

Christmas for Everyone

2024 Campaign



No one should be going without - especially at Christmas.

Here at Foodbank, we are partnering with leading Australian businesses to offer consumers the opportunity to support vulnerable communities while they shop.

By simply 'rounding up' their bill or adding a donation at checkout whilst shopping for loved ones, Australians can give a better Christmas to others less fortunate.



Foodbank in numbers



1 million people we help feed every month



92 million meals sourced in 2023



\$287m (retail) worth of food & groceries (76% rescued)



2,844

charity partners nationally, including disaster relief.



30% increase in volume distributed in the last 5 years



3,379

school breakfast programs around Australia.

We're here to help

- Case studies and best practices >>>
- Messaging Guidelines >>>
- >>> Foodbank Logo Usage
- **Content Creation and Provision** >>>
- **Activation Support** ≫
- \gg **Communications Support**





- Customer round up of bill to nearest dollar >>
- Customer option to donate \$2, \$5 or \$10 at >> point of purchase
- Purchase of a specific product that triggers >> a donation to Foodbank
- >> For online retailers, the creation of a virtual product for ease of donation

Suggested Donation Mechanisms

Campaign Timelines

September	Planning & ag
November	Campaign window ope
December	Campaign wrap up
January	Campaign impact ana

We will work with you to develop your preferred mechanism

greements

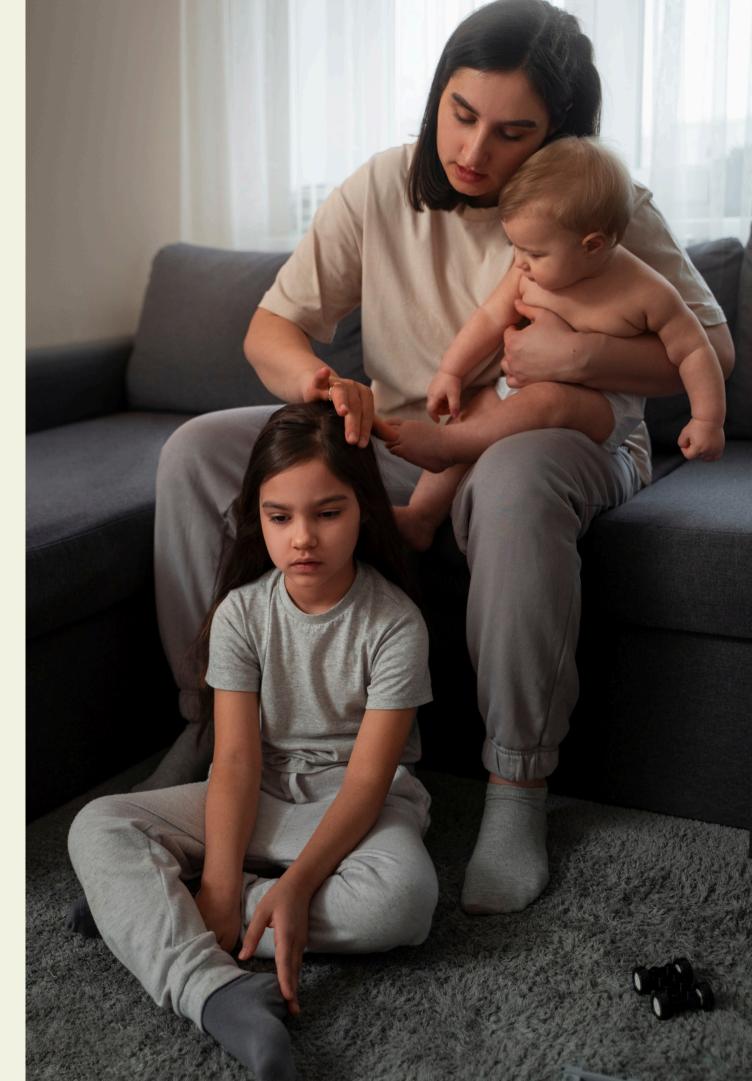
ens 23rd November

o 31st December

alysis and reporting

Why support Foodbank?

- Collective Impact be part of a larger movement to end hunger
- >> ESG Investments & Corporate Philanthropy
- >> Employee engagement and increased morale
- Social Impact Waste reduction & environmental sustainability
- >> Increased customer engagement & loyalty



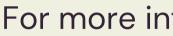
The Power of Giving Why Giving brings Happiness:

- >> Helpers High people experience joy & fulfilment when they give to others.
- Social Connection giving fosters a sense of community & belonging
- Substitution Series Series
- Sense of Purpose their action contributes to achieving something greater.



Join us in making **Christmas for** everyone

FOOD BANK



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For more information please contact:

NATIONAL PARTNERSHIPS MANAGER



