



60 SECOND INTERVIEW

WITH JUTTA MOORE
OF DUDDEN HILL

For Mutual Aid Food Willesden (MAFW)

A food hub offering emergency essential boxes locally during Covid-19



PHOTO: Jutta accepting a delivery

Q Can you tell us about yourself?

I'm the Managing Director of an international Hotel Management Consultancy and have lived in Willesden Green with my family for over 20 years. The Hotel industry has been hit hard by Covid19 and I found myself with a lot more time on my hands.

Q How did you hear about Mutual Aid Food Willesden?

A flyer came through the door for Dudden Hill Mutual Aid. I signed up immediately and looked for ways to get involved.

Q Have you noticed any changes as a result of Covid-19 lockdown?

It has had a devastating effect on so many all over the world. COVID-19 has highlighted the need for more social & economic inclusion. At the food hub we see the desperation it has caused for so many in our neighbourhoods. On the plus side, there's a great sense of community and much more sharing of existing tools & resources, which is great for the environment as well. I have probably met more amazing local people in the short time of volunteering than in the many years before.

Q Can you tell us how you're involved helping provide essential aid?

I run a weekly shift at the food hub, which starts with a big food shop. We call all our recipients to have a little chat and to check for any special requirements for their food boxes that day. Brent is so culturally diverse that we aim to reflect this in our food boxes. We always try to give something extra for the children, a special treat, some clothes, a little toy or books.

For the elderly and those who are shielding, we are often the only people they speak to all day and it's heart-warming how much our help is appreciated.

There are a number of other work-streams I work with like Procurement, Food Redistribution and Communications such as Social Media.

Q Are there any stories that you could share?

The joy on people's faces when we deliver food is immense. We also have three wonderful volunteers who previously received food boxes and were so grateful they wanted to give back too. They now volunteer with us on a weekly basis and make a big difference to others in need.

Q How would you sum up what Mutual Aid Food Willesden does?

Mutual Aid Food Willesden brings so much relief to so many people who cannot afford to buy food at this difficult time. The support offered is unconditional and fast. The value is priceless and the dedication of all the volunteers is simply amazing.

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MAFoodWillesden



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<https://localgiving.org/charity/mapesburymutualaid/project/WillesdenFoodBank/>