

CHRISTMAS HAMPERS PROJECT

2020

Adira is a survivor-led registered charity (12460830) supporting the mental health and wellbeing of black people and families in Sheffield.

Adira is led by Ursula Myrie, Founder and Managing Director.

PROJECT BACKGROUND

From the early stages of the Coronavirus pandemic Adira have supported families across Sheffield with access to food and support. In the first National lockdown in spring/summer 2020 Adira led the Adira Food Pharmacy – a volunteer run project donating culturally appropriate food parcels and cooked meals to African-Caribbean families.

From this work Adira learnt the severity of the impact of the pandemic on households in the city. We learnt about the many people who have lost their jobs, or the main breadwinner in their family and because of this saw a sharp decline in their income.



Many families expressed their worries to Adira that they would not be able to put food on the table during the festive celebrations.

As a result Ursula Myrie, Founder and Managing Director of Adira, brought together a team of collaborators from organisations around the city to look at a solution. These were: South Yorkshire Housing Association, Project Foodhall CIC, Sheffield Business Connect, and Sheffield Flourish.

THE ADIRA AND PARTNERS CHRISTMAS DINNER HAMPERS



For those struggling this Christmas

We recognise that following the devastating effects of COVID on our communities, many people will have lost loved ones or will have experienced the negative impacts COVID has brought to us, i.e. loss of jobs, not able to see loved ones etc

This will undoubtedly put a strain on these families causing them to worry about how they will feed their loved ones this Christmas.

We wanted to put a little smile on peoples faces and provide a Christmas meal hamper for those who are struggling to enjoy with the hope that it takes a little of the stress out of this Christmas

If you are an agency, organisation or statutory service.
Please email info@adira.org.uk to find out how to request a hamper.

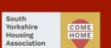
If you would like to volunteer to pack or deliver the food hampers,
Please visit adira.org.uk

500 Christmas Hampers

THERE ARE FOUR DIFFERENT TYPES OF HAMPERS AVAILABLE CARIBBEAN, VEGETARIAN, VEGAN AND MEAT

Each hamper contains everything you need for a delicious Christmas meal
such as: Turkey•Stuffing•Carrots•Brussels Sprouts•Potatoes •Yorkshire Pudding•Christmas Pudding•Non Alcoholic Wine•Chocolate•Treats•Crackers•Gravy•Sweets

This project has been done in association with



PROJECT DESCRIPTION

The project had the ambitious target of delivering 500 food hampers to households across Sheffield in time for Christmas Day. These hampers were filled with enough food to feed a family of four for Christmas lunch, and included fresh vegetables, meat and vegetarian options, sweets and chocolate, dessert, and other trimmings.



The boxes also contained cooking instruction and handwritten Christmas cards with information on other support services which were open over Christmas



Adira also made sure that food hampers were culturally appropriate. We offered different themed hampers for Caribbean families, vegetarian and vegan, halal meat eaters and those with other dietary requirements or allergies.



To receive a hamper households had to be nominated by a support worker organisation. Hampers were delivered directly to people's homes on the 23rd and 24th December or collected by the support organisation.



BOX CONTENTS

Caribbean Box

- Rice and peas
- Caribbean Meat Seasoning
- Mac and cheese
- Whole chicken
- Vegetables (brussel sprouts/ broccoli/swede/parsnips/carrots)
- Roast potatoes
- Yorkshire puddings
- Gravy granules
- Custard
- Apple Pie
- Quality Street chocolates
- Candy canes
- Handwritten Christmas card
- Cooking instructions

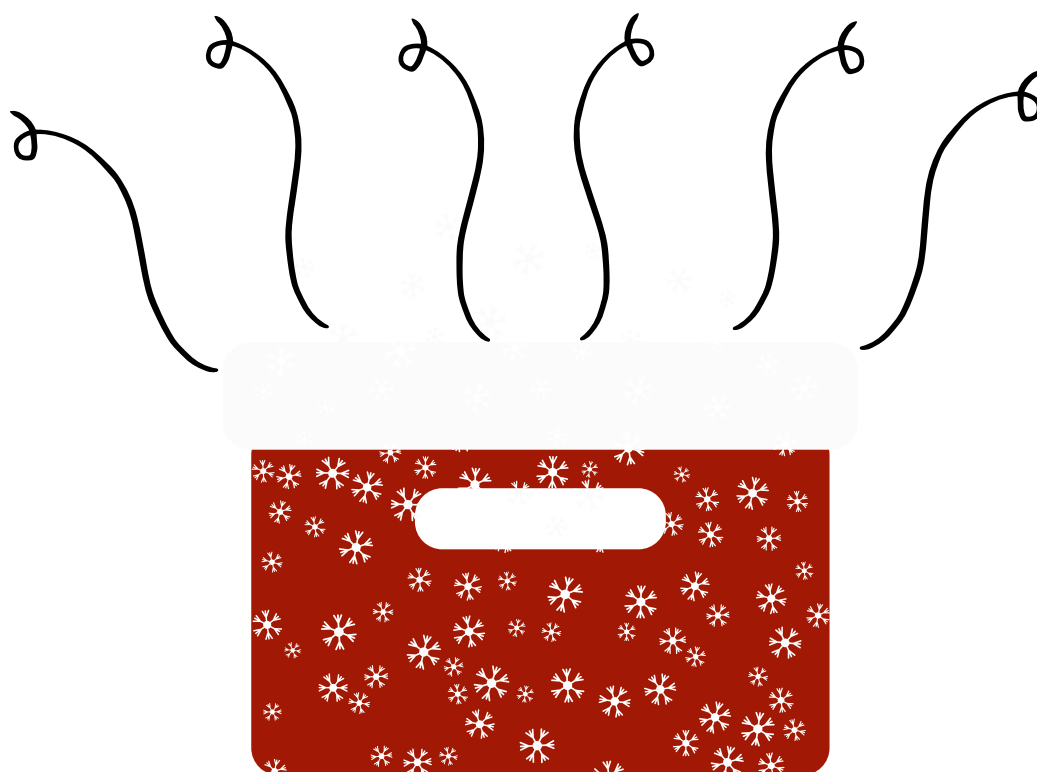
Meat Box

- Whole chicken
- Vegetables (brussel sprouts/ broccoli/swede/parsnips/carrots)
- Roast potatoes
- Yorkshire puddings
- Gravy granules
- Custard
- Apple Pie
- Quality Street chocolates
- Candy canes
- Handwritten Christmas card
- Cooking instructions

Vegetarian and Vegan Box

- Nut roast mix
- Veggie seasoning
- Vegetables (brussel sprouts/ broccoli/swede/parsnips/carrots)
- Roast potatoes
- Yorkshire puddings
- Gravy granules
- Custard
- Apple Pie
- Quality Street chocolates
- Candy canes
- Handwritten Christmas card
- Cooking instructions

*Anyone with a specific dietary requirement, such as gluten-free or lactose intolerance was catered for with replacement items.



ENGAGEMENT



52 box builders and packers



50 volunteer delivery drivers

5

community organisations making up the organising committee:

Adira, South Yorkshire Housing Association, Project Foodhall CIC, Sheffield Business Together and Sheffield Flourish.

520

specialty designed flat packed
Christmas Hampers from
Holdsworth Packaging



Christmas cards were designed by
Diva Creative LTD

£700

worth of individual seasonings
from Soon Come Deliveries

6

funders contributed to the costs:

GifGaf, South Yorkshire Housing Association, Global Children's Fund, Morrisons, Yorkshire Housing Association and South Yorkshire Community Fund.



Food and other in-kind donations:

Waitrose, Sainsbury, and Food Aware in Doncaster provided food and other donations.

THE NEED

The following are examples of the reasons people were referred to receive a hamper from our project:

"Client lives alone, is struggling with his mental health and is recovering from cancer treatment so is shielding due to covid-19."

"The client is a very vulnerable person, she claimed asylum recently and does not have a family member in the UK. She lives with her friends for the time being. She does not have an income."

"Client is a young single parent. She has 2 children. I am supporting her resettle after she was in a women's refuge following experiencing DV. She is on a low income and would really appreciate some help with a hamper to make her first Christmas in her new home a special one."

"Client has moved into his property after an extended period of homelessness. He has a low income and historical debt issues. He has also recently had his benefits frozen which we are in the process of appealing."

"Client is struggling due to loss of income as her working hours have been cut due to the impact of covid. She has been feeling low and unmotivated and finding it hard to plan for Christmas with her restricted income."

"Client is on a very low income and has rent arrears. She struggles with her mental health and has suffered great trauma in the past. She struggles to get by and often relies on food banks for day to day food."

"Client suffers from a chronic heart condition, lives on disability benefits, lives alone and has been shielding throughout the whole pandemic."

OUTCOMES

490

were gifted food hampers across Sheffield, Rotherham, Barnsley and Wakefield

115

nominations were made by referral agencies

'It was a great hamper and made a big difference to have the extra food in over Christmas' -Ricky

'I was very pleased with the contents, really nice items. Just one point was that I think a halal version should be offered. Really helped us to enjoy the season' -Shahzia

'Thank you so much! They were really good and we enjoyed ours' - Saira

'I got a chicken and stuffing balls, yorkshire puddings, veg, apple crumble and even a bag filled with quality street chocolates - It made me and my friend Dave's Xmas and was so grateful - I took it to his. It was great and lovely thanks ... a big thankyou on from me' - Daniel

'Hi Adira and partner, First of all happy new year, hope you have a wonderful year and get happiness the way you spread happiness. I just wanna say thank you so much for the Christmas hamper. During Christmas holiday me and my son was planning to go to London but because of current pandemic we were not able to go anywhere and because of that my son was very upset and I didn't know what to do but because of your hamper we were able to celebrate our day it was a delightful surprise for my son and he was very happy so thank you so much from the bottom of my heart i really didn't know sometimes surprises really impact greatly. Thanks, Rabia' - Rabia

'Thanks again for all you did arranging these hampers and making sure they got delivered in challenging circumstances.'

'I made nut roast for the first time as there was no meat and we really enjoyed it. Someone delivered a chicken after xmas which was a nice surprise too'

'I just wanted to feedback that when I asked my client how her Christmas had been she said "Great" I was surprised at this given her mental health issues and isolation so I asked, what made it great? she said "the food delivery!". She said that the chicken in the hamper was brilliant and it motivated her to cook dinner. She also particularly enjoyed the chocolates that were included. Thank you so much for injecting some positivity into this person's life over Christmas.'

'Just wanted to give you some feedback on the Christmas Hampers, the majority of people I delivered to were over the moon, the single mother and young people who would have struggled otherwise, called them a Blessing. One young person shared, she can now have a much better Christmas then she had last year, when she had nothing to eat and was reliant on her good neighbours.'

'I wish to thank you all for the delivery of food hampers. I have spoken to our nominees and the feedback has been wonderful, everyone was delighted and very thankful for their gift.'

'I particularly want to thank the delivery driver who went to the trouble to deliver a hamper to me for a gentleman whose address couldn't be accessed. I delivered the hamper to him myself and he was so grateful.'

'The hamper was so lovely and helped our xmas become a bit more bearable'

'The whole hamper was great - especially the little seasonings. It was good not to worry about our xmas meal. Thank you so much.'

'Honestly they really helped and many thanks to all the staff and volunteers at Adira which made last xmas a bit more bearable.'

'It was a really lovely thing to receive so close to Christmas and reduced a lot of anxiety of having to afford and go out to get the food, particularly under the current covid situation. [We] loved the food, the Yorkshire puddings and all the veg, and are very grateful and thankful for the hamper.'

"The hamper you provided over Christmas was a blessing and very much covered all that was required to make a lovely meal. The instructions were clear and informative and helpful I also was pleased with the contact details for different organisations and the method of delivery was great.'

'It made a really lovely Christmas having a big dinner. The boys even enjoyed unpacking it like it was a present.'

'The families that I referred Adira boxes were delighted, the boxes really put smiles on people's faces especially knowing they didn't have to go shopping before Christmas day, they could relax at home knowing that stress had been removed. With so many government changes impacting Christmas in 2020, it was really valuable to families to have something positive and kind delivered right to their door. Thank you so much for organising this, I'm sure it was a lot of work but it was really a positive Christmas memory for so many families.'

'I personally want to thank you and the team for all your hard work and support. I'm sure I will be contacting you again as anything you are able to provide to me and my family would be very much appreciated. Please find attached a photo of my son Theodoro when we received the box from you.'

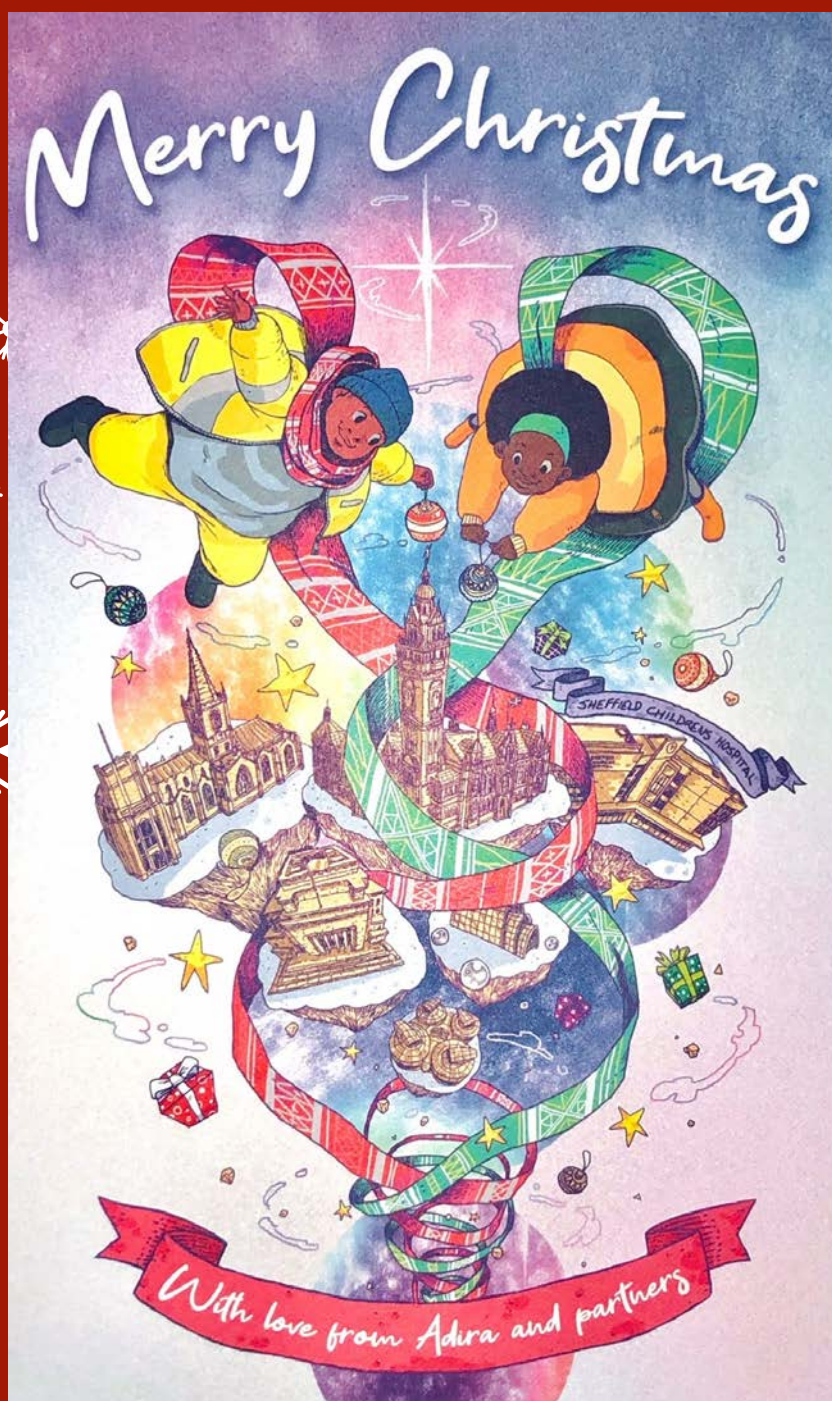


'I have had one very happy customer who received her parcel on the 23rd. She was pleased with the food and the amount, it was enough for her family of four.'

'I wanted to say thank you to all of you for your work with the hampers. It seemed a nightmare but I know they worked so hard to get people's hampers to them. My client asked me to say thank you for the effort you put in to get everything to them. They had a great Christmas dinner.'

'Just wanted to say we are ever so grateful for all the hard work you and the team have put into the Christmas hampers this year. As I write I just have a few more to drop off on my way home, but in about half an hour every Rotherham family will have got their Adira hamper. Every box represents a family with a wonderful gift, a happy dinner table on Christmas Day and parents and children enjoying a wonderful meal. We will ensure that every family knows where this kind and generous gift came from, and they will know and recognise the name Adira.'

The original Christmas card designed especially for the Adira Christmas Hampers by Diva Created LTD



Samaritans
116 123
jo@samaritans.org

Age UK
0800 678 1602
Open 8am-7pm

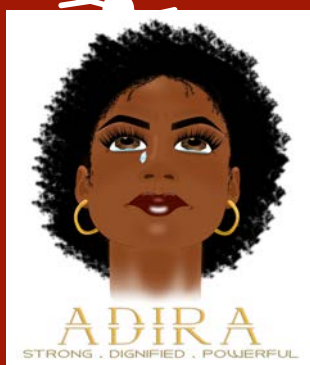
The Silver Line Friend and advice for older people
0800 470 8090
info@thesilverline.org.uk

Yorkshire Refugee Foodbank
07983 702 870

National Domestic Abuse Helpline
0808 2000 247

Talk To Frank drug support service
0300 123 6600

Struggling to cope?
Text SHOUT to 85258



ADIRA is a survivor-led mental health & well-being organisation - supporting Black people with mental health issues.

info@adira.org.uk

www.adira.org.uk