

# ANNUAL REPORT

# 2020



**VOEDSELBANKEN.NL**



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If Corona highlights anything, it is that misfortune can happen to anyone. From young to old, from employer to employee, from start-ups to existing entrepreneurs. Partly due to the corona crisis and the following economic contraction, the number of clients of the food bank rose sharply in 2020. We helped 160,500 people, over 6% more than in 2019. When older volunteers decided to stay at home to avoid the risk of infection, new volunteers, many of them being young people, came to our aid. Even though a single food bank closed for a short period, the assistance to our clients continued. Clients received food every week or a Supermarket Gift Card with which they could purchase food for themselves. This was possible thanks to our loyal suppliers and donors, large and small, and thanks to many new organisations that came to our aid. We look back on an enormously intensive year full of solidarity and collaboration. We express our gratitude to everyone who contributed to it.



# 2. Key figures and our impact

## Food assistance in 2020

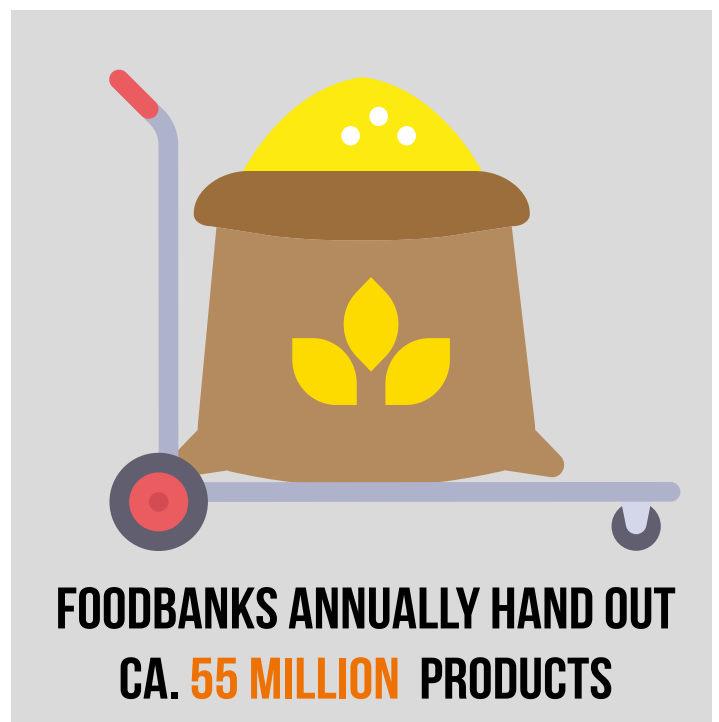
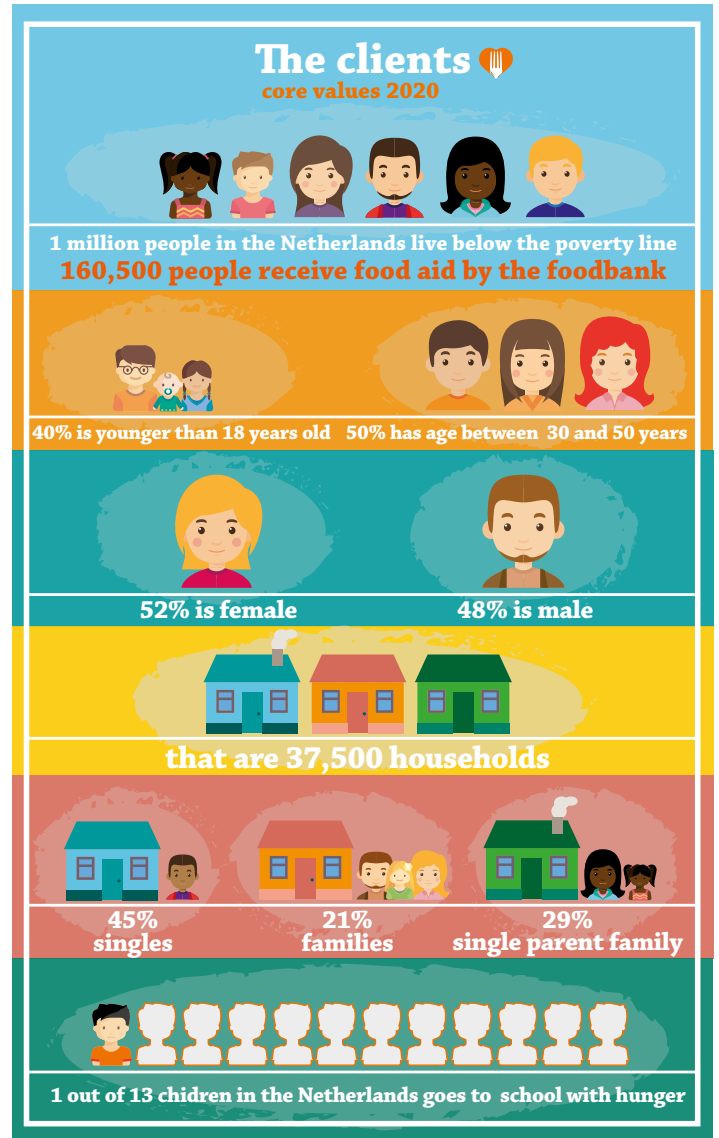
The number of households we assisted grew by 7.2% to 37,311 on 31 December 2020. The largest increase was seen in Amsterdam and Rotterdam. The number of children up to 17 years old who were helped rose by 9.3% to 36,858 children. The number of volunteers rose by 7.9% to 13,000. In total, all 172 food banks helped 160,500 unique people last year (+6%). They distributed the food through 528 distribution points. The large differences between food banks are striking. With 26%, the increase in Amsterdam was by far the largest. Almost all large cities showed above average growth figures. In 44, mainly smaller, municipalities the number of clients declined. The most obvious explanation for the large differences between food banks seems to lie in the occupational groups that are hardest hit by corona, such as the hospitality industry, the cultural sector and sports and transport. People working in these sectors, as well as flex workers, are above average in the big cities.

## Counteracting waste

In the Netherlands, 1.8 to 2.7 million tonnes of food are thrown away annually. That corresponds to €6.3 to 8.8 billion per year. Per household, this is 34 kilos per person per year. Bread, rice and pasta are wasted in particular. In 2020 the food banks collected around 55 million products with a total consumer value of €74 million. The majority is food that would otherwise be wasted. That is 2% of the total value of food that is wasted annually in the Netherlands.

## About the organisation

Number of food banks:	172
Number of distribution points:	528
Number of municipalities active:	366
Number of regional distribution centres:	10
Number of volunteers:	13,000



# 3. Highlights 2020

An overwhelming number of organisations, funds, foundations and individuals came to the aid of the food bank. The following list of highlights is far from complete; it only gives an idea of the solidarity and collaboration we experienced.

## January



Good inspection results in Food Safety 2019.

## February



New record in the national collection of Douwe Egberts value points; 134,000 packs of coffee.



First internal newsletter dedicated to the corona issue.

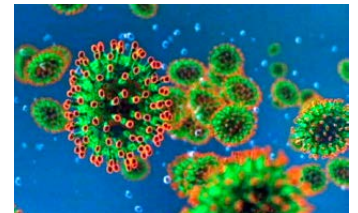
## March



CBF Seal of Approval for Food Banks in the Netherlands.



Olcay Gulsen appointed as ambassador.



Establishment of the Food Bank Netherlands Emergency Fund.



Launch of the corona fundraising campaign 'Stay Save & Give'.



Online benefit concert Honig: Live-Eat.

## April



Jumbo donates hundreds of thousands of products in cooperation with its suppliers along with a gift for all volunteers



An additional contribution of 1 million from the National Postcode Lottery.



Dirk van de Broek tulip campaign: 1 euro for every bunch of tulips sold to the food bank.



Kellogg Company distributed 15 million products to food banks and food programmes in Europe.



Thousands of Easter eggs from Action.



Meal sauces from Mars.



May



Lidl customers donate their deposit vouchers.



Etos customers donate their full savings cards.



Voedselloket Almere (VLA), joins VBN and becomes the 171st member.



Financial contributions from Hello Fresh, Weight Watchers, Flow Traders, coffee stores, Nationale Nederlanden, Amgen and the Oranjefonds, among others.



June



Launch of a Cooperation with transport company Arriva.



In the first week of June the Vegetable & Fruit Brigade donates 25 pallets (750 kg of tomatoes per pallet) to our 10 distribution centres.





**July**



Start of UWV campaign 'Make sure the Food Bank can fill its baskets again', using QR codes and Tikkie.

**August**



First national collection campaign at over 400 AH convenience stores.

**September**



First General Members' Meeting in corona time. Not digital but physical in Expo Houten.



Always donates a menstrual product for every pack of sanitary towels purchased at Kruidvat.



**VOEDSELBANKEN.NL**

Spontaneous brand awareness and brand power of the food bank rose sharply to rank 5.



The 'Week of the food banks', online edition.



Food bank Schiermonnikoog founded, member number 172.

**October**



In the Trouw Sustainable 100 list, Voedselbanken Nederland is ranked number 24.

**November**



Frank Dane, Radio 538 DJ becomes ambassador.



Classic Dirck van de Broek deposit action. Shoppers donate deposit vouchers.



Start of the campaign 'Nothing to be ashamed of'.



Christmas breakfast campaign by Lidl.



The Dutch Food and Consumer Product Safety Authority (NVWA) recognises the Voedselbanken Nederland as a green formula company for the next four years.

December



Start of 'Mission 538 for the food bank' with Radio 538.



D.E. value points campaign in December.



For every New Year's Day can, Unox donated two cans of pea soup.



Albert Heijn donates 1 euro for every AH Excellent Christmas bread sold to Voedselbanken Nederland, the Red Cross and LINDA Foundation.



H&M auction and donation campaign.



Successful online meal campaign by Picnic.



Christmas hampers delivered to all customers. With thanks to the organisers Unilever, Bidfood and Riedel.



Aldi bread roll action.





## 4. Our environment

### Transformation by Corona

Forced by necessity, the food banks went through an enormous transformation in the past year. From one day to the next, working methods had to be adjusted, volunteers recruited and new regulations introduced. Food banks and Regional Distribution Centres (RDCs) have shown tremendous resilience and creativity and proved to be able to adapt to these challenges very quickly.

On 27 February, the first Corona consultation took place at the Dutch Food Banks, with a delegation assembled for the occasion. A national expert team was set up with the task of advising on the hygiene rules to be applied. This was soon expanded to include the task of translating government regulations into food bank practice. We published all these measures in the 'Corona Crisis Manual'. In the second week of March, a national crisis team was set up to coordinate the national operation. In the country, the food bank boards set to work to see if and how we could continue to help clients in this time of crisis. And then it became clear how strong and creative our food bank organisation is. Seventeen food banks (including 2 RDCs) were closed for a short time. Like the other food banks, they too were quickly operational again, however, in an adapted form. Distribution times and days were staggered, some

food banks instituted a door policy limiting the number of clients entering and clients were invited at specific times. From distributing food at the food bank, sometimes a switch was made to home delivery of parcels. All creative solutions that allowed the food banks to stay open and focus on "the new normal", a 1.5 m society.

The national food procurement team maintained close and intensive contact with all its suppliers and did its utmost to be able to provide food to all new clients at the same time. Due to the hoarding frenzy, we temporarily received less food, but this was quickly compensated for by, among others, the catering industry who, due to their forced closure, donated their supplies. It was and is a huge task for the national and regional logistics to distribute these large food flows fairly among all the food banks.





## Calamity Fund

Food banks that needed to fund a temporary emergency solution during the coronary crisis could, through Voedselbank Nederland, make use of the calamity fund set up for this purpose.

Some examples of temporary emergency solutions that involve costs are:

- Supermarket gift cards with which clients could buy food at the supermarket for those food banks that were temporarily closed. Almost all supermarket organisations cooperated in this initiative.
- Extra logistical costs to distribute food better or differently.
- Extra costs incurred to serve more clients.
- Costs to implement hygiene measures.
- Additional food purchases when there is really not enough to go round in other ways.

In a very short time, we managed to raise 7 million for this calamity fund. Through a nationwide public campaign 'Stay Save & Give', we raised over a million euros. In addition, many regular customers and new organisations supported us with wonderful contributions. See page 12 for an overview of all donors.




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**Betsy, customer of the foodbank:**  
*I thought: “The foodbank?  
 Me going to the foodbank?  
 That can’t be for me!”*





## 5. Mission, vision, core values and objectives

### Our vision

In the Netherlands, more than a million people live below the poverty line. The food banks help people who cannot manage financially, by providing them with temporary food assistance. In order to provide our clients with sufficient food, we cooperate with companies, institutions, municipalities and individuals. Together, we ensure that poverty is combatted, food surpluses disappear and the environment is less heavily burdened. To increase the self-reliance of our customers, we work together with local organisations that help our customers get back on their feet. After all, food aid should always be temporary.

### The core values

- We work exclusively with volunteers
- We provide food donated by others
- We provide healthy food whenever possible
- We only distribute free food
- We distribute food as fairly as possible
- We are neutral and independent (“citizens for citizens”)
- We are transparent in our accountability

### The main objectives

- Provide direct food assistance to the poorest people
- Preventing the waste of good food

### Our organisation and working method (volunteers and process)

No one is paid at the food banks. We work exclusively with volunteers. We prefer to call them unpaid professionals. The number has grown to 13,000 by 2020. Most volunteers are involved in the core process, the safe collection and distribution of food. But we also have top volunteers for all other tasks, such as fundraising, finance, legal affairs, ICT, secretarial work and communication.





## 6. Priorities in 2020

### **Under the Radar campaign: Nothing to be ashamed of.**

The number of people who are unable to buy enough food and regularly go hungry is unfortunately larger than the group that the food bank helps. Therefore, in 2019, the food banks started the project 'Under the Radar' in which we looked for those people who meet our living expenses criteria, but do not come forward. In 2020, this project was also a priority. Corona showed us in 2020 that adversity can affect anyone. From young to old, from employers to employees, from start-ups to existing entrepreneurs. The Corona crisis caused many financial problems. However, shame is still the most cited reason for not applying for temporary help from the food bank, even though people often do qualify for food aid. Help from the food bank is a first step.

That is why, in the autumn of 2020, we launched the 'Nothing to be ashamed of' campaign, kicking off with a manifest in national newspapers, an advertorial in Linda magazine, and displays on Arriva busses in Leiden.

The campaign also formed the starting point for the 'Mission 538 for the food bank' campaign. From 14 to 18 December, the Radio 538 DJs will do everything in their power to raise money for food aid, together with listeners, famous friends of 538, artists, colleagues in front of and behind the scenes and ambassadors of the food bank. And, more importantly, to break the taboos. The campaign was a great success. €1.3 million was raised.





# 7. They helped us

## We would like to thank the following companies and organisations:

24/7 myfactory, 3i, A.S.R., ABN Amro, ABN Amro Foundation, Accenture, Access World, Achmea Interne Diensten, Acteon Thuiszorg, Action, Ad Alliance, Ad van Geloven, Adessium Foundation, Aevitae, Ahold Delhaize, Ahoy, AIACE NL, Aiesec, Albert Heijn, Aldi, Alle Kabels BV, Alle particuliere donateurs, Alpro, Amgen, Antonides, ANWB, Archive IT, Arcim bv, Ardo, Arla, Arriva, Ars Scribendi, Art of Dance, Asolutions, ASR, Aviko, Bain & company, Bakker Zeewolde BAM infra bv, Banketgroep, Baptisten gemeente midden Betuwe, Barilla, BCG, Beetroute, Bellustoys, Belron Ronnie Lubner Charitable Foundation, Ben & Jerry's, Bevio, Bidfood, Bieze Foodgroup, Bijenkorf, Bloomberg, BMO Global Asset management, Bolletje, Bonduelle, BrandM, Brandwise, Bredaest, Breeman Zuid bv, Budelpack Poortvliet, Bunt fruit, Bunzl, Bus Handelmij BV, Canadian Beverages, Carrier Aritech, Catz Charity Foundation, Ceva Benelux, Chefs Crisis Koken, Chep, Chuck studios, Clif bars, Cloetta, Cloudera Netherlands B.V., Coare, Coca Cola, Coffeeclick, Coffeeshops houders, Cofra Foundation, Commissie voor de milieueffectrapportage, Connect bouw, Continental Bakeries, Continue, Cook & Safe Unilever, Cookware, Coram, Coty, CSU, CVC Foundation, D Reizen, Daelmans koeken, Dare to care, DDB Unlimited, de Kleine Keuken, de Menken keuken, De Ridderlijke Deutsche Orde Balije van Utrecht, De Testers, De Voedselboys, Deloitte, Detailresult, Deutsche Bank, Diaconiën Protestantse gemeenten, Dioraphite, Dirk van den Broek, Dispuut Dignitatis TUE, DNV GL Netherlands B.V., Dodileva, Dole, Don Quixott Foundation, Donna Italia, Douwe Egberts, DPDB groep, Dr Vaillant Fonds, Drechtwerk, Drukzo/ Helloprint, Dumontis bv, Dunedin stichting, Dutch Bakery Group, Dutch Estate Rental V BV, Dutch Residential mortgage portfolio B.V., Eat1give1challenge, Elbo Holding, Emmi, Essity, Euroma, Europese Federatie van Voedselbanken, Evangelie gemeente De Rots, Exterion Media, Facilicom Foundation, FC Utrecht, FC Volendam, Fetim Groep, Feyenpak geschenken, Flow Traders, Fondation de France, Forrester, Fred Foundation, Freeland, Friesland Campina, Fruitopjewerk, Fundatie Van den Santheuvel, Sobbe, Funghi Fungi, Gift – MyTrulyWooly, Gilead Sciences, GL Foods, Glasnost Amsterdam, Goldschmeding Foundation, Goodlife foods, Gorka Amersfoort, Groeien door te delen, Groente & Fruitbrigade, Guest, H&M Foundation, Haëlla stichting, Haertwig foundation, Hagedoorn stichting, Hak, Happy Motion, Haribo, Haris Faiz, Havi, Heartland, Heineken, Heinz, Hello Fresh, Hema, Henkel, Henri Willig, Het grote kerstverhalenboek, Hillkookt culinair, Holland Foodz, Holland Vlaggen, Honig, Hoogsteeger, HP Foundation, Hulpwafels, Huski chocolate, Hutten Catering, Iddink schoolboeken, Iglo,



IMC Charity Foundation, Infra Food ING, Ingram, Intersnack, ISP/ DHPA, JCDecaux, Jellie Bellie, Jeroen Lennings MGT, Join the Pipe, Johnson & Johnson, Jordans & Rijvita, Juizs, Jumbo, Kansfonds, Kapiteit Knut, Kapsalon Haar & Huis, Kelloggs, Kepler Cheuvreux Foundation, Kerstwandeling2020.nl, Kettler, Kewodak B.V., KFC, Kicks Ventures, Kinderpostzegels, King Baudouin Foundation, Kingsdayvr, Knibbe BV, KNR, Koopmans, Kruidvat, L.C.S. Piping B.V., La Cuisine en route, LaBan Foods BV, Landelijk consortium hulpmiddelen, Larco, Las- en constructiebedrijf Niekamp, Leen Menken, Lewis pr bureau, Lidl, Lindt, Lineage Logistics, Liof, Lions Club, Longfeltwant.com, L'Oreal, Lovechock, Love my veggies, LT Foods Europe, LVC, LyondellBasel Maersk, Maitre Paul, Margeritha Ltd, Mars Wrigley Foundation, Masters of Interior Design, Maya Gold, Mayonna, Mc Cain, Meatfriends, Meatless farm,

Medapp de slimme apotheek, Mediahuis, Menzis, Merck group, Mercurius Heerlen BV, Mirari Nederland B.V., MLCO ltd, Mobiel.nl, Mondelez, Monuta, Move against corona, MSC, MSD Merck, Mts. van Schendel, Müller fresh food logistics, Nationale Nederlanden, Nationale Postcode Loterij, Nationale vrijmibo, Nationale Waarborg, Natuboo, Nature Bliss, Nestlé Garden Gourmet, NextDeli, NN insurance eurasia nv, No fairytales, Nora biscuits, Nordian Capital Partners, Norlandia Kinderopvang, Nortland Power Inc. Toronto, Nouryon, Novusventus, Nutricia, Oatly, Ocean Outdoor, Oetker, OMG Media, OpenText, Optiver, Orange creatives, Oranje fonds, Oriental Merchant, Overdie Metals BV,

Pape fonds, Papiergroothandel van Gennip, Peka Kroef, Pentrade, Pepsico, Pera Pasha, Perfetti van Melle, Personeelsvoordeelwinkel, Picnic, Pictures for Purpose, Pixelzebra, Ploum Rotterdam Law Firm, Plus, Poiesz, PON, PPG Benelux, Prestige supply, Primarkt, Prologis Foundation, Providence Capital, QConferencing, QRC ICT detachering, Q Music, Quarantaine quiz, Queens Products, RABO Bank, Rabobank Foundation, Radio 10, Radio 538, Randstad, RB Mead Johnson, RBC Capital Markets, RDO Balije van Utrecht, Reckitt Benckiser, Red Bull, Remonstrantse Broederschap, RGA Foundation, Riedel, Rijksmuseum, Rijksoverheid, Rituals, Royal Fassin, RTL, Salute Trading, Samsung, Sanorice Veenendaal, Sanquin, Saxion Hogescholen, Schoolfruit, Schouten techniek, Scildon N.V., Seepje, Segro, Seiko Watch Europe, Sement, Seminar TU Twente, Sentia, Service Pack, Sharefood, Simon de Vries, SKG Diac Herv Gem Scherpenzeel, Sligro, Smaakspecialist, Smorrel Tilburg, Social Media Hulp, Sodexo, Soupalicious, Spirit Energy Nederland BV, Split-a-gift, Sportunity, St Laetare, St. Intermin, St. Sportevenementen NL, St. TCCAN, Staalhandel van Zijl, Start the chase, Stermerding Philanthropy Services, SterConcepts, St. 1on1 foundation, St. Henriette Fonds, St. Intermin, St. Sociaal Fonds Intertoys,



St. Summer Fund, St. van Helten, Stolwijk & Kelderman, Storm Digital/ Accenture Interactive, Struik, Superheroes, Swinkels, Tableau Foundation, Talpa Network, Taminiau, Tanita, Technical Services Group Netherlands B.V., Tegra Engineering, Tele 2, Tenkitchen, Ter Beke, The Fightclub, The Good Foundation, Thuisbezorgd, Tides times, Tiktok, Tintelingen B.V., Tony Chocolonely, Too good to go, Toyota, Trioliet, TRUE, Tui, UK Online Giving Foundation, Unifarm, Unilever, Uniserver, Unit 4, Universiteit Tilburg, Upfield, UWW, Van Heezik, Van Loon Group, Vanka-Kawat, Vattenfall, Veco zuivel, Ventus, Vereniging mondhygienisten, Verizon, Verspillingsfabriek, Vifit sport, Vogelgezang Foundation, Vreugdenhil Dairy Foods, Vrumona, Web Grocer, Wehkamp, WEM, West coast frozen yoghurt, Wiskerke, Wouter de Graaf, Würth group, WW, XEL, XPO, Yardi Systems, Your giftcards, Zesty, Zuivelrijck and Zwanenberg.

We would also like to thank all private donors for their heart-warming contributions. For reasons of privacy and other reasons, we do not publish names. In 2020, the central government came to our aid. For example, Defence supplied soldiers who helped reopen large food banks. In a very short time, we received the status of 'vital sector', which allowed us to continue our work. If there is a shortage of food with us, the government considers it a social problem. In 2020, the government laid the groundwork for a food safety net and arranged for its funding.

### Ambassadors

Herman den Blijker, Danny Blind, Frank Dane, René Froger, Serdar Gözübüyük and Olcay Gulsen are ambassadors of Voedselbanken Nederland. They help to publicise the work of the food bank.

### Committee of Recommendation

The members of the Committee of Recommendation also help us in our work: Roelof Hemmen (radio and television presenter), Marc Jansen (Director Central Food Trade Office), Lavinia Meijer (harpist), Philip den Ouden (former General Manager of the Dutch Food Industry Federation), Paul Schnabel (Member of the Upper House and Crown member of the Social and Economic Council), Feike Sijbesma (former President of DSM) and Toine Timmermans (Programme Manager Sustainable Food Chains Wageningen University & Research).

Food banks also work closely together with Alliantie Verduurzaming Voedsel, Stichting Jarige Job and Stichting Samen Tegen Voedselverspilling.



**Annie, volunteer of the foodbank:**  
*“Helping fellow human beings is a great cause to me.”*



## 8. Income and expenditure

2020 was a very special financial year, partly due to the corona crisis. Revenues were €10.7 million, expenses for members were €3.2 million and VBN's expenses were €0.1 million (1.1% of revenues).

In 2020, the National Postcode Lottery not only contributed the annual gift of €500,000, but also an additional contribution to our food bank disaster fund of €500,000.

The year 2020 was a special year in many ways. The urgency of our existence became even more clear due to the corona crisis and led to broad support from society. There were the two public campaigns 'Stay Safe & Give' and 'Mission 538' by Radio 538, and we received many donations from companies and organisations.

Many third party actions were also organised and private donors made heart-warming and generous contributions. It is impossible to express how much we thank them all. Together, we have been able to make a difference and prevent our clients from running out of food.

The balance of our earmarked reserves increased by €7.5 million. The VBN continuity reserve remains unchanged at 1.5 times the annual operating costs. The remaining Earmarked Funds and Earmarked Reserves directly benefit the VBN member food banks, distribution centres and affiliated organisations. The 2020 annual account has been published on the website with an approved auditor's report.

VBN has the CBF quality mark 'Erkend Goed Doel' and the ANBI status.



**Jimmy, customer of the foodbank:**  
*"The atmosphere at the foodbank is great and I feel very welcome."*





## 9. Risk management

In 2020, the Management Board of Voedselbanken Nederland conducted a structured inventory of potential risks for Voedselbanken Nederland and its members. We inventoried all existing control measures and determined which additional measures were necessary. As always, we also paid close attention to food safety in this corona period. Our external inspectors from the Houwers Group and Sensz carried out unannounced checks on our members. Food banks remain alert to maintaining their 'green food safety' status.

The safety of our visitors and volunteers also received continuous attention: inventories of safety risks were made and, where necessary, additional and appropriate (prevention) measures were taken.

Integrity received reinforced attention in 2020. In the spring of 2020, the General Assembly adopted a code of integrity. The measures agreed on will be implemented. The Complaints Procedure has also been renewed. More detailed information can be found in the 2020 annual account.



**Sharon, customer of the foodbank:**  
*“Everyone ended up here  
 because they lost something  
 in their lives.”*





The corona measures will remain in place for a while. We are preparing for a large increase in the number of clients as a result of the economic crisis. If the government regulations stop, the number of clients for the food bank may rise rapidly. We expect the quantity of available food to be the biggest bottleneck. Therefore, we are in talks with all suppliers to explore the possibilities. We will also explore new ways of collecting food, so that no one in the Netherlands ends up in food shortage. Various measures are also being taken logistically prepare for peak loads.

## Colophon

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