

60 SECOND INTERVIEW WITH LAURA YOUNG OF KENSAL GREEN

For Mutual Aid Food Willesden (MAFW)

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



Photo: Laura Young

Q Can you tell us about yourself?

For the last two and a half years I have lived with my sister in Kensal Green. I work as a Senior Marketing Campaigns Manager in the travel industry, but the sector has been very badly affected due to Covid-19.

Q How did you hear about Mutual Aid Food Willesden?

I was part of the Kensal Green Street Heroes WhatsApp group and the group admin, Elliot, mentioned that MAFW would appreciate some help on the communication side of things. As I am on furlough from work, I was keen to get involved and do my bit.

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

I wasn't aware that there was such a need locally for food aid. So it has been surprising and upsetting to learn that the need is there. But it has been great to see the Mutual Aid popping up to help.

I have really felt a sense of the community coming together during this crisis, which I hadn't previously felt in this area before.

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

I am part of the communications team and help to design and send out the weekly email newsletters to our database and associated mutual aid volunteer groups. The newsletters play an essential part in communicating what we've been up to each week, and raising donations through our local giving page.

Q Are there any stories that you could share?

I am so pleased that since we started sending the newsletters out, we have seen a significant increase in terms of donations coming in. It feels so amazing to be part of this community of volunteers helping those in need at this time.

Q How would you sum up the value of Mutual Aid Food Willesden?

“ **Mutual Aid Food Willesden is an amazing help at this time for people struggling during the Covid-19 crisis and provides support for those who may struggle to receive help in any other way.**

The dedication and hard work of all the volunteers is really inspiring. ”

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