

Charity impact story

See the real world impact Neighbourly has helped generate by hearing from our charity network and the beneficiaries they serve



The Well (Home of Wolverhampton Foodbank)

The Well operates a comprehensive food surplus collection program in partnership with multiple Aldi stores across Wolverhampton.

Through Neighbourly's platform, volunteers coordinate regular collections of surplus food and toiletries from participating stores, transforming what would otherwise be waste into vital resources for families facing food insecurity. The program demonstrates the power of retail-charity partnerships in addressing the cost-of-living crisis, with multiple collection points ensuring consistent supply to meet growing community demand.

During the six-month period from July to December 2023, this coordinated effort resulted in substantial food donations totaling thousands of kilograms across participating stores. The Well successfully distributed these resources to over 4,000 households, directly supporting more than 11,000 individuals including both adults and children throughout the Wolverhampton area.

📍 **Wolverhampton, UK** 🕒 **July - December 2023**



£116,319

Total financial impact

The calculated financial value for society based on the total value of all donations.

Resources donated



● Surplus food ● Financial

66,428

Meals redistributed

32 tonnes

Food provided

115

tCO2e saved

£3,705

Money

5t

Products

Donors



People supported

Through their mission delivery, this charity directly improved outcomes for the following people.

4,276

Households

7,106

Adults

4,556

Children

Gary & Caroline

Charity Leaders at The Well

We are writing to thank Aldi-Willenhall (South Street) for your generous support to the work of The Well during the 6 month period July-December 2023.

As is well documented in the media, the cost of living crisis continues to bring hardship to many families and individuals across our communities. Your donations of food and toiletries have been a vital contribution to our work in supporting people through these difficult times.

One lady who received a parcel was overwhelmed by the support and said to the volunteer driver: 'Thank you so much for this food. Maybe life is not that bad after all!'

Data is accurate up to 30/05/2025