



# CASE STUDY 1

## POP UP VIRTUAL FOOD BANK COMES TO KEGWORTH



The cost of living crisis is everywhere and our aim is to support those in need in Kegworth around Christmas as a discreet and green solution- a pre loaded Co op gift card that is exchanged for agreed supplies and remotely pre loaded based on family make up.

We were aware that many families would feel the stress of Christmas, rising prices of fuel, utilities and food and wanted to provide support. In previous years we have collected items at numerous points in the village, sorted and then distributed to those who requested support. Whilst it always is a worth while solution we felt it was heavy on time, fuel, lack of choice and not discreet or user friendly- foods may not be to the choice of the end user and did not satisfy any intolerances or allergens.

We applied to our local Kegworth Co-op Community Fund back in 2022 and were generously granted just one of three 'causes' they would supporting 2023. Over the months , Co-op members were encouraged to choose One Kegworth as their preferred cause and their contributions were matched by the Co-op. We were awarded funds twice over the year we kept in a separate account. At the same time we advertised via various media and at Pop Up coffee and cake events for financial contributions for this ground breaking solution.

We collected over £4000 , some 56 people were gifted funds each week based on their family make up over a period of 11 weeks and were supported by the NWLDC Food Poverty Officer , LCC local Co ordinator and others to make our campaign well publicised.

We have already started plans for the coming year as there is always some one who needs our help, and have begun to engage with the community to publicise what we are doing and why.



“I'd just like to take a minute to thank you and everyone at One Kegworth without your help my family wouldn't have had a Christmas. We really do appreciate everything. LF”