



50 giving stories shared as part of The Marketors' Trust's 50th Anniversary celebrations in 2026

No 2: A food bank where everyone can afford to eat



Community and celebration at the United African Association in Northampton.

Every fortnight in Northampton, nearly 100 families arrive to collect a food parcel they can actually use. Not just tins and pasta, but culturally appropriate food alongside the everyday essentials that are so easy to forget when money is tight: nappies, baby food, the basics of getting through the week.

This is the work of the United African Association, the largest African food bank in Northampton. Since April 2020 it has provided food parcels to more than 5,000 people and supported over 1,000 families in need. It is run by more than 70 volunteers, many of them community members, students and people who once queued for a parcel themselves. As the charity puts it, everyone should be able to afford to eat.



Volunteers plating up at one of the Association's community meals.

The food bank is only part of the picture. The Association is a community organisation built around inclusion, wellbeing, culture and opportunity, with a youth club, sports and swimming, mental health and wellbeing sessions, a job club, and welfare help on everything from housing to debt. Its

welcoming spaces are open through the week, so a family who comes for food often finds a route to much more.

The people it serves are often those with nowhere else to turn, including refugees and families with no recourse to public funds. Alongside food, the Association connects people with support on welfare, legal and community matters, so a food parcel becomes a first step rather than the end of the conversation.

Good work like this only grows if people know about it. In 2022 The Marketors' Trust awarded the United African Association a grant of £2,500 to raise its profile and lift donations, part of our belief that marketing for good is good marketing. For a small, volunteer-led charity, that kind of support can be the difference between reaching a handful of new donors and reaching a whole community.

It is a story that sits at the heart of what the Trust has done for fifty years: backing the people and organisations who make sure no one in their community is left behind. Fifty years of giving, one food parcel, one family, one act of belonging at a time.



Website: www.uaassociation.org

How to give

Every gift, at whatever level, helps secure the Trust's grants, awards and care for the next fifty years.

To give, go to: <https://www.marketors.org/the-marketors-trust/support-ways-to-give>

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