



Alexandra
Rose
Charity



THE DIFFERENCE YOU MAKE

As we look back on the past six months, we are more grateful than ever to you, one of our remarkable supporters, for all you have helped us to achieve for families and their young children.

From celebrating milestones, expanding our Rose Vouchers for Fruit & Veg Project and helping more families than ever afford fresh fruit and veg. You've been with us every step of the way, and we're so proud of the impact we've made together.

Thank you so much for your support.



A handwritten signature in black ink that reads "Eloise Jarrett".

Eloise Jarrett
Individual Giving, Legacy & Community Fundraiser

SIX MONTHS OF SUCCESSES

We have so much to be proud of at Alexandra Rose Charity. It's been a busy six months, here's a snapshot of what we've been up to.



LIVERPOOL

We're thrilled to expand our Liverpool Rose Vouchers for Fruit and Veg Project into Everton and Anfield, working with new partners and signing up new families. The Queen of Greens fruit and veg bus now has two drivers, Paul and Charlie, to support expanding the route.

We are delighted to have partnered with the Scottish Pantry Network, with Rose Vouchers now available at Ruchazie Pantry. This will provide families with an amazing fruit and veg offering, instead of having to take two buses to the nearest supermarket - with many families not owning a car.

GLASGOW



SOUTHWARK

In August, we visited East Street Market in Southwark with Dan Saladino from The Food Programme on BBC Radio 4. The interview features many of our brilliant Southwark partners and is well worth a listen on BBC Sounds.



TWO MILLIONTH ROSE VOUCHER

In May, we had a fantastic visit to **Barnsley** Market to celebrate our two millionth Rose Voucher being spent. It took us seven years to get to one million vouchers but only 18 months to get to our second million.

In Tower Hamlets, our Operations Project Manager, Hannah, delivered a nutrition workshop at Bromley by Bow Centre with our Fruit & Veg on Prescription Project participants to support healthy eating.

TOWER HAMLETS



LAMBETH

In Lambeth, we attended a session run by North Lambeth Better Start Area to support families with Rose Vouchers, who are living in a nearby hotel with no recourse to public funds and very limited access to fresh fruit and veg.



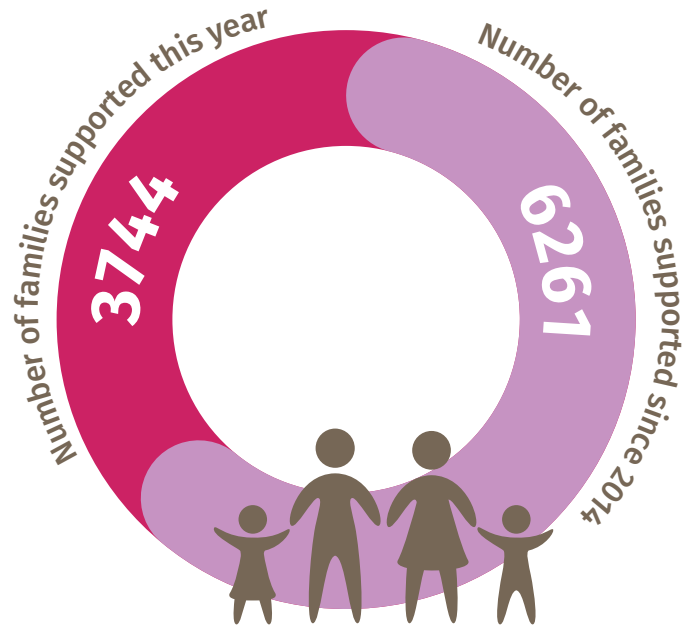
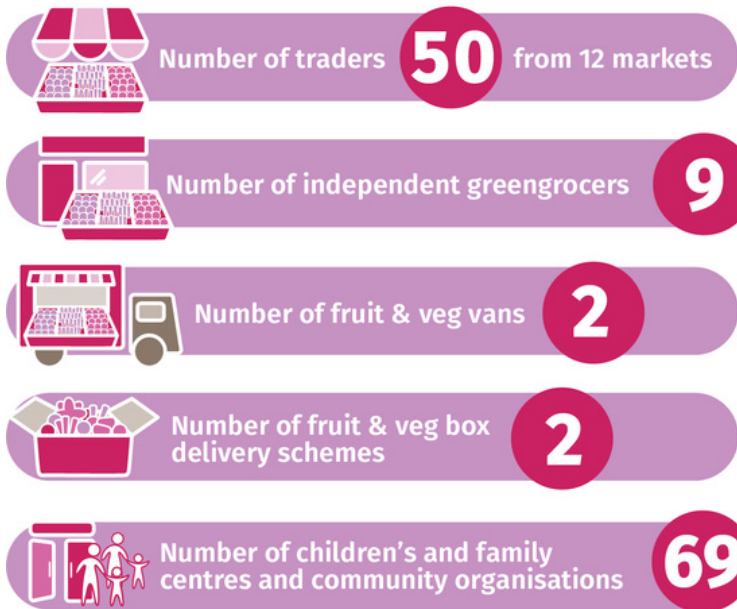
PLAY AND LEARN SESSIONS

We had a wonderful time at a Play and Learn session at Fulham Central Children's Centre in **Hammersmith & Fulham**. The staff use Rose Vouchers to provide fruit and veg to the families attending this session. We've also been visiting children's centres in **Hackney** and a food pantry in Stoke Newington, which provides culturally appropriate fruit and veg to residents in the area.

STATS TO MAKE YOU SMILE

Organisations involved in making our Rose Vouchers for Fruit & Veg Project such a success!

We've now supported over 10,000 families since our Rose Vouchers for Fruit & Veg Project launched nearly 10 years ago.



Thanks to supporters like you, we continue to be there for every family supported by our Rose Vouchers for Fruit & Veg Project, and we see the transformation that regular and affordable access to fresh fruit and veg can have on families' lives.



64% of children now eat at least five portions a day, up from 7% at baseline.



86% of families report better mental wellbeing, and now include their children in shopping and cooking.



Children develop a lasting preference for fruit & veg and an openness to trying different foods.



Improvements in energy, sleep, mental wellbeing and physical activity levels.

ZOE'S STORY

"I'd be lost without the Rose Vouchers. I have four children, and with my friend Rachel, we put our Rose Vouchers together and buy what we need for our children.

We batch-cook our meals together. I'll do a Sunday dinner at the weekend; then, if we have leftovers, we freeze them. Rachel's youngest is 10 months old and often has soft food from our main meals, like mashed potato and veg.

When the kids come in from school, they're straight into the fruit bowl. They go mad for strawberries.

It's helped a lot since having Rose Vouchers. With the cost-of-living crisis, you don't know where your next meal is going to come from. £3 in Rose Vouchers can buy you potatoes, so you have a meal and can add a salad if the kids want it.

Last week, we went and got our Rose Vouchers, and the market trader said they've got podded peas, so we got some, and the kids love them. It reminded me of when I'd get podded peas and take them in my lunchbox when I was at school. Barnsley Markets has so much variety. They have raspberries and blueberries; you can easily spend all your Rose Vouchers on one stall so you can get what you need for a Sunday dinner and fruit for snacks.

Having Rose Vouchers and sharing meals with Rachel and her family is how we all get by."



Zoe shopping for fruit & veg at Barnsley Market