

# The City Bridge Trust

## Investing In Londoners: Application for a grant



### About your organisation

Name of your organisation:  <b>Plan Zheroes</b>	
If your organisation is part of a larger organisation, what is its name?  	
In which London Borough is your organisation based? <b>Kensington &amp; Chelsea</b>	
Contact person: <b>Ms Laura Hopper</b>	Position: <b>CEO</b>
Website: <b>http://planzheroes.org</b>	
Legal status of organisation: <b>Registered Charitable Incorporated</b>	Charity, Charitable Incorporated Company or company number: <b>1154291</b>
When was your organisation established? <b>15/10/2013</b>	

### Grant Request

Under which of City Bridge Trust's programmes are you applying? <b>Reducing Poverty</b>		
Which of the programme outcome(s) does your application aim to achieve? <b>Fewer Londoners experiencing food poverty</b>		
Please describe the purpose of your funding request in one sentence. <b>Building community networks for the redistribution of good quality surplus food to people living in food poverty</b>		
When will the funding be required? <b>15/06/2017</b>		
How much funding are you requesting?		
Year 1: <b>£43,445</b>	Year 2: <b>£39,319</b>	Year 3: <b>£40,306</b>
<b>Total: £123,070</b>		

**Aims of your organisation:**

Plan Zheroes aims to relieve food poverty through the redistribution of surplus food from businesses to charities that are feeding people in need such as homelessness charities and those that support the elderly, low income families and people with mental healthy or substance misuse issues. Our work also realises positive environmental outcomes by reducing food waste and its negative impact on the environment.

Our mission is to inspire and facilitate connections between food businesses and their local charities and voluntary organisations and to simplify the process of donating surplus food.

**Main activities of your organisation:**

We run two projects. One is our free online platform for surplus food donations launched in 2015. The platform connects businesses that have food with charities that need it. Businesses can post their surplus food donations via the platform and charities are notified by email. Charities that need help with collecting the food can contact local volunteers, also registered on our platform, for assistance.

Our other project is the Food Save Project at Borough Market - a weekly collection of surplus food at London's iconic Borough Market. Every Saturday our volunteers gather and sort surplus from around 20 traders which is then collected by local charities.

**Number of staff**

Full-time:	Part-time:	Management committee members:	Active volunteers:
2	2	4	15

**Property occupied by your organisation**

Is the main property owned, leased or rented by your organisation?	If leased/rented, how long is the outstanding agreement?
Rented	rent - £0

## Summary of grant request

**Plan Zheroes-The Zero Food Waste Heroes** inspires businesses to donate their surplus food to charities and community groups supporting vulnerable and low income people instead of sending it to landfill. We help charities to access good quality surplus food, free of charge, via our online platform for surplus food donations.

Changes in the benefits system, increased housing prices and wage stagnation mean that more and more people are struggling to afford (good quality) food. Charities providing food or meals for no/low income people are facing increased demand for their services alongside a challenging funding environment.

At the same time, food waste continues to be a huge problem in the UK. Food businesses from the manufacturing, retail and hospitality and food service sectors throw away more than 3 million tonnes of food per year, of which more than 50% is estimated to be food which is still perfectly good for people to eat.

Driven by increased pressure from environmental activists and consumers, the high cost of waste, new legislation on food waste in other EU countries, as well as their corporate social responsibility aims, more UK businesses are now looking for ways to redistribute their surplus food.

Our platform makes it easy for businesses to safely and conveniently donate this surplus food. It also allows charities to choose the types of food they need, when they need it. By linking businesses that have food to donate, charities that can use it and volunteers who can help collect and deliver food, our platform enables communities to create localised networks for surplus food redistribution and eliminates intermediary storage and transport.

Having launched our platform (built pro-bono by IT consultancy Keytree) in 2015, we now have 565 registered users -- 151 businesses, 126 charities and 288 volunteers -- 80% of whom are located in London. In 2016, the platform facilitated the redistribution of 9,555 kg of food -- the equivalent of 19,000 meals. Over the next three years, we aim to help those experiencing food poverty by facilitating the redistribution of more than 300,000 kg of food -- the equivalent of 600,000 meals -- to charities free of charge.

Our model meets the Trust's principles of good practice by engaging local people (businesses, charities and volunteers) to help redistribute surplus food to those in their community that need it. Linking businesses and charities directly through technology reduces the carbon footprint of additional storing and transporting food. Volunteers play a key role in the redistribution process by helping collect and deliver food and are highly valued by our charity. Some of our volunteers come from the charities we work with and include formerly homeless and disabled people.

Our current Community Manager, who is herself a former volunteer, is integral to growing and maintaining our network in London. Although the online platform facilitates connections between users, our experience proves that it still requires a great deal of human interaction to maintain the links between businesses and charities. We are seeking funding from City Bridge Trust to support this role over a three year period whilst we develop an independent income stream through charging businesses that use our platform.

If you need any planning or other statutory consents for the project to proceed, what stage have the applications reached?

Do you have a Vulnerable Adults policy? **No**

What Quality Marks does your organisation currently hold?  
**None**

### **Outputs and outcomes**

What are the main activities or outputs you want to deliver? Please include no more than 5. By activities or outputs we mean the services, products or facilities you plan to deliver. If you plan to deliver work over more than one year you should include activities over the full grant period requested. Try to be specific.

**Employing a Community Manager -- the Community Manager is responsible for recruiting new business and charity users to the platform, helping them to overcome the barriers to donating/receiving surplus food, supporting them to use the platform and promoting connections and donations between users.**

**Effectively promoting the platform -- the Community Manager will promote the use of the platform through Plan Zheroes' business development process, attending business and charity events, promoting Plan Zheroes on social media and creating effective marketing and promotional materials.**

**Running an efficient platform/social network -- incorporating feedback from users and working with our IT partners, the Community Manager will ensure that the platform is easy to use and reliable.**

**Engaging with volunteers -- the Community Manager will engage with corporate and individual volunteers helping them to become advocates for our work and connect volunteers with charities to help collect/deliver food.**

What main differences or outcomes do you hope the activities you have described above will achieve? Please include no more than 5. By differences or outcomes we mean the changes, benefits, learning or other effects that result from the work your project would deliver. These might be for individuals, families, communities or the environment.

**Improved access to free, healthy food for charities -- more charities will learn about and use our food donation platform. At the end of 3 years, over 300 London based charity/community groups will be registered on our platform and each will have connections to 2 or more businesses.**

**More free, nutritious meals for people affected by food poverty -- charities will increase their use of surplus food to 1) provide more healthy meals for people in need or 2) to reduce their existing food costs. Food re-distributed via our platform will equate to more than 600,000 free meals.**

**Improved community resilience -- more businesses and volunteers will be engaged in surplus food redistribution, thus providing a community based solution to food poverty. Over 350 new businesses and 200 volunteers will be registered on the platform by the end of year 3.**

Do you plan to continue the activity beyond the period for which you are requesting funding? If so, how do you intend to sustain it? If not, what is your exit strategy?

**After 3 years of additional funding for the Community Manager post we will have increased our independent income to a level of more than £30,000 per annum which is enough to support this role.**

## Who will benefit?

### About your beneficiaries

How many people will benefit directly from the grant per year?

**8,000**

In which Greater London borough(s) or areas of London will your beneficiaries live?

**London-wide (100%)**

What age group(s) will benefit?

**All ages**

What gender will beneficiaries be?

**All**

What will the ethnic grouping(s) of the beneficiaries be?

**A range of ethnic groups**

If Other ethnic group, please give details:

What proportion of the beneficiaries will be disabled people?

**11-20%**

## Funding required for the project

**What is the total cost of the proposed activity/project?**

Expenditure heading	Year 1	Year 2	Year 3	Total
CEO salary	40,553	41,344	42,171	124,048
Community Manager Salary	28,700	29,273	29,858	87,831
Employer NI & pension on above	9,978	10,276	10,541	30,795
Desk Space	10,800	11,340	11,907	34,047
Overheads	1,296	1,337	1,379	4,012
	0	0	0	0
	0	0	0	0
	0	0	0	0
	0	0	0	0

<b>TOTAL:</b>	<b>91,327</b>	<b>93,560</b>	<b>95,856</b>	<b>280,733</b>
---------------	---------------	---------------	---------------	----------------

**What income has already been raised?**

Source	Year 1	Year 2	Year 3	Total
Esmee Fairbairn Foundation	20,000	0	0	20,000
Borough Market	2,800	0	0	2,800
	0	0	0	0
	0	0	0	0

<b>TOTAL:</b>	<b>22,800</b>	<b>0</b>	<b>0</b>	<b>22,800</b>
---------------	---------------	----------	----------	---------------

**What other funders are currently considering the proposal?**

Source	Year 1	Year 2	Year 3	Total
	0	0	0	0
	0	0	0	0
	0	0	0	0
	0	0	0	0

<b>TOTAL:</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
---------------	----------	----------	----------	----------

**How much is requested from the Trust?**

Expenditure heading	Year 1	Year 2	Year 3	Total
CEO salary costs	14,712	0	0	14,712
Community Manager salary costs	18,283	29,273	29,858	77,414
Employer NI & pension on above	4,684	4,003	4,113	12,800
Desk space	5,400	5,670	5,954	17,024
Overheads	366	373	381	1,120
	0	0	0	0

<b>TOTAL:</b>	<b>43,445</b>	<b>39,319</b>	<b>40,306</b>	<b>123,070</b>
---------------	---------------	---------------	---------------	----------------

## Finance details

Please complete using your most recent audited or independently examined accounts.

Financial year ended:	Month: <b>October</b>	Year: <b>2015</b>
-----------------------	--------------------------	----------------------

Income received from:	£
Voluntary income	41,172
Activities for generating funds	0
Investment income	0
Income from charitable activities	1,400
Other sources	233,000
<b>Total Income:</b>	<b>275,572</b>

Expenditure:	£
Charitable activities	137,578
Governance costs	32
Cost of generating funds	0
Other	0
<b>Total Expenditure:</b>	<b>137,610</b>
<b>Net (deficit)/surplus:</b>	<b>137,962</b>
<b>Other Recognised Gains/(Losses):</b>	<b>0</b>
<b>Net Movement in Funds:</b>	<b>137,962</b>

Asset position at year end	£
Fixed assets	345,083
Investments	0
Net current assets	2,520
Long-term liabilities	0
<b>*Total Assets (A):</b>	<b>347,603</b>

Reserves at year end	£
Restricted funds	0
Endowment Funds	0
Unrestricted funds	347,603
<b>*Total Reserves (B):</b>	<b>347,603</b>

\* Please note that total Assets (A) and Total Reserves (B) should be the same.

### Statutory funding

For your most recent financial year, what % of your income was from statutory sources?  
11-20%

### Organisational changes

Describe any significant changes to your structure, financial position or core activities since the date of **your** most recent accounts:

None



### Previous funding received

Please list the funding received by your organisation from the following statutory sources during the last THREE years.

	Year 3 £	Year 2 £	Most recent £
City of London (except City Bridge Trust)	0	0	0
London Local Authorities	0	0	0
London Councils	0	0	11,803
Health Authorities	0	0	0
Central Government departments	0	0	0
Other statutory bodies	0	0	9,680

### Previous grants received

Please list the grants received by your organisation from charitable trusts and foundations (other than City Bridge Trust) during the last THREE years. List source, years and annual amounts. Please include the 5 largest only.

Name of Funder	Year 3 £	Year 2 £	Most recent £
Esmée Fairbairn Foundation	0	95,000	0
Joseph Rowntree Charitable Trust	0	0	20,000
Hackney Council	0	0	11,809
Garfield Weston Foundation	10,000	0	0
Leicestershire County Council	0	0	9,680

### Declaration

I confirm that, to the best of my knowledge, all the information I have provided in this application form is correct. I fully understand that City Bridge Trust has zero tolerance towards fraud and will seek to prosecute and recover funds in every instance.

Please confirm: Yes      Full Name: **Laura Hopper**

Role within                      **CEO**  
Organisation: