

Tesco Summer Food Collection - Join us as a Virtual Volunteer to help increase donations

About the Tesco Summer Food Collection

Tesco is running an additional Summer Food Collection from 20-22 August in support of FareShare and Trussell Trust.

The collection will support FareShare in delivering vital food supplies to frontline organisations providing a lifeline to those most affected by the coronavirus pandemic. However, due to social distancing rules, there won't be any volunteers in store for this collection to help with handing out shopping lists and collecting donated items.

This is why we need your help! We need to raise awareness of the collection to encourage shoppers to donate in store if they are able to. Will you support us by becoming a Virtual Volunteer?

Virtual Volunteers can pledge their support for FareShare in a number of ways - every small action can have a big impact! Here are just some of the ways you can support us:

- Sharing posts on social media (we've supplied some suggested wording further down this document)
- Sharing FareShare social media posts about the Summer Food Collection
- Talk about the Summer Food Collection with family and friends
- Use the map on our website to identify stores in your area:
<https://fareshare.org.uk/foodcollection/>
- Post in local Facebook groups to help spread the word and encourage residents to donate when they do their shopping
- Find out if there are any regional Twitter sessions in your area and encourage people to donate. Examples include:
 - o #DevonHour
 - o #HullHour
 - o #SwanseaHour
- If you're able to, donate in your nearest Tesco Extra or Superstore from 20-22 August
- Share a selfie of you donating in store, tagging in @FareShareUK and along with the hashtag #EveryCanHelps
- Remember that face masks are required in all stores across England and Scotland

About FareShare

FareShare is the UK's largest food redistribution charity. We take food from the food industry that can't be sold in shops, either because of packaging errors or a short shelf life, and we redistribute it through a network of 11,000 frontline organisations. We support groups such as homeless hostels, school breakfast clubs, domestic violence refuges, older people's lunch clubs, food banks and hospices. FareShare provides enough food to create more than a million meals for vulnerable people every week.

Food poverty is a big issue in the UK - 1 in 8 people in the UK currently struggle to afford to eat and, of that figure, 1 in 4 of those in the UK affected by food poverty children. 1 in 10 people miss meals to pay their bills.

Since the coronavirus crisis began, we have seen a significant increase in need for our services and we have tripled the amount of food we're getting out to frontline charities since lockdown began. The food FareShare receives through the Tesco Food Collection will be redistributed to a network of more than 11,000 charities and community groups.

Suggested posts for social media

*Please do not post anything on social media until 17 August

Monday

In response to the coronavirus pandemic @Tesco is running a Summer Food Collection from 20-22 August in support of @FareShareUK and @TrussellTrust. The collection will be held in all Tesco Extra and Tesco Superstore. This weekend, go to your nearest Tesco and donate #EveryCanHelps <https://bit.ly/SummerFoodCollection>

Food charity @FareShareUK has had to triple the amount of food they get out to frontline charities since the start of lockdown. Please consider donating food to the Summer Food Collection at your nearest Tesco this weekend #EveryCanHelps <https://bit.ly/SummerFoodCollection>

Tuesday

Support people in need by going to your nearest Tesco Extra or Superstore 20-22 August and donating a cupboard essential item to @FareShareUK. Help support thousands of frontline charities and community groups affected by the coronavirus pandemic #EveryCanHelps <https://bit.ly/SummerFoodCollection>

Wednesday

From 20-22 August go to your nearest Tesco Extra and Tesco Superstore and donate. The @Tesco Summer Food Collection will support @FareShareUK in delivering vital food supplies to frontline organisations providing a lifeline to those most affected by the coronavirus pandemic #EveryCanHelps <https://bit.ly/SummerFoodCollection>

Thursday

Can you donate just one item? @Tesco is running a Summer Food Collection from today until Saturday to support @FareShareUK & @TrussellTrust but due to social distancing there won't be volunteers in-store collecting donated items. Share this & help get food to people in need #FoodHero #EveryCanHelps <https://bit.ly/SummerFoodCollection>

Did you know that 1 in 8 people in the UK currently struggle to afford to eat? If you can, please donate a bag of pasta or some tea bags at your nearest Tesco store this weekend to support @FareShareUK #EveryCanHelps <https://bit.ly/SummerFoodCollection>

Friday

Rice, pasta, tinned fish or tea bags. From 20-22 August, go to your nearest @Tesco Extra or Superstore and donate a long-life food item. @FareShareUK needs your support to digitally help spread the word and encourage people to donate. Will you be a #FoodHero? #EveryCanHelps <https://bit.ly/SummerFoodCollection>

Saturday

Today is the final day of the @tesco Summer Food Collection in support of @FareShareUK - if you can, please donate at your nearest Tesco Extra or Superstore! #EveryCanHelps <https://bit.ly/SummerFoodCollection>

Images and Video - can be shared on social media with the posts above

Images

Download images via WeTransfer here: <https://we.tl/t-L02eKXRD75>

Video

The following video can be downloaded for use on social media channels:

https://drive.google.com/file/d/1pNaZabB76wMQr_ArNYMg7ViE-wpDXfMB/view?usp=sharing