



MEDIA RELEASE

12 November 2024 – for immediate release

CAMDEN GIVING AND ISLINGTON GIVING ANNOUNCE THAT GOOGLE.ORG IS DONATING £445K BRINGING THEIR TOTAL SUPPORT FOR LOCAL INITIATIVES ADDRESSING THE COST-OF-LIVING CRISIS AND FOOD POVERTY TO £1M IN THE PAST THREE YEARS

Today (12 November 2024) Camden Giving and Islington Giving announce that Google.org - Google's philanthropic arm – has committed an additional £445,000 in funding to support local initiatives addressing the cost-of-living crisis and food poverty in the two London Boroughs. This latest commitment brings Google.org's total support to more than £1 million in the past three years, funding community projects in, and around, the area of its London head-offices. The funding will be used to strengthen grassroots organisations and community groups in both boroughs as they address the ongoing effects of the cost-of-living crisis. This includes supporting immediate food distribution and enhancing the capacity of local organisations to manage increased demand.

Camden and Islington have some of the highest levels of poverty in the UK and many people and families in our community do not have access to healthy, safe and affordable food. 40% of children in Islington and Camden growing up in poverty – that's almost 30,000 children in just two London boroughs.

Natasha Friend, Director at Camden Giving, said: *"Google.org has shown how businesses can work alongside mission-led local government and participatory community projects, so that those with lived experience get a say in how the money can be used most effectively for greatest impact. Their support for local charities, now more than £1 million, is helping to ensure that those most in need get to eat well every day."*

Sarah Benioff, CEO at Islington Giving, said: *"Google.org has demonstrated their commitment to local communities across Islington over the last two years by supporting Islington Giving. By working in partnership with us they have put their trust and funding into the hands of local grassroots experts on the front line of food poverty, enabling local people to access nutritious and healthy food."*

Zoe Stern, Head of Community Affairs at Google added: " Camden Giving and Islington Giving have a deep understanding of the challenges faced by our local communities. They enable grassroots partners to address significant issues of deprivation and food insecurity. We have seen firsthand the positive impact that this collaborative approach has on our

neighbourhood, and this grant will build on our long-standing partnership by connecting even more local residents to crisis support, employability and skills programmes."

Camden

Camden Giving will allocate most of its portion of the funds through its *We Make Camden* Kit, which includes sub-grants for local initiatives specifically within Camden. This approach ensures that support reaches those most affected, providing critical assistance where it is needed most. Over the last three years, this support has enabled Camden Giving to assist 7,101 people in the borough. Notable initiatives include the daily Lunch Club for older people at the Kings Cross Brunswick Neighbourhood Association (KCBNA) and the work of Our Little Markets CIC, which distributes fresh produce boxes and provides employment and skills development opportunities for local young people.

Sofina Razzaque, Bangladeshi Community Support at King's Cross Brunswick Neighbourhood Association (KCBNA), a participatory grantee from earlier funding years, stated: "Google.org stands out by recognising that being a genuinely supportive partner means collaborating with frontline experts and empowering them to achieve remarkable results. We need more partners like this now more than ever, to help us fight the cost-of-living crisis for our communities."

Richard Olszewski, Leader of Camden Council, added: *"Tackling food insecurity and poverty are priorities for Camden – and it is exciting to see one of our major businesses investing in community responses to the deep inequalities that exist in our Borough. Camden, through our Food Mission, has been working with Camden Giving and with other partners to meet our shared goal that everyone in Camden has access to sustainable and nutritious food by 2030. We know our community leaders and voluntary sector have the knowledge, networks and innovative ideas to make a difference on this complex issue. This investment will take this work further and we are excited to work with Google.org and Camden Giving on delivering for residents."*

Islington

Islington Giving will use this funding to support local groups in Islington to tackle the rise in demand for food services and projects. We will work with our local community to build thriving local food system where everyone has access to the food they need to thrive.

Through Google UK's support to date, Islington Giving has been able to fund over 30 local organisations that support over 4,000 people every week. One of those organisations is Cook for Good, which brings local businesses and communities together through food for the benefit of both. Cook for Good is tackling food poverty and social isolation on a social housing estate in Kings Cross, supported by corporate clients and partnerships. They run team builds in the kitchen, where food cooked by local companies is distributed to the community via food distribution partners, as well as a surplus food pantry, a soup café, community cooking classes, and employability and enterprise programmes and training.

"This place has stopped me and my daughter from going without meals, many thanks"
Client of Cook for Good, supported with this funding.

Cllr Diarmaid Ward, Acting Leader of Islington Council, shared that *“At Islington Council, we are working to create a more equal future for Islington, where everyone who lives here has everything they need to thrive. I am passionate about reducing poverty and challenging economic inequality, and I am sure that this funding will do a huge amount of good for Islington’s communities. I would like to thank both Google.org and Islington Giving for their help as we work together to provide support for the people who need it most.”*

For more information about the impact of Google.org’s funding in Camden and Islington, visit the following pages:

- **Camden:** [Tackling Food Insecurity in Camden](#)
- **Islington:** [The Islington Food Fund: Working Together to Tackle Local Food Poverty](#)

— ENDS —

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Notes to Editors:

About Camden Giving

Our mission is to end local poverty and inequality in Camden. We think it’s time for a different way of doing charity, we work with businesses to support Camden citizens to be at the heart of change in our borough. We work with community members to give grants to everything from food banks and homeless shelters to community research and organising.

For further information about participatory grantmaking and the work of Camden Giving in creating a better future in Camden go to www.camdengiving.org.uk.

Registered charity no. 1174463 in England and Wales

About Islington Giving

[Islington Giving](#) works with incredible grassroots community groups and charities across Islington to support a stronger, more connected community where everyone has the opportunity to live a good life. Established as one of the first place-based giving schemes in London in 2010, we are a coalition of local people, businesses and organisations working together to raise funds, support communities and projects, and connect with each other in Islington.

Google.org and Google UK has supported Islington Giving to deliver two food funds and the Mind the Gap Fund, which has supported nine local groups to provide therapeutic mental health support for people experiencing homelessness.

For further information about our work, how to donate and open funds please visit our website: <https://islingtongiving.org.uk/>

About Google.org

[Google.org](#), Google's philanthropy, brings the best of Google to help solve some of humanity's biggest challenges combining funding, product donations and technical expertise to support underserved communities and provide opportunity for everyone. We engage nonprofits, social enterprises and civic entities who make a significant impact on the communities they serve, and whose work has the potential to produce scalable, meaningful change.