

CORPORATE PARTNERSHIP

Let's Work together



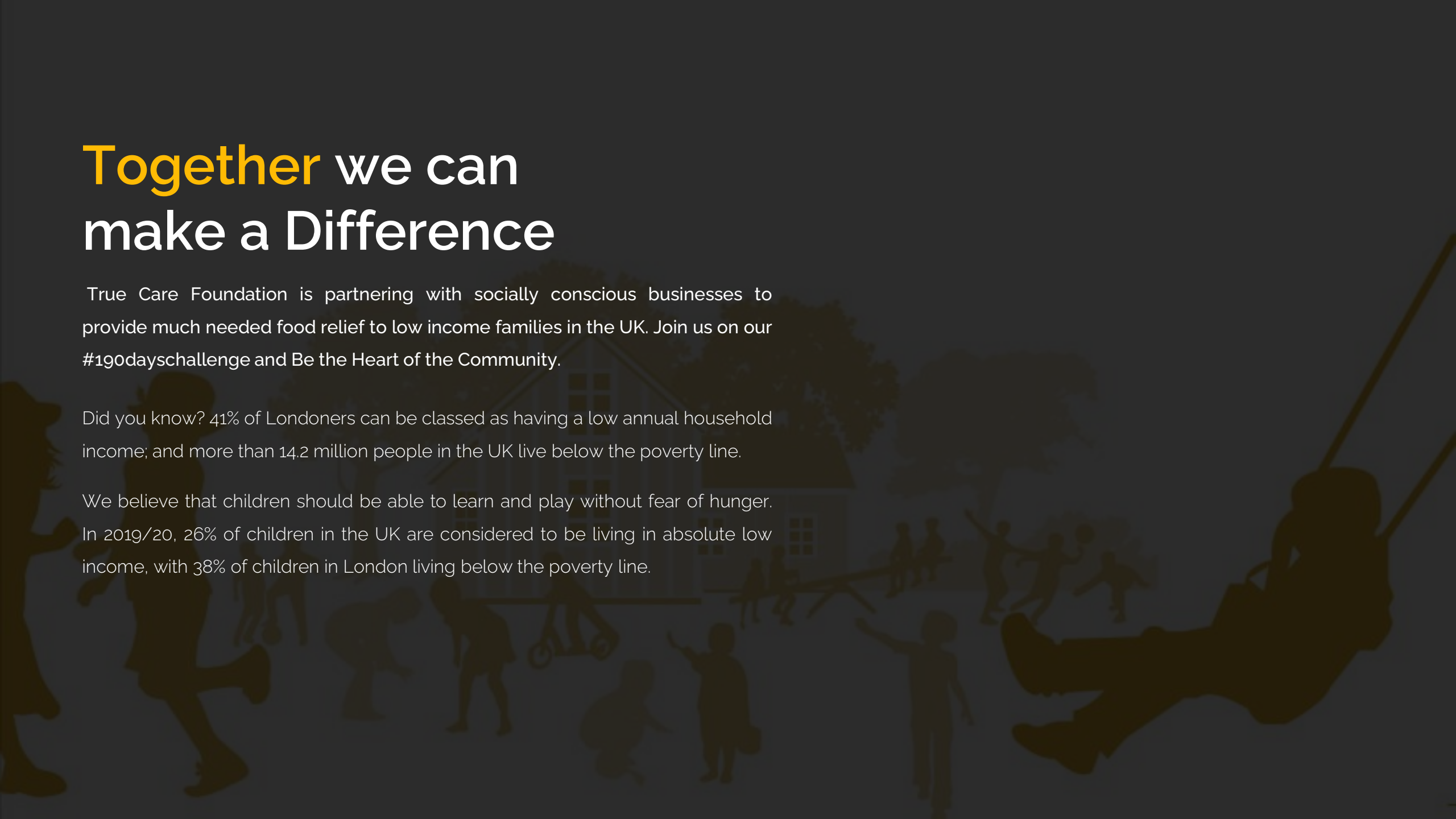
TrueCare
FOUNDATION

Together we can make a Difference

True Care Foundation is partnering with socially conscious businesses to provide much needed food relief to low income families in the UK. Join us on our #190dayschallenge and Be the Heart of the Community.

Did you know? 41% of Londoners can be classed as having a low annual household income; and more than 14.2 million people in the UK live below the poverty line.

We believe that children should be able to learn and play without fear of hunger. In 2019/20, 26% of children in the UK are considered to be living in absolute low income, with 38% of children in London living below the poverty line.





Be the heart
in the
community.

Welcome Note,

Thank you so much for taking the time to learn more about True Care Foundation. I hope you will become as passionate and as enthusiastic about our mission as I am.

This Foundation is very near and dear to my heart; ensuring that children who are in low-income households are given the opportunity to play, learn and grow in an environment free from Hunger and Poverty.

// This charity will always prioritise and sustain its commitment to giving support young children and their families; as well as other organisations which hold our values.

Ali Johnson

FOUNDER



True Care Foundation is a charity dedicated to supporting low-income families with food provision during non-term time. We provide practical and emotional support through compassionate and efficient services that partner with and strengthen the community.

We support a vast network of food banks, and together we support families locked in poverty and campaign for change to end the need.

OUR GOALS:

- 1** Reduce the number of low income households suffering hunger in the UK
- 2** Provide meals to low-income households outside term- time
- 3** Raise funds to help projects/foodbank that are already working in the community



WHAT WE DO

There are 190 non-term time days in a year. During this period, low-income Families who depend on the vital support of school meals to feed their children struggle to provide regular meals for their households.

We liaise with professionals and nurseries to identify families in need and make them aware of our boxes and sponsored events. We also help direct them to help and advise relevant to their situation.



70%

FOOD BOXES

Our food boxes contain dry and fresh goods that help families create healthy and filling meals. Our handy healthy meal guide assists with easy-to-make recipes.

30%

ACTIVITY DAYS

We organise activity days for families, schools and nurseries, and families come to have food and enjoy the different activities we've provided with your help.

UNDERSTANDING LOW INCOME IN THE UK

In the UK, low household income is defined broadly as earnings less than 60% of median household income on average.

The average household income in the United Kingdom (after taxes and benefits) was £29,800 in the financial year ending (FYE) 2020.

Around 22% of the public are in poverty, and nearly 33% of all children in the UK.

58% of those in poverty are in "persistent poverty" (people who would also have fallen below the poverty line in at least two of the last three years)

How absolute low income is measured

Imagine all households in the UK, ordered from lowest to highest income...



Take the median household - the one in the very middle of the list...



The year is 2010/11. Now fix a line at the household earning 60% of that median household. That's the absolute poverty line standard of living



When incomes change in future years, that line stays roughly the same (as it was in 2010/11), only moving a little because of inflation



Poverty line just keeps up with inflation from now on



The older you are, the less likely you are to be in poverty. **33% of children aged four and under are in poverty**, compared to 23% of those aged between 40 and 44 and 10% of those aged 75 and over.

Social Metrics Commission (SMC) 2020

DEFINING POVERTY IN THE UK

Because people's definitions of poverty vary greatly, numerous approaches exist to quantify it in the United Kingdom.

In the UK, low household income is defined broadly as **earnings less than 60% of median household income on average.**

– Joseph Rowntree Foundation

Poverty can be described as the inability to provide basic family necessities such as warmth, food, and clothing. It entails dealing with financial insecurity and uncertainty every day of the week.

It can lead to being excluded from society and possibly discriminated against because of your socioeconomic status. As the individuals suffer from the ongoing stress it causes, it can lead to problems that hinder people from fully participating in society.

Poverty rates are highest amongst families with children. The poverty rate for people living in couple families without children is 11% (1.4 million people). This compares to 26% (5.9 million people) for people in couple families with children and 48% (2.4 million people) for those in lone-parent families.





A PARTNERSHIP TO MAKE A DIFFERENCE

At True Care Foundation , we value corporate partners who share our values.

We look for organisations that can support our belief that children should be able to learn and play without fear of hunger. Organisations that know that food provision and family support during the half terms can help reshape the future for a generation growing up in low income and/or poverty.

We engage with a variety of corporate partners, who receive access to our knowledge on children and low-income families, and the opportunity to enhance their commitment to CSR, pioneering long-term solutions to better children's lives and communities. Together, we can help low-income children while benefiting the businesses and your employees.

A partnership with True Care Foundation could be anything from a one-off event to a long-term project or donations. Whatever you're looking for, we look forward to working with you.

Together, we will launch a unique calendar of engagement which will make a tangible difference and leave a sustainable legacy.

EMPLOYEE VOLUNTEERING

Workplace volunteering boosts staff morale and job satisfaction, strengthens team relationships, and improves work-life balance. When your staff donate their time, they see the direct positive impact of their support as we gain specialist skills our organisation may otherwise not have the resources to access..

EMPLOYEE FUNDRAISING

Our fundraising team can help your company's employees identify and run the perfect fundraising event for them. Whether a marathon, office bake sale or anything in between, we can provide collection tins, posters and True Care merchandise, as well as give tips on how to maximise your fundraising, best collect donations and spread the word.

PAYROLL GIVING

Payroll Giving allows anyone who pays UK income tax to give regularly to charity, tax-free and because the money comes out of your gross pay, you pay less for your donation. Your donation to True Care Foundation will be taken from your salary before tax is deducted.

Events sponsorship

Supporting a charity enhances your business's credibility and enables you to reach a new market. Sponsoring one of True Care Foundation's events is a positive marketing investment and may qualify as a tax-exempt business expense.



HOW YOUR HELP MAKES A DIFFERENCE

It is vital we work together to increase awareness of something that is happening right on our doorsteps. We do not receive statutory funding, therefore, we are 100% reliant on people like you fundraising to support our work within the communities.

£150

Will with delivery and purchase of essential food for the year during the holiday period.

£250

By essential and **healthy groceries** and products to fill our True Care boxes.

£500

Help provide free **Half Term activities** for children from low income homes.

£1000

Will provide essential food to feed **families** for the year through the holiday period.

£1500

Could feed **300 children** during one half term holiday period.

£2000

Could **sponsor one of our fun days**; designed to entertain the kids during half terms.

£200,000

Will help us meet our annual commitment to feed children.



THE GIFT OF TIME

Despite the busy lives we lead, it is always nice to pay your good fortune forward. Charity is not only about making a monetary difference, giving the gift of time allows for a deeper experience where you will be able to make a connection with somebody you may not have encountered in your natural day to day and have exchanges that not only enrich their lives but yours as well.



Connected

Get your staff involved in fundraising activities for our projects and get connected to your local community or join our payroll-giving programme



Grow

Develop a cause relates partnership to through a delivery system that resonates with your company values or join our payroll-giving programme.



Collaborate

Collaborate on unique and exciting events to drive mutual brand awareness and help fundraise for our projects

Thank you for your time



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