

Food in Rotary, the **missing** ingredient?

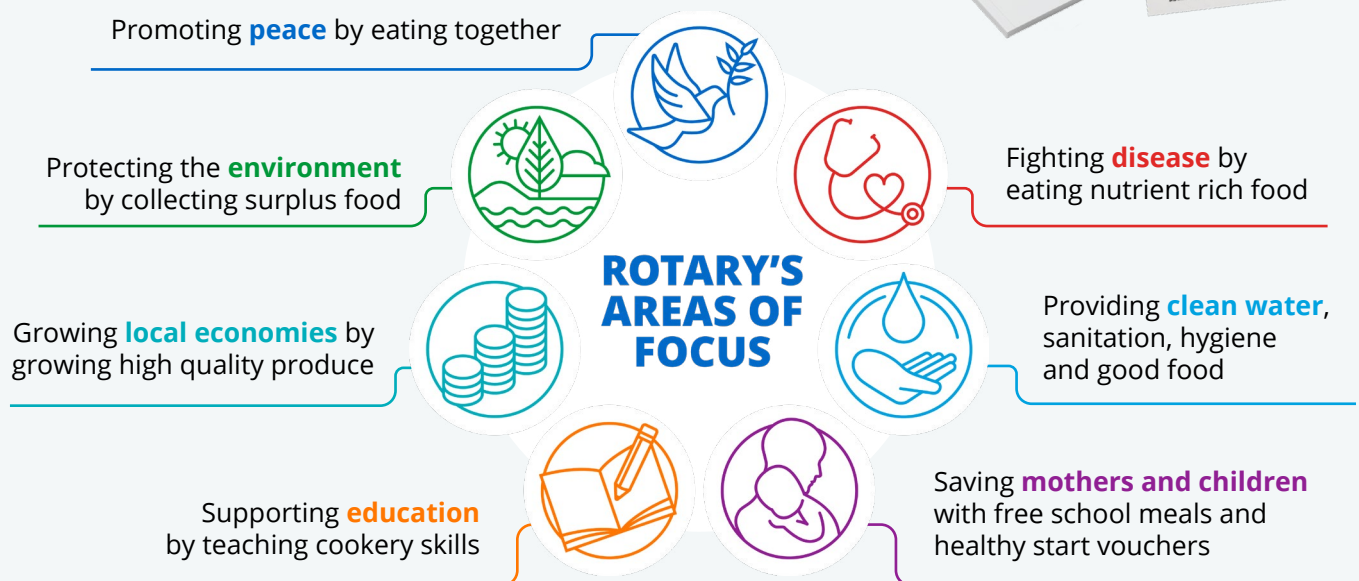


Rotary stands united by love, compassion and an unwavering commitment to “Service Above Self.” The magic of Rotary is a powerful commitment to real change. Every project, action, donation and new member strengthens Rotary’s global impact.

TOGETHER we see a world where
PEOPLE unite and take action, to
CREATE lasting
CHANGE across the globe, in our communities and in ourselves

We have identified a key area where we can amplify our impact: Food

By focusing on food hubs and food systems, aligning with ongoing research at the University of Leeds, Rotary can make a massive difference locally, nationally and globally. **The good news?** We already have a roadmap to integrating food security in Rotary’s areas of focus.



While addressing systemic issues is essential for eliminating poverty, food aid remains a crucial lifeline for food-insecure communities. Rotary can play a significant role in this effort, by providing assistance to communities who are experiencing food insecurity:

4 million children
live in households
affected by food
insecurity in the UK

18% of UK households
are experiencing food
insecurity and don't have
access to enough nutritious food

**Elderly,
children and
disabled people**
are badly affected¹

¹ The Food Foundation (2024) [Food Insecurity Tracking Report](#)

FoodSavers at Bingley Community Kitchen

A new **FoodSavers hub** was established in 2022 with support from:

-  The Soroptimists
-  The Rotary Club of Bingley and Airedale
-  The Rotary Club of Bradford Bronte
-  Bradford Council
-  Local churches

Bingley Community Kitchen's weekly FoodSavers market has empowered **636 families** in the town to select healthy and nutritious food, saving them money on their weekly shop, saving food from going to landfill and helping them save into a recognised credit union scheme.

Members visit weekly and pay a membership fee of just £6.00.

From that, £1 goes to the Credit Union enabling customers to save.²



“Bingley Community Kitchen is a shining example of a FoodSavers outlet, promoting behaviour change, choice, dignity, empowerment and financial inclusion for its customers. Through excellent organisation, compassion and respect it is a food hub that inspires many others.”

– Tess, FoodSavers Network Manager and member of Bradford Bronte Rotary Club

Through Social Value Engine calculations, it was determined that the Social Return on Investment for the FoodSavers programme is **£17.70 for every £1 invested**



Could you be a **#RotaryFoodChampion**? Join us at the table

We need YOU to be change-makers in your communities. Whether you want to lead a project, support a local food hub, or advocate for systemic changes in the food system, your role is crucial. Join Rotary's mission to reduce food insecurity – one meal at a time.

Together, let's create a world where no one goes hungry, and every community thrives. Reach out to us and sign up for our newsletter at www.rotaryfood.org or email juli@rotaryfood.org to find out how you can become a **#RotaryFoodChampion** and create **#foodforhealthnotwealth**.



² Evans, J. & Davies, S. (2024) [Understanding the role of savings in promoting positive wellbeing](#). Personal Finance Research Centre, University of Bristol.