communications efforts, despite challenges. Social media activity expanded, with 338 posts published between July and September, marking a 13% increase from the previous period. Audience engagement surged, particularly on Instagram, which achieved a 5.12% engagement rate and grew by 5% to 1,275 followers. Other platforms also saw steady growth, with LinkedIn followers increasing by 12.5% to 351.

Key highlights included the promotion of the Food Bus at Queen Mary Hospital in October and the launch of the Clapham Canteen in December. Social media was central to a successful fundraising campaign that raised over £4,300. This campaign benefited from match funding, and efforts by the Media and Communications Assistant to create engaging posts.

Media coverage included features in the Evening Standard and BBC News. Additionally, ITN filmed the Elephant and Castle Community Canteen, showcasing Be Enriched's win at the British Nutrition Awards.

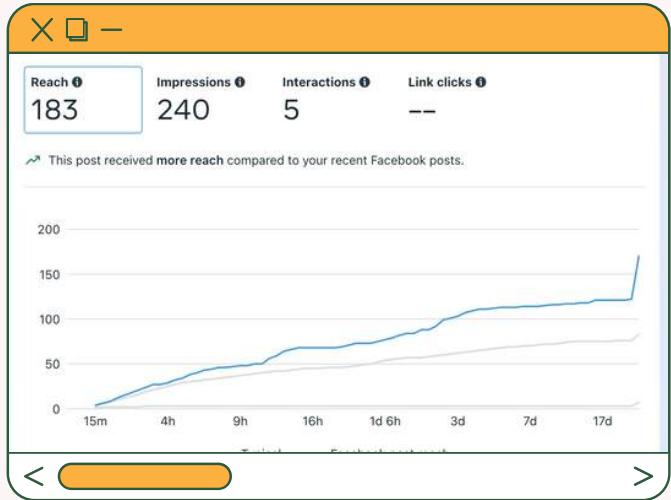
Website traffic increased significantly, with over 400 more visits than the previous year. The arrival of a new Media and Communications Officer will help further develop the website and strengthen the organisation's media outreach in 2023. Looking ahead, Be Enriched plans to enhance social media engagement, promote the Clapham Canteen and Food Bus, and run a Christmas fundraiser, all aimed at increasing awareness, donations, and volunteer support.

TOP POSTS



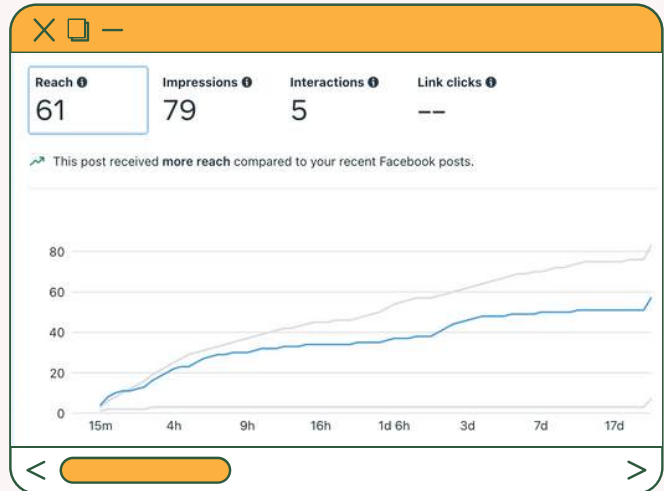
#Tooting Community Canteen on Friday.
 Our awesome #volunteers were joined by Croftstone Management Limited to cook and serve a delicious meal of Curried Carrot Soup with Croutons, Roasted Vegetable Pasta with Heirloom Tomato Sauce and a Bistro Salad, plus Upside-down Pineapple Cake.
 We're so grateful to everyone who gives up their time to help us #EnrichingCommunities

#London #Community #CommunitySpace #Healthy #Vegetarian ... See more



celebrate everyone's hard work this year. We got delicious sandwiches from North St. Deli and the stunning decor was kindly provided by Talking Tables. Three cheers for volunteers!

#Clapham #EnrichingCommunities #London #C... See more

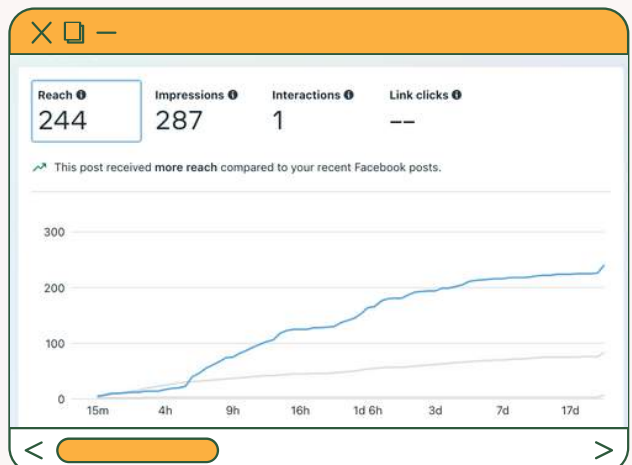


Be Enriched
 Published by Hootsuite
 August 15, 2023 · 🌐

Our Canteen Leader, Tom, said he had proper Barbie vibes at our #ElephantAndCastle Community Canteen yesterday!
 A Mango Cake with a Rainbow of Fruit, followed Mixed Green Salad with Croutons and a One Pot Veg Stew plus Cajun Wedges.

Our #volunteers are everything ❤️ We're just #EnrichingCommunities

#London #Community #CommunitySpace #Healthy #Vegetarian #Volunteering #Food #Veggie #Volunteer #Charity #Support #SouthLondon



AWARDS



Be Enriched Receives National Community Award for Promoting Healthier Eating in London



The Standard Celebrates Food Bus New Stop



Press Coverage for our Holiday Kids Club

THE FUTURE

As we move forward, Be Enriched is committed to expanding our reach and deepening our impact.

Our well-established Community Canteens will continue to thrive, while we aim to empower other groups to create their own initiatives. We recognise the transformative power of cooking, eating, and sharing meals together, and the profound effect it has on improving community wellbeing.

We are focused on increasing the regularity of our Food Bus service, allowing us to support more low-income families and giving an healthier start to children and young people

We will also further develop our volunteering program, offering more opportunities for young people, particularly those who are excluded or have special educational needs, to gain valuable work skills. We will continue to work with corporate teams whose support is invaluable to our survival.

In all that we do, we remain dedicated to reducing social isolation and improving wellbeing, using food as a powerful catalyst for connection and change. With these goals in mind, we are excited about what lies ahead and are committed to continuing our journey of creating stronger, healthier, and more connected South London communities.

