

Felix

THE
FELIX
PROJECT

GOOD FOOD FOR GOOD CAUSES



Appointment of Director of Engagement & Commercial Partnerships

Saxton Bampfylde

Candidate Information
December 2021

Introduction from Steve Thomas & Charlotte Hill

The Felix Project is a young and dynamic charity dedicated to addressing two significant problems: food waste and food poverty in London. After just five years we have become the UK's largest end-to-end food redistribution charity. Food waste is a huge sustainability issue with 10 million tonnes of food wasted annually in the UK, generating over 50 million tonnes of greenhouse gases. At the same time at least two million people (including 400,000 children) living in London face food insecurity and are estimated to need over 127 million meals a year.

The Felix Project offers a unique solution: Thanks to our army of dedicated staff and volunteers we rescue surplus food from across the food industry, we then sort and redistribute the food to more than 1000 community organisations including charities, schools, social landlords, hostels, refuges and many others who feed and support people at risk of hunger and malnutrition. We have ambitious plans to rescue and redistribute the equivalent of 100 million meals by 2024.

Over the past 18 months, with the help and support of our amazing donors and supporters, we have invested in our infrastructure, growing from two to four depot operations across London, together with our exciting new professional production kitchen, known as Felix's Kitchen, that turns surplus food into meals for families. We also operate an innovative point-to-point rescue service where volunteers collect food and take it straight to charities using electric vans, on foot or by bike. The Felix Project is a pioneering, entrepreneurial and innovative organisation with action and social impact firmly at the heart of all that we do.

We are proud of our dedicated community of people. We have a "One Team" philosophy, with an army of over 2000 registered volunteers working alongside our growing staff team that currently numbers over 100FTEs. Given our ambitions, we have identified the need and taken the decision to significantly invest in growing, diversifying and developing our workforce. In this newly created role, designed to add experience and expertise, you will lead, develop and empower the existing fundraising and marketing teams, as well as further developing our income generating capability that in turn will support our ambition to deliver 100 million meals annually by 2024.

You will be joining The Felix Project during an important time of transition, reporting to our new incoming CEO. You will be a member of the senior leadership team in a strategically focused role which includes working closely with the Board of Trustees, colleagues across the organisation and external partners so we can expand our income and optimise support for our work from every part of London and beyond. Your experience and expertise as a seasoned fundraiser and creative income generator will be key to our success.

Thank you for your interest in joining The Felix Project. We hope this role and opportunity excites you and encourages you to join our fight to end hunger and malnutrition as we tackle food waste.

Steve (interim CEO) & *Charlotte* (incoming CEO)





About The Felix Project

The Felix Project is a London-based UK charity set up in 2016 by Justin and Jane Byam Shaw, following the sudden death of their son, Felix, to commemorate his kindness and compassion.

Right now, millions of people in the UK regularly experience hunger. Yet tonnes of surplus food perfectly good for human consumption is thrown away every day. Inspired by Felix, we set out to change this. No one should have to miss a meal. We rescue food that cannot be sold and would otherwise go to waste. This food is in-date,

safe and nutritious, and includes a high proportion of fresh fruit and vegetables as well as baked goods, salads, meat, and fish. We collect or receive deliveries from supermarkets, wholesalers, farms, restaurants, delicatessens, and many other businesses.

We check, sort, and then deliver this food to charities that cook meals and prepare food parcels for vulnerable people and to primary schools, holiday clubs and play schemes for children and their families.

CLICK [HERE](#) TO WATCH A VIDEO FROM ONE OF OUR FOUNDERS, JANE

CHARITIES RECEIVING FOOD FROM THE FELIX PROJECT

We deliver food to charities dedicated to feeding and helping vulnerable people who are hungry or malnourished, who live in poverty or who need help because of homelessness, social isolation, mental-health issues, abuse, addiction, physical disability and illness.

Many of these charities cook food from scratch using fresh, healthy ingredients they receive from The Felix Project. They offer their clients the chance to enjoy a nutritious hot meal in a friendly and supportive community. The savings they make by utilising free food from Felix means their own funding goes further, which often keeps them from closing or cutting services.

SCHOOLS PROGRAMME AND SCHOOL HOLIDAY SCHEMES

The Felix Project makes a weekly delivery of surplus food to primary schools that serve some of London's most deprived communities. At the end of the school day, a Felix 'market stall' is set up in the playground. Pupils and their families are invited to fill a Felix bag with a healthy selection of food that would otherwise have gone to waste.

We run interactive school assembly talks aligned to curriculum topics and bring to life the issue of food waste and its environmental impact. These help children understand what happens to food if it is not eaten, the detrimental effects of food going to landfill and how we can all stop wasting food.

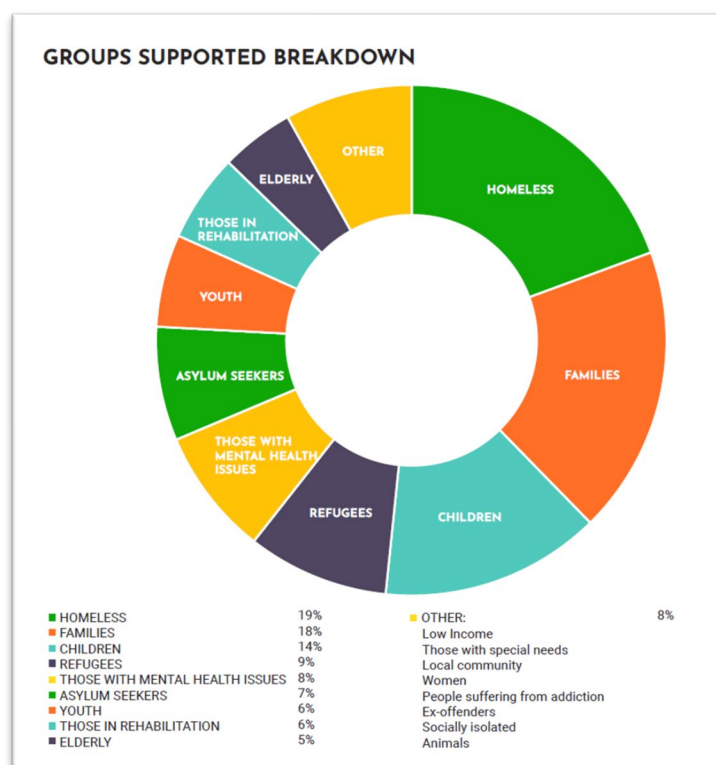
By emphasising that picking up surplus food from the Felix stall helps the planet, we are largely able to overcome the potential stigma that children and families may feel in accepting free food.

We also ensure that the food supplied to schools during term time continues to reach children during the holidays, delivering to holiday clubs and activity schemes to tackle the problem of 'holiday hunger'.

OUR SUPPLIERS

The Felix Project works with the UK's food industry to rescue good food: high-quality, generally perishable produce which cannot be sold for a variety of reasons and would otherwise go to waste for lack of an alternative. Our volunteers collect from supermarkets, manufacturers, wholesalers, farms and growers, restaurants, delicatessens, and lunch-time quick service chains. Some suppliers deliver directly to our depots. Corporate partners also support us with donations, fundraising and by volunteering.

Last year, we received increased food deliveries from supermarkets, manufacturers, wholesalers, farms, restaurants and many more. Despite the incredible difficulties those sectors have faced as a result of the pandemic, our community of suppliers continued to donate their surplus food, for which we are immensely thankful.



OUR OPERATIONS

Our fleet of 40 iconic green vans complete over 1000 driving routes to more than 5000 stops every month, delivering to our beneficiary organisations and schools. The number of our vans has doubled over the last year to handle the increase of surplus food we collect and deliver.

We run a unique service in Central London, providing hostels and centres for homeless people with fresh, same-day food delivered in an environmentally-friendly way.

Volunteers in this 'Green Scheme' collect surplus food from the retail and food-to-go sectors and take it directly to charities using electric vans and walking and cycling routes. The scheme operates in the evening and at lunchtime, enabling us to recruit volunteers who work in Central London.

In November 2020, The Felix Project took over the running of FareShare's London operation in Deptford and joined the FareShare Food Network. We are proud to be the operator of the UK's national food rescue scheme for the London region. This added a third depot, in South London, to Felix's existing operations in North and West London, along with our Central London green scheme operation.

As part of our model, to deliver food free of charge, the charities that have transferred to The Felix Project each saved approximately £300 a year in fees, which means their funding goes much further and increases the services they are able to deliver to local communities.

COVID CRISIS RESPONSE

When the call went out, the entire Felix community took action without hesitation by responding to the sudden and unprecedented need to the emergency of 2020-2.

For every £1 donated to us, we rescue and redistribute more than £10 worth of good, safe, nutritious food for Londoners in need.

The generous support of many people and organisations across London enabled us to form an emergency response to the widening food crisis, catapulting us from the equivalent of 6.4 million meals redistributed in 2019 to 21.1 million meals delivered into all boroughs across the city in 2020, and a forecast of over 30 million in 2021.

A star-studded media campaign with our partners at The Evening Standard and Independent made history by raising £11 million for Londoners in need.

Hospitals and keyworkers have benefited from Felix food, receiving fresh-cooked meals during the peaks of the crisis. Every single one of these meals has been cherished.



THE FUTURE

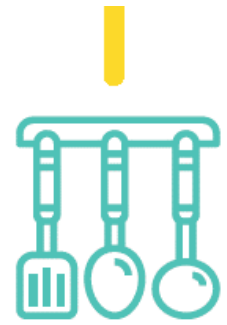
Over the next few years, the full scale of the Covid-19 impact will be realised and the inevitable outcome will be many more facing food poverty and food insecurity. A recent report by Food Foundation and King's College London has revealed that the number of adults in Britain who are food insecure is estimated to have quadrupled already as a result of the Covid-19 pandemic.

We have an ambitious strategy to deliver 100 million meals annually by 2024. As part of our planned growth to reach this target, we have recently opened a fourth depot in East London in Summer 2021. Tower Hamlets is one of the most deprived and impoverished areas in Europe. This development will enable us to distribute food into all London boroughs and to reach those living in greatest deprivation.

With the support of our partner, Morgan Stanley, the East London depot will soon rescue and deliver at least 500 tonnes of food (over 1m meals) each month, most of which would otherwise have been wasted in landfill sites. Over the next three years, the East London depot will grow to be the largest of our four London depots.

We will also be opening Felix's Kitchen next door to our East London depot, a professional kitchen creating as many as 30,000 fresh, nutritious meals each week that can be delivered to local communities. The pandemic revealed to us the huge need for ready-cooked meals, which we have been distributing to individuals and families hardest hit by the crisis, many of whom lack the means or time to cook nutritious and tasty hot meals from scratch using fresh ingredients.

Felix's Kitchen will also enable us to create our first employability scheme as we plan to recruit and train young people not in employment, education or training (NEETs), to become our chefs and kitchen workers.



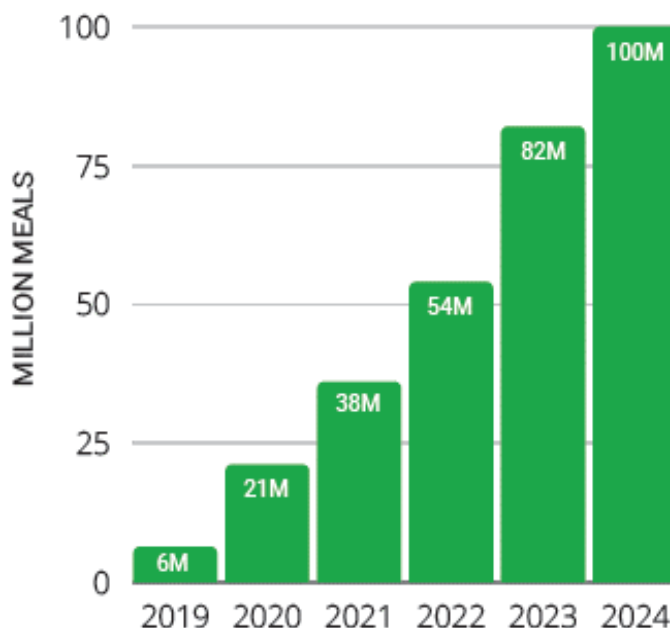
30,000 FRESH MEALS

Will be made in our new kitchen weekly and redistributed to London communities.



100 MILLION MEALS

Delivered across London by 2024.



**PLANNED GROWTH
IN MEALS
DELIVERED UP TO
2024**

OUR FUNDRAISING AND GROWTH

Growth is in our DNA. We are entrepreneurial and ambitious about the impact we want to achieve. Our current fundraising is made up of 4 income streams; corporate, major donors, trusts & foundations and individual giving. We also have a marketing team that supports all parts of the organisation. In 2021, the team expects to raise around £7.7m of revenue and capital funding which we are aiming to grow to £10m by 2024, including organic growth as well as new income from commercial opportunities.

In 2021, our fundraising performance has continued to be successful. We have developed relationships with partners and supporters who supported us in 2020 and have been able to continue to secure new partners and supporters, most notably winning the Morgan Stanley Charity of the Year for 2022-24. Looking ahead, we anticipate the fundraising environment will be challenging, hence the drive to look at new commercial opportunities, be that through arrangements with housing associations or hospitals or exploring sponsorship income and services in kind. This is a new area of focus for us and one our new Director of Engagement and Commercial Partnerships will lead.

We understand the need to market ourselves well. Becoming the most recognised charity brand in London will take some work, but we believe it is worth the effort. You will work closely with our marketing team to make sure our brand reaches all our audiences, particularly donors and potential partners. You will help the team to collect stories and engaging content about our work and use those to secure additional support for The Felix Project.

On a day-to-day basis you will work closely with:

- SLT colleagues including Director of Operations, People & Culture and Finance.
- A high performance team of corporate, trust and major donor fundraisers, and a dynamic marketing team.
- Colleagues from across the charity involved in partner relationships, including food supply, community and commercial partners.



“A London where no one goes hungry,
and good food is never wasted”.



About you

We are looking to appoint an exceptional individual to lead one of our strategic priority areas – income generation and growth. The successful candidate will be a seasoned leader who has led and nurtured income generating teams across a range of income streams. You will be commercially astute, creative, and rooted in the impact that we as an organisation can make by working in partnership, be that with the not-for-profit, private or public sectors. You will thrive in a fast paced, entrepreneurial environment and will be excited about the growth we are looking to achieve.

The Role

Reports to: CEO

The new Director of Engagement & Commercial Partnerships will:

- Assume responsibility for developing and generating existing and new income streams.
 - Work with the CEO as part of the SMT to plan, develop and execute the charity's strategic income generation, as a key aspect of the charity's wider strategic plan.
 - Bring a wealth of expertise, from experience to enhance and develop the charity's approach to securing income for the medium and long term, in line with our future ambitions.
 - Work with the CEO, Chair of the Fundraising Sub-Committee and other Trustees to network and continue to strengthen relationships with existing influencers and supporters, and build and lead new strategic relationships.
 - Ensure that The Felix Project is fully compliant in its income generating activities, whether that be with GDPR, PECR, the Charity Commission and the Fundraising Regulator's guidelines, and any other recognised models of best practice.
 - Lead and support a fundraising team focused on long-term relationships. You will prioritise relationships and resources to focus on bigger opportunities such as multi-year funding from strategic partners.
 - Be entrepreneurial and opportunistic. Invest in diversifying our fundraising portfolio to seek new commercial and investment opportunities. For example, our Individual Giving programme, a new events programme, a legacy campaign, or statutory giving opportunities.
 - Work in collaboration with colleagues to champion and implement best practice business processes across the team with tools and technologies to support income generation.
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- Maximise future funding from the wide range of supporters of our Covid emergency appeal.
- Work with the Director of People & Culture to broaden the reach of The Felix Project brand, to help make The Felix Project London's favourite and best-loved charity.
- Secure new support for our work with a clear post-pandemic narrative and compelling content that will continue to resonate with our target audiences.
- Represent fundraising and marketing, and support other functions across the organisation during periods of business planning and decision making with solution-focused and impactful communication, securing support for income generation commensurate with our ambitions.



Person Specification

The new Director of Engagement and Commercial Partnerships will bring the following:

Experience:

- A track record of success, driving growth and high-performance against targets and objectives.
- Experience of working with senior stakeholders, managing senior level employees and of leadership through periods of change and growth.
- Experience testing, developing and optimising new revenue streams.
- Contracting/negotiating or commercial deals and partnerships.

Desirable:

- Senior brand, media, and integrated comms and marketing leadership experience.
- Understanding of the charity/not-for-profit sector, particularly commercially-oriented organisations.
- Knowledge and expertise across a spectrum of fundraising streams – incorporating high value, public and statutory incomes.

Skills:

- Outstanding leadership and team management skills.
 - Innovative and creative leadership to build credibility and respect from internal and external senior colleagues and decision makers.
 - Strong commercial and entrepreneurial awareness and understanding; including planning, budgeting, and managing costs and developing robust reporting, pipelines and forecasting approaches.
 - A strong communicator, who speaks with confidence and clarity and gains the credibility and respect of stakeholders, both internally and externally.
 - Strong strategic planning skills in order to work out what the charity needs and what operational KPIs are required.
 - Excellent interpersonal and relationship management skills, with the ability to work independently and collaboratively enabling, empowering, and developing colleagues.
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- Strong, analytical skills, and evidence of using data derived insights to plan business approaches and strategies.
- Knowledge of CRM technology such as Microsoft Dynamics 365, and able to leverage the charity's existing technology platforms.

Personal:

- You will be able to demonstrate a clear commitment to the mission and purpose of The Felix Project, our partners, and beneficiaries.
- Self-motivated, proactive and with a real drive for success.
- A flexible and adaptable approach to work in a fast growth organisation.
- Committed to creating a workplace focused on equity, diversity, and inclusion.



Terms of Appointment

Location: The role is flexibly based at any of The Felix Project sites with regular travel to other Felix Project and partner sites across London and beyond, as and when required.

Salary: circa £85,000

How to Apply

Saxton Bampfylde Ltd is acting as an employment agency advisor to The Felix Project on this appointment.

Candidates should apply for this role through our website at www.saxbam.com/appointments using code UAQALD.

Click on the 'apply' button and follow the instructions to upload a CV and cover letter, outlining why you wish to apply to The Felix Project, and complete the online equal opportunities monitoring* form.

The closing date for applications is noon on **Friday 17th December 2021**.

** The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.*

GDPR personal data notice

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement. The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.

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