



RICH MAN POOR MAN

GALA FUNDRAISING DINNER

Thursday 23rd March 2017

BRENT CIVIC CENTRE

GIVE TOGETHER | EAT TOGETHER

Registered Charity No. 1151911

WHAT DOES 'SUFRA' MEAN?

The word 'sufra' originates from the Persian meaning "table-setting" or "that on which food is served". It carries similar connotations in Arabic, Turkish and Urdu. Traditionally, the 'sufra' was made of a round cloth or woven palm-leaves, although more recently the term is used in cultural settings to describe long rolls of plastic or paper placed on the floor within a community building to serve large numbers of guests. The term strongly indicates hospitality and generosity towards guests through the service of food and refreshments.



At Sufra NW London, food bank users are referred to as "guests" – we consider each family that attends the food bank to be recipients of our hospitality.

INTRODUCTION

Welcome to Sufra NW London's Rich Man Poor Man – Gala Fundraising Dinner!

One of the most disquieting features of London is the way in which unimaginable wealth and opulence sits comfortably beside abject poverty.

St. Raphael's Estate, the poorest neighbourhood in Brent, where 43.4% of children grow up in poverty, is within walking distance of the world-renowned Wembley Stadium that dominates Brent's skyline. And streets away from the lavish new apartments, built in the vicinity of the SSE Arena, a food bank distributes emergency food aid to families with little to survive.

Sufra NW London was founded in 2013 with the explicit goal that no one in our community should ever go hungry.

It is a simple concept, based on the belief that is a fundamental human right that everyone, regardless of their background, circumstances or life choices, should have a nutritious, healthy diet. But it also has far reaching social consequences – without food, children cannot perform well in school, working people cannot maintain regular employment and older people succumb to malnutrition.

But our role extends beyond the provision of emergency food aid; it is inconceivable that food poverty can be adequately addressed without responding to causes of deprivation and disadvantage. To this end, the charity delivers a range of services that promote the skills



development, employability and health and wellbeing of our guests, alongside their immediate need for food, clothing and toiletries.

The food bank receives no government funding, despite the fact that most of our referrals relate to inefficiencies and gaps in statutory provision that make our work so essential.

I would like to thank you for supporting this event, and hope that you will continue to work with us to challenge the causes and symptoms of food poverty in our community.

Mohammed S Mamdani

Director



RICH MAN OR POOR MAN?

This is a fundraising dinner with a twist!

During the event, each table will be designated as 'Rich Man' or 'Poor Man'. Guests who are seated at a Rich Man table will be served a luxurious 3-course meal prepared by award-winning caterer, Greenleaf, while guests seated at a Poor Man table will receive a few tins of baked beans and soup from the food bank.

Whether you're seated at a Rich Man table or a Poor Man table depends entirely on you – even we don't know which table will receive a Rich Man or Poor Man meal!



You should consult with the guests on your table and nominate a representative who will play the Rich Man Poor Man game. Prior to service, our food bank volunteers will visit your table and request your nominated representative to pick an envelope from a selection of sealed envelopes. Each envelope will contain a table marker with the text 'Rich Man' or 'Poor Man'.

Once all the tables have picked an envelope, you will be asked to open the envelope. Depending on the table marker inside, your table will end up with a 'Rich Man' or 'Poor Man' meal. There's a 50% chance either way.



Poverty is indiscriminate.
Most people are just one pay-cheque away from financial crisis.

<http://www.sufra-nwlondon.org.uk/>



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VOLUNTEER WITH SUFRA NW LONDON

If you are passionate about the power of food to change lives, why not join Sufra NW London as a volunteer? We have varied roles across all services including the Food Bank, Community Kitchen, and St. Raphael's Edible Garden, We also need volunteer support in organising and managing food collections, fundraising and general administration.

Some of our roles require a regular commitment – for others, you can just turn up and help! Additionally, if you have a specialist skill and would like to support us in other ways, get in touch.

We also welcome corporate and community groups to take part in one-off group volunteering sessions, which can also serve as a team-building day for your employees or members.

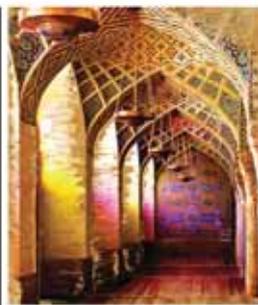
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“ Behaviour drives
PEOPLE PEOPLE drive Business ”

Organisations perform on the basis of how people behave

Therefore the key to creating high performance workplaces – is exploring and understanding human behaviour

FOOD BANK

The Food Bank is the charity's core service and, for many, the first point of contact with the organisation. It provides emergency food aid, toiletries and clothing to vulnerable individuals and families in crisis lasting up to 7 days. The Food Bank is open on Wednesdays and Sundays between 12pm and 3pm.

Referrals are accepted from over 60 statutory and voluntary sector organisations after assessing each individual or family's financial circumstances.



The charity is entirely stocked by in-kind donations of non-perishable food supplies from collections held at places of worship, supermarkets, schools, companies and the general public throughout the year. This is supplemented by fresh food donations approaching their expiry date from Marks and Spencer (Brent Cross), Morrisons (Collindale) and the Felix Project.

In the Food Bank, we promote the latest opportunities for employment and work experience, a sign-posting service to specialist agencies and access to all our additional programmes.

▶ Over 48 tonnes of food aid delivered to 3,716 people

▶ 23% increase in food parcels provided

▶ 53.4% of guests live alone

▶ Two-fifths of beneficiaries were children

▶ 58.6% of people were not receiving eligible benefits

▶ 10.4% of guests were employed



COMMUNITY KITCHEN

The Community Kitchen offers a 3-course vegetarian meal every Friday evening to our guests, regardless of their background or circumstances. Unlike the Food Bank, no referral is required.

The service brings together the homeless, elderly and socially excluded as well as low-income families, migrant workers and refugees. Youth volunteers provide games and entertainment for children. Visitors are encouraged to attend and share a meal with our guests.



We strive to offer dignity to our guests by avoiding the stereotype of traditional soup kitchens. Each course is served restaurant style, complete with menus, crockery and waiters.



▶ Over 2,600 meals prepared each year

▶ 3 courses served – starter, mains and dessert!

▶ Average of 50 guests per week

▶ 60% of volunteers are under the age of 18 years

▶ The Community Kitchen costs £150 to run each week



<http://www.sufra-nwlondon.org.uk/>