

# Nourish the Nation UK

Sainsbury's  
Good food for all of us

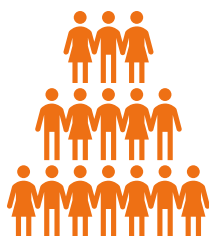


Sainsbury's and Comic Relief teamed up in 2022 to launch the Nourish the Nation programme, to help tackle food poverty.

From September 2022 to March 2025, in the UK, the Nourish the Nation programme has resulted in:



**Funding for affordable food clubs with  
69% of the clubs  
located in the 30% most deprived  
areas in England**



**2.2 million people  
provided with food**



**69% of people  
feeling less isolated**



**72% of people  
skipping meals less often**



**Nearly  
39 million meals  
distributed**



**30,000 children  
provided with food and  
activities in the school  
holidays**



**9,000 tonnes  
of food saved from  
going to waste**

The Nourish the Nation programme was created to fund initiatives designed to tackle food insecurity and ensure communities have improved access to balanced, nutritional, and sustainable food sources now and in the future.

It's been over two years since Nourish the Nation was launched, and in that time the programme has helped address food insecurity in three ways:

## 1. Creating more food secure communities

Nourish the Nation supports partner organisations to expand their networks of food clubs around the UK.

Food clubs provide people with fresh and nutritious food, at a discounted price, so people on low incomes can eat better, and stretch their money further.

Food clubs help to strengthen the sense of community and belonging, as well as also helping to reduce waste in the UK food supply chain.

## 2. Good food for all children

In summer 2024, Nourish the Nation funded more than 200 grassroots community groups around the UK to provide healthy food for children during the school holidays. They provided children and young people with nutritious meals and structured activities, like crafts and sports.

## 3. Resolving immediate hunger

In recognition of the persistent need of people in the UK who experience poverty and tough times, Nourish the Nation has supported six charities to distribute food during the winter months over three years, from 2022 to 2024.



## Creating more food secure communities

Nourish the Nation has funded three partners that are helping to expand food clubs around the UK, providing low-income households with nutritious, discounted food. These organisations include Feeding Britain, The Bread and Butter Thing and the FoodSavers Network.



The food clubs supported through Nourish the Nation have improved:

- **People's nutrition and physical health** – For example, three in four of The Bread and Butter Thing's food club members are eating more fruit and vegetables.
- **People's mental health and wellbeing** – A survey of Feeding Britain's food club members found that 7 in 10 people feel their mental health has improved. The food clubs also sustained people's dignity and self-worth, since they are less stigmatising than using food banks or other emergency food services.
- **People's finances** – The food clubs offer financial advice and access to credit unions, helping people who are really struggling to make ends meet.

The food clubs have also:

- **Brought people together** – 69% of the food club users feel more connected to their communities and less socially isolated.
- **Reduced food waste** – An estimated 9,111 tonnes of food has been redistributed through the food clubs and has been prevented from going to waste.

## Good food for all children

### The need

An estimated 3 million children in the UK do not have regular access to nutritious, healthy food ([The Food Foundation, 2024](#)) and children from low-income households are more likely to have 'unhealthy holidays', without good nutrition and physical activities ([Department for Education, 2024](#)).

The government and local councils fund charities to put on Holiday Activities and Food (HAF) programmes. However, provision is limited by restrictive eligibility criteria, and an estimated 900,000 children who experience food insecurity can't take part ([Child Poverty Action Group, 2024](#)).

### The response

During the school summer holidays in 2024, partner organisations around the UK were funded through Nourish the Nation to provide healthy food and enriching activities for children. This included children who are currently left behind by current government funded HAF provisions.

#### Funded Partners:

- *Feeding Britain*
- *The Bread and Butter Thing*
- *London Community Foundation*
- *Forever Manchester*
- *Foundation Scotland*
- *Community Foundation Wales*
- *Community Foundation Northern Ireland*

The Bread and Butter Thing also set up five new food clubs in or near primary schools so families could take food home nutritious food for their own meals.

The holiday clubs supported through Nourish the Nation have:

- **Supported more than 30,000 children** with HAF. As well as benefitting from healthy meals, they enjoyed enriching activities sports, arts and crafts and trips to the zoo. This included **14% of these children who had special educational needs and disabilities (SEND)**.
- Provided nearly **450,000 meals** through the holiday clubs and new food clubs that were set up near schools.
- Helped children learn **new skills in safe spaces**, such as cooking, rock climbing and making music.
- **Given families reassurance** that their children could enjoy a nutritious meal in a safe environment and **allowed caregivers** to access paid work and avoid some of their need for childcare.



## Resolving immediate hunger

For three consecutive years, Nourish the Nation has supported partners to distribute food during the winter, a particularly hard time for households on low incomes.

In total, six funded partners have:

- Provided food to **2,053,892 people** during the winter months
- Distributed **13,107,832 meals' worth of food** during the winter months

Most of the food was delivered through networks of local charities that also provide a range of important support for people who are struggling to get by.

Much of the food came from surplus in the national food supply. This prevents food from going to waste, and results in a beneficial impact on the environment.



## Sophie's story

Sophie\* is one of Feeding Britain's members who says their food clubs have improved her mental health. Before she started using the food clubs, Sophie was skipping meals and relying on her sons for financial help. This was affecting her mental health and making her feel poorly, exhausted and unmotivated. She was contemplating taking her own life.

In October 2023, after hearing about the food clubs through a friend, Sophie signed up to become a member of Feeding Britain. Now she is a regular shopper. "I was nervous at first about going but I knew I needed to do something," says Sophie. "The food club is a lifeline for me."

Sophie now eats three meals a day and feels like a huge weight has been lifted off her shoulders. She says her mental health has improved, that her sleep is better, and she has more energy and motivation to engage with everyday life.

\*Name has been changed

## Jayden's story

At first, Jayden, 14, was not very interested in attending the HAF summer holiday club in Manchester. He mainly saw it as a space to pass time.

Jayden lives in a single-parent household, where finances are often tight, and access to nutritious meals and structured activities during summer breaks is limited.

At the holiday club, Jayden had nutritious and varied lunches. He was drawn to the football games, which improved his physical fitness and social skills.

A turning point came when Jayden took on a small leadership role in the outdoor activities, organising teams and helping younger children. This responsibility helped increase his confidence and gave him a sense of belonging. Youth workers encouraged and guided Jayden, which made him feel valued and heard.

This school year, Jayden's self-esteem, social skills and physical health have improved. His mum noticed positive changes in his attitude and energy at home, attributing much of it to the holiday club's supportive environment and nutritious meals.

The holiday club gave Jayden a sense of community, consistency, and personal growth that has had a lasting impact.

**"I've been able to feed myself and my son when I haven't had enough money after paying my bills...The first time I went, I actually cried because it was a lovely place I went to. Very helpful and welcoming and the amount of food and the variety was amazing...It has literally stopped myself and my son from going hungry."**

Someone who uses the food club run by The Bread and Butter Thing



**"Salad, jacket potato and cottage cheese for tomorrow. Thanks to you I can afford to eat healthily."**

A member of a food club run by the FoodSavers Network

**"This place keeps me alive. Literally. My dad died two months ago and if I didn't have this place and these guys, I don't know if I'd be here. All the support from the volunteers and customers – they become like family."**

Someone who visits the Littlehampton Community Fridge, supported by FareShare Sussex and Surrey



**"You don't know how much this has helped us as I'm on my own with them and... money is tight. It's also been great for me to get out and about and meet new people. And the kids' confidence has shone!"**

A grandparent of a child who attended a HAF club in 2024