



FEED THE FUTURE

HOW TO SUPPORT THE CAMPAIGN

BACKGROUND

The Government must extend Free School Meals to more children in England.

800,000 children living in poverty are currently not eligible for Free School Meals¹. Expanding eligibility to all children in households on Universal Credit would be an effective way to support families struggling with a huge rise in the cost of living.

The Feed the Future campaign **launches on Tuesday 11th October** to tackle this crisis by calling for the extension of Free School Meals to all children in households on Universal Credit in England.

Please see our press release [here](#).

We also have more detail in our policy briefing [here](#).

This extension to eligibility is an urgent first step towards a long-term goal for the Government to provide universal, comprehensively funded, nutritious school food for all schoolchildren.

WHO WE ARE

The group leading this campaign to extend Free School Meal provision is a coalition including The Food Foundation, School Food Matters, Sustain, Bite Back 2030, Child Poverty Action Group, Impact on Urban Health, Jamie Oliver Ltd and Chefs in Schools

It is backed by celebrity chefs Jamie Oliver, Tom Kerridge and Hugh Fearnley-Whittingstall.

We also represent the School Food Review Working Group which is part of a wider coalition of 36 organisations including charities, unions, catering companies, educational organisations and academics.

The campaign is being run in partnership with the Independent and in association with the Evening Standard.

¹ <https://cpag.org.uk/news-blogs/news-listings/800000-children-poverty-not-getting-free-school-meals>

POLICY CHANGES WE WANT TO SEE

We are calling on the Government to urgently extend eligibility for Free School Meals.

All children in state-funded schools in England from families in receipt of Universal Credit or equivalent benefits should become eligible for a Free School Meal.

This policy change is an urgent first step towards a long-term goal for the Government to provide comprehensively funded, nutritious school food for all children.

HOW YOU CAN HELP

Feed the Future is being launched on 11 October 2022. From this date onwards please support the campaign by [sharing assets](#), [liking](#), and [retweeting](#) or posting on your own social media channels using the messages below.

The call to action is to [Write to your MP](#) . Please do this then share the link on social media with the hashtag [#feedthefuture](#)

The campaign will be more successful the more people who help and support us. Please help us ensure that Free School Meals are given to every child that needs one.

SOCIAL MEDIA ASSETS

You can find all our social media assets in this folder:

[Social Media Assets](#)

TWITTER POSTS

Please [SHARE our social media post](#). You can also share the coverage in [The Evening Standard](#) and [The Independent](#).

Or here are some suggested Twitter posts you can use:


Expanding Free School Meals means children at risk of food poverty get 1 nutritious hot meal per day, taking pressure off tight family budgets. Ask your MP to [#FeedtheFuture](#)
[bit.ly/FeedtheFutureFSM](#)

800,000 children in England are living in poverty but don't qualify for Free School Meals. We can change this! Tell your MP to guarantee more children a nutritious meal at school.
[#FeedtheFuture](#) [bit.ly/FeedtheFutureFSM](#)

72% of the public want the Government to ensure children from families on Universal Credit receive Free Schools Meals. Do you agree? Write to your MP now
[bit.ly/FeedtheFutureFSM](#)

It isn't fair that 800,000 kids living in poverty don't get Free School Meals, just because they live in England. Tell your MP to stop this postcode lottery. [#FeedtheFuture](#)
[bit.ly/FeedtheFutureFSM](#)

Currently 800,000 children in poverty in England don't qualify for Free School Meals. Tell your MP you want this to change. [bit.ly/FeedtheFutureFSM](#)
[#FeedtheFuture](#)

It's a fact - extending Free School Meals to children from families on Universal Credit will benefit our economy's growth, delivering £8.9billion in social, health and educational benefits over 20 years. Ask your MP to [#FeedtheFuture](#) 
bit.ly/FeedtheFutureFSM

HASHTAGS & HANDLES

#FeedtheFuture

Key social media handles

The Food Foundation: [@Food Foundation](#)

School Food Matters: [@sfmtweet](#)

Sustain: [@UKSustain](#) Children's Food Campaign: [@ChildrensFood](#)

Bite Back 2030: [@BiteBack2030](#)

Child Poverty Action Group: [@CPAGUK](#)

Impact on Urban Health: [@ImpUrbanHealth](#)

Jamie Oliver: [@jamieoliver](#)

Chefs in Schools: [@ChefsinSchools](#)

LOGOS

Feed The Future logos are here: [Campaign Logo](#)

FACTS AND STATS

Here are some facts and stats that we will be using throughout the campaign. We will also have a full Evidence Pack available in November.

Facts and Stats

Please make sure you are respecting the EMBARGOES detailed on some of the data.

WEBSITES AND NEWSLETTERS

Does your organisation have a website or newsletter you can help share the message on?

Here is the logo and some suggested text



We are supporting the new **Feed the Future** campaign which is calling on Government to extend Free School Meals to all children from households in receipt of Universal Credit in England.

Free School Meals guarantee children a hot, nutritious meal at lunchtime. They support families with the rising cost of living, help pupils engage in learning, enhance academic performance, and improve nutrition – shoring up the diets of children from low-income households.

800,000 children living in poverty in England are currently not eligible for Free School Meals. Expanding eligibility to all children in households on Universal Credit would be an effective way to support families that are struggling during the cost-of-living crisis.

This extension to eligibility is an urgent first step towards a long-term goal for the Government to provide universal, comprehensively funded, nutritious school food.

Please support the campaign by writing to your MP!

Simply enter your postcode and it takes 2 seconds to send a pre-written letter.

[Write to your MP](#)

Then share the link on social media with the hashtag #feedthefuture

THANK YOU!



INDEPENDENT