# FareShare and The Felix Project merge to create a more impactful food redistribution force



The UK’s two largest food redistribution charities, FareShare and The Felix Project, have announced a significant merger aimed at bolstering efforts to combat food insecurity and waste across the country. Operating under The Felix Project's name, the new entity seeks to become a “bigger and more ambitious organisation with greater national impact,” combining the strengths and reach of both charities to better address the growing needs of vulnerable communities.

This merger is timely given striking figures from Wrap, which indicate the UK wastes 10.7 million tonnes of food annually, while 14% of households experience food insecurity. Both charities have reported rising demand for their services, with frontline charities struggling to keep up. By merging, the organisation intends to increase food rescue efforts, reduce waste more effectively, and extend support to more people in need.

FareShare, established 30 years ago, is the UK’s largest national food redistribution charity, supplying rescued surplus food to a network of over 8,000 charities nationwide. In the 2024/25 period, FareShare provided the equivalent of 148 million meals. The Felix Project, founded in 2016 in memory of Felix Byam Shaw, operates four depots across London and supports approximately 1,200 community organisations. It also runs Felix’s Kitchen, which uses surplus food to prepare around 5,000 meals daily.

The partnership between the two began in 2020 when The Felix Project started managing FareShare’s London operations, enhancing food redistribution in the capital. However, this extended reach brought challenges, including scarce supplies amid growing demand, highlighting the need for a unified, larger-scale response. Combining FareShare’s extensive national network with Felix Project’s innovative approaches and London expertise aims to create a more coordinated and efficient system.

Leadership will see Charlotte Hill, who has driven The Felix Project’s recent growth, become CEO of the merged organisation, with FareShare CEO Kris Gibbon-Walsh stepping into the deputy CEO role. Hill articulated a vision of “a nation where no good food is wasted and nobody goes hungry,” stressing that the merger offers an unprecedented opportunity to scale up food provision for the UK’s most vulnerable.

The industry has welcomed the merger enthusiastically. Tesco’s chief communications and sustainability officer, Christine Heffernan, expressed pride in supporting the new organisation’s goals amidst continued food waste and community need. Sainsbury’s CEO Simon Roberts described it as an “important milestone” that will enhance long-term collaboration between the food industry and redistribution charities. The Coronation Food Project, an initiative launched by King Charles to increase surplus food redistribution, also praised the union as a positive move to expand resources and impact.

The merger is phased, with the new charity gradually adopting The Felix Project’s name and brand while maintaining dual branding during the transition. This structural evolution is expected to strengthen the fight against food waste at source and improve funding, operational support, and food volumes for the independent network of partner charities.

The collaboration builds on prior industry partnerships supporting food redistribution. For instance, logistics company Fowler Welch teamed with FareShare as early as 2016 to redistribute surplus food, while in 2021 wholesaler Booker joined forces with FareShare and food-sharing app Olio to supply excess food to communities. Innovative campaigns such as Hellmann’s 2020 collaboration with the video game Animal Crossing also reflect growing efforts to engage broader audiences in tackling hunger.

Overall, this merger represents a strategic consolidation in the food charity sector, reflecting an urgent need to respond more effectively to widespread food waste and hunger in the UK through stronger partnerships and unified operations.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.thegrocer.co.uk/news/fareshare-and-the-felix-project-to-merge-in-major-food-redistribution-shake-up/709487.article), [[2]](https://www.thegrocer.co.uk/news/fareshare-and-the-felix-project-to-merge-in-major-food-redistribution-shake-up/709487.article)
* Paragraph 2 – [[1]](https://www.thegrocer.co.uk/news/fareshare-and-the-felix-project-to-merge-in-major-food-redistribution-shake-up/709487.article), [[2]](https://www.thegrocer.co.uk/news/fareshare-and-the-felix-project-to-merge-in-major-food-redistribution-shake-up/709487.article), [[4]](https://www.thegrocer.co.uk/news/londons-biggest-food-charity-warns-industry-supplies-are-running-low/671472.article)
* Paragraph 3 – [[1]](https://www.thegrocer.co.uk/news/fareshare-and-the-felix-project-to-merge-in-major-food-redistribution-shake-up/709487.article), [[3]](https://www.thegrocer.co.uk/food-waste/the-felix-project-to-run-fareshare-operations-in-london/646536.article), [[4]](https://www.thegrocer.co.uk/news/londons-biggest-food-charity-warns-industry-supplies-are-running-low/671472.article)
* Paragraph 4 – [[1]](https://www.thegrocer.co.uk/news/fareshare-and-the-felix-project-to-merge-in-major-food-redistribution-shake-up/709487.article), [[2]](https://www.thegrocer.co.uk/news/fareshare-and-the-felix-project-to-merge-in-major-food-redistribution-shake-up/709487.article)
* Paragraph 5 – [[1]](https://www.thegrocer.co.uk/news/fareshare-and-the-felix-project-to-merge-in-major-food-redistribution-shake-up/709487.article), [[2]](https://www.thegrocer.co.uk/news/fareshare-and-the-felix-project-to-merge-in-major-food-redistribution-shake-up/709487.article)
* Paragraph 6 – [[1]](https://www.thegrocer.co.uk/news/fareshare-and-the-felix-project-to-merge-in-major-food-redistribution-shake-up/709487.article), [[2]](https://www.thegrocer.co.uk/news/fareshare-and-the-felix-project-to-merge-in-major-food-redistribution-shake-up/709487.article)
* Paragraph 7 – [[1]](https://www.thegrocer.co.uk/news/fareshare-and-the-felix-project-to-merge-in-major-food-redistribution-shake-up/709487.article), [[2]](https://www.thegrocer.co.uk/news/fareshare-and-the-felix-project-to-merge-in-major-food-redistribution-shake-up/709487.article), [[4]](https://www.thegrocer.co.uk/news/londons-biggest-food-charity-warns-industry-supplies-are-running-low/671472.article), [[5]](https://www.thegrocer.co.uk/suppliers/hellmanns-partners-with-animal-crossing-game-to-raise-money-for-fareshare/651305.article), [[6]](https://www.thegrocer.co.uk/news/fowler-welch-partners-with-fareshare-to-reduce-food-waste/543805.article), [[7]](https://www.thegrocer.co.uk/news/booker-teams-up-with-fareshare-and-olio-to-redistribute-surplus-food/659368.article)

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## Bibliography

1. <https://www.thegrocer.co.uk/news/fareshare-and-the-felix-project-to-merge-in-major-food-redistribution-shake-up/709487.article> - Please view link - unable to able to access data
2. <https://www.thegrocer.co.uk/news/fareshare-and-the-felix-project-to-merge-in-major-food-redistribution-shake-up/709487.article> - The UK's two largest food redistribution charities, FareShare and The Felix Project, have announced a merger to form a more ambitious organisation aimed at tackling food insecurity and waste. The combined entity will operate under The Felix Project's name, with Charlotte Hill as CEO and Kris Gibbon-Walsh as deputy CEO. Supermarkets like Tesco and Sainsbury's have welcomed the move, emphasising the need for coordinated efforts against hunger. The merger aims to rescue more food, reduce waste, and support vulnerable communities nationwide.
3. <https://www.thegrocer.co.uk/food-waste/the-felix-project-to-run-fareshare-operations-in-london/646536.article> - In 2020, The Felix Project began operating FareShare's Deptford depot in London, becoming its 18th regional delivery partner. This collaboration expanded The Felix Project's reach, allowing it to source surplus food from FareShare and distribute it to local communities. The partnership aimed to enhance food redistribution efforts in the capital, addressing the growing demand for food assistance during the pandemic.
4. <https://www.thegrocer.co.uk/news/londons-biggest-food-charity-warns-industry-supplies-are-running-low/671472.article> - Following its takeover of FareShare's London operations in 2020, The Felix Project faced challenges due to increased demand and limited supplies. The charity highlighted the strain on resources and the need for continued support from the food industry to meet the rising demand for food assistance in the capital.
5. <https://www.thegrocer.co.uk/suppliers/hellmanns-partners-with-animal-crossing-game-to-raise-money-for-fareshare/651305.article> - In December 2020, Hellmann's partnered with the video game Animal Crossing to raise funds for FareShare. Players were invited to explore a virtual island and donate virtual spoiled turnips, with each donation translating to a meal for those in need. This innovative campaign aimed to engage a wider audience in supporting food redistribution efforts.
6. <https://www.thegrocer.co.uk/news/fowler-welch-partners-with-fareshare-to-reduce-food-waste/543805.article> - In October 2016, logistics company Fowler Welch partnered with FareShare to supply surplus food to the charity. This collaboration aimed to reduce food waste by redistributing excess food from the supply chain to communities in need, enhancing FareShare's capacity to address food insecurity across the UK.
7. <https://www.thegrocer.co.uk/news/booker-teams-up-with-fareshare-and-olio-to-redistribute-surplus-food/659368.article> - In September 2021, wholesaler Booker partnered with FareShare and food-sharing app Olio to redistribute surplus food. The initiative, launched in over 100 Booker depots, aimed to reduce food waste by connecting local charities and community groups with excess food, providing meals to those in need.