

easyJet Founder Offers Food from the Heart in Limassol

easyJet founder Sir Stelios Haji-Ioannou has taken action to help alleviate the hardship arising from the current economic crisis in Cyprus. His food from the heart (FFTH) programme gives a helping hand to people in need - the poor, the hungry, the elderly as well as the disabled, the unemployed and those struggling on reduced incomes.

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The programme is operated on a strictly non-discriminatory basis and the only obligation of beneficiaries is to give their name, date of birth as well as a telephone number or email. (This is a requirement to eliminate fraud and ensure efficient stock ordering).

Since its launch on May 8 at the Stelios Philanthropic Foundation's Limassol headquarters, food from the heart offers a free lunchtime snack to people in need – plus a smile from the heart! Every effort will be made to source the raw materials from local food suppliers.

The opening recipe of a halloumi cheese and tomato/cucumber sandwich is available to those registered with the FFTH between 12-2 pm, Monday to Friday. By registering at the Stelios Foundation, claimants receive a swipe card, which can then be presented for one snack per day. Less than three weeks after its launch, the Foundation can report that nearly 300 beneficiaries have already registered - with over 200 sandwiches handed over on Monday, 27th May alone.

Initial observations show that not everybody will be coming every day but the ratio seems to be two recipients per three registered beneficiaries while the number of registrations is growing by about 10% - 20% per working day.

The typical site needs one coordinator, hired from the local community, who prepares the snacks in the morning for handing out at lunchtime. The Foundation provides overall organization and support from its existing staff in Cyprus and London. FFTH was designed as a positive and non-discriminatory effort to

assist Cypriot residents and aims to complement existing charitable programmes run by the voluntary sector and churches.

Sir Stelios, who has pledged a 12-month commitment to the pilot programme, explains the rationale behind FFTH:

“Through the Stelios Philanthropic Foundation, we already sponsor a number of initiatives to support business and the environment on the island. However, after the confiscation of bank deposits and the other measures taken two months ago, I realized that there must be more help for those facing the daily challenge of putting food on the table. With the food from the heart programme, I wanted to lend a helping hand in a positive and efficient way. Anyone can come to our office in Limassol and register to receive a snack – Monday through Friday - no questions asked.”

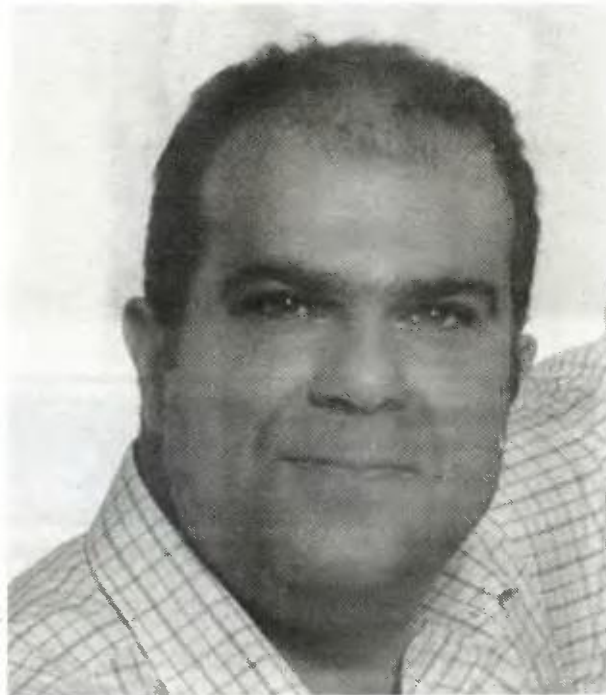
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Sir Stelios wants to roll out this programme to other communities on the island with the help of volunteer franchisees in return for compensation from the Foundation to reward the time and effort involved.

“Now is a good time for Cypriots to do their best to help each other,” he concluded.

The FFTH is based at the Stelios Philanthropic Foundation between 12-2pm, Monday – Friday.
Address: 8 Argyrou Drousioti St. 3041 Limassol;
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