IMPACT REPORT

2016 - 2017

Cooking London’s vulnerably housed into permanent homes
"Fat Macy’s," says Tarek. "Fat Macy’s is the bomb."

The New Statesman
Fat Macy’s trains aspiring chefs to serve up food with heart, creating a recipe that helps young Londoners make the journey from hostel to home.
Founder’s Forward

From cooking up the idea for Fat Macy’s in a hostel kitchen in North London, we have always kept our trainees at the heart of what we do.

While working frontline in a 150 bed homeless hostel, we met people who were stuck. People who couldn’t move out of the hostels due to the trap of the current benefit system, which left them with no incentive to work and few pathways out of their current situation.

We found that the benefit system can work against some of the people it’s trying to support. The safety net that is there to catch them sometimes traps: leaving people reliant on benefits because there is no benefit to working. If working full time on minimum wage only leaves you a few quid better off due to the high rents in homeless hostels, there is no incentive to try. Time and time again, we saw people try to work their way out of homelessness, just to end up in arrears, with debts hanging over them.

Fat Macy’s uses food to create this much needed pathway from hostel to home. Our model is unique, and slowly, we are realising we can make a big difference to people’s lives. From catering training to running supper clubs, our trainees are involved in every step of our business. We work together to create a pathway out of homelessness and on to a more stable life in London.

This year has been about testing the model, tweaking, changing direction, learning from our mistakes. One year on, our fifteen trainees have volunteered for 554 hours, saving over £5500 in our housing deposit fund.

We’d like to say a huge thank you to everyone who has supported us over this first year - our friends, partners and supporters.

We look forward to supporting, training and empowering more young Londoners living in temporary accommodation to find their own pathway next year.

Meg Doherty
Founder and CEO
Fat Macy’s trains aspiring chefs to serve up food with heart, creating a recipe that helps young Londoners make the journey from hostel to home.

Fat Macy’s is a social enterprise committed to providing opportunities for young Londoners living in homeless hostel accommodation. We run supper club events and in-hostel training to create a framework through which participants can overcome the financial barriers preventing them from moving into rented accommodation, whilst gaining valuable work experience and giving them the confidence to challenge the perception of homelessness.
Our Mission

We will -

Create an excellent social food business in London

Train a new generation of aspiring trainee chefs

Build a housing deposit fund for those living in temporary accommodation

Empower trainees to create their own pathway from hostel to home

Challenge the perception of those experiencing homelessness

Focus on the person - providing holistic support for every aspect of our trainees’ lives
OUR APPROACH

**People focused** - We think of the individual - there is not one cause of homelessness, there is not one solution. We see catering as a great starting point to kick off any career, but know that not everybody dreams of working in this industry. Fat Macy’s is a springboard for whatever future our trainees aspire to.

**Holistic** - We go with trainees all the way - focusing on training, employability, budgeting, personal support, work experience and everything in between.

**Strength based** - We take a positive approach to every aspect of our work - building on the strengths in each individual trainee and ensuring their voice is involved every step of the way.

**Personal** - We are human. We do not adopt a clinical approach to our work - we are human centered, and people are at the heart of what we do. We listen, we hear, and we act accordingly.

**Innovative** - We change. If things aren’t going right, we adapt and change direction. We work to achieve for sustainable, long lasting change and are willing to adapt our practice at any point to make this happen.
Fat Macy’s is a social enterprise committed to providing opportunities for young Londoners living in homeless hostel accommodation.

Fat Macy’s runs two programmes: the Bootcamp Programme and the Milestone Programme.

Our in-house hostel training Bootcamp Programme serves as an entry point for hostel residents who are interested in learning skills in the food and service industry.

Separately to the bootcamps, we run a private supper club events and catering service across London. Hostel residents who have completed the Bootcamp Programme are eligible to join the Fat Macy’s Milestone Programme, an independent work skills traineeship.

Fat Macy’s is a skills-based training platform for young Londoners living in hostel accommodation that provides a pathway for independent living by inviting them to organise, create and curate culinary pop-up events across London.

Whilst living in temporary accommodation, our chefs find it increasingly challenging to save money for independent living due to the bureaucratic benefit system, sanctions and the daily expenses of hostel living.

Fat Macy’s overcomes this cycle by creating a secure housing deposit fund, into which we pay our chefs £10 p/h. With every pop-up event, each chef can make an independent and progressive step towards saving securely for their future.

Thank you for supporting us.
# THEORY OF CHANGE

<table>
<thead>
<tr>
<th><strong>Inputs</strong></th>
<th><strong>Outputs</strong></th>
<th><strong>Outcomes</strong></th>
<th><strong>Impact</strong></th>
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<tbody>
<tr>
<td>In-hostel catering and hospitality bootcamps</td>
<td>Four in-hostel trainee bootcamps run in homeless hostels</td>
<td>Increased self-confidence, wellbeing and positivity in our trainees</td>
<td>Create an excellent social food business in London</td>
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<td>200 hour work experience placements for trainees at Fat Macy’s events</td>
<td>554 hours of work experience placement completed</td>
<td>Challenge the perception of those experiencing homelessness</td>
<td>Train a new generation of aspiring trainee chefs, enabling them to seek and sustain employment</td>
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<td>A socially conscious, considered food business</td>
<td>15 trainees completing a Level Two Food Hygiene Qualification</td>
<td>Minimised risk of trainees struggling to sustain housing tenancy</td>
<td>Build a housing deposit fund for those living in temporary accommodation</td>
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<td>A milestone ‘reward’ programme for trainees, with Fat Macy’s profits redistributed to create a housing deposit fund</td>
<td>34 socially conscious supper clubs and catering events</td>
<td>Empowered and well-equipped trainees who seek independent employment</td>
<td>Empower trainees to create their own pathway from hostel to home</td>
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<td>Strength-based positive move-on support for trainees</td>
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<td>Well trained aspiring chefs and front of house staff</td>
<td>End the cycle of homelessness through an innovative and holistic approach to a societal problem</td>
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<td>Month</td>
<td>Event/Development</td>
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<tr>
<td>March 2016</td>
<td>First event</td>
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<td>June 2016</td>
<td>5 trainees</td>
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<td>August 2016</td>
<td>UnLtd funding</td>
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<td>September 2016</td>
<td>Beyond Business award, 500 plates of food served</td>
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<td>December 2016</td>
<td>Featured on BBC London News, 10 trainees, £10,000 revenue for Christmas pop-ups</td>
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<td>January 2017</td>
<td>Featured in Time Out Magazine</td>
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<td>March 2017</td>
<td>15 trainees, Shackleton Leaders Award, Corporate catering trial</td>
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<td>April 2017</td>
<td>£5000 in deposit fund</td>
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KEY FIGURES

554 hours volunteered

15 qualifications

£5,540 deposit fund

34 supper clubs

9 catering contracts

960 supper club tickets sold

10 catering clients
In 2016-2017 we have taken £74,500 in sales and grant funding, with £5540 saved in our housing deposit fund.
Training Bootcamp

- Level 2 Food Hygiene Certificate
- Positive Psychology Workshop
- Employability and CV Writing

5 afternoons

Milestone Programme

- One of: Birth certificate, UK Citizens Card, Provisional driving license, UK passport, Travel bursary, Clothing vouchers
- Second reward
- £1200 housing deposit

100 hours

Move On

- Introduction to Settle
- Job and housing search
- Deposit paid directly to landlord
- Four hours of 1-1 Settle tenancy move-on support

50 hours

150 hours

£1200 housing deposit
Over the past year we have hosted over 30 events, raising £5500 in our housing deposit fund.

Fat Macy’s approach ensures YMCA residents are exposed to a holistic model of work skills, practical support and training. In addition to providing qualifications, coaching, and measurable workplace skills, the programme allows resident to building ‘soft’ skills like teamwork, creative thinking, leadership, and confidence.

Residents who have previously completed the Bootcamp Programme and Milestones Programme have reported that they enjoy the work because it gives them an increased sense of self-esteem, confidence, and purpose.

80% of residents who completed the pilot say they feel an increased sense of self-worth and confidence.

**IMPACT**

- **£5500** saved in housing deposits between 15 residents
- **15** residents achieving a Level 2 Food Hygiene qualification
- **95%** of trainees say they are more confident in their ability to move on from the YMCA into independent living
- **50%** of trainees have found employment or training
This year, we have worked with 15 trainees living in the YMCANL through our Milestone Programme.

**Gender**
- Male
- Female

**Age**
- 18 - 25
- 25 - 35

**Background**
- White British
- BAME British
- Recent Migrants
Emmanuel has been living in temporary accommodation, night shelters and has been homeless on and off for the past seven years. He started volunteering with Fat Macy’s in December 2016 after attending an in-house training bootcamp at the YMCA North London.

Emmanuel has worked at every Fat Macy’s event since, from supper clubs to corporate events, and everything in between. Emmanuel is often front of house at events serving Fat Macy’s customers.

Emmanuel has now volunteered for Fat Macy’s for 120 hours and is looking to move into his own home in spring 2018. Together, we are looking for a full time job and secure housing, so he can be living the life he wants to lead again.

“No matter what’s going on in my life, I’ll always be able to smile because of Fat Macy’s. Fat Macy’s changed my life and continues to help me. Working with Fat Macy’s has made me more confident in my abilities and I’ve learnt a lot. They always believe in me and they are always there to talk to. I finally feel part of a family. I know now that it’s just a matter of time before Fat Macy’s is going to enable me to rent my own home.”

EMMANUEL’S STORY