



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



30% increase
in volume distributed in the last 5 years



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



2,844
charity partners nationally, including
disaster relief.



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
- » Communications Support



Suggested Donation Mechanisms

- » 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

Campaign Timelines

September	Planning & agreements
November	Campaign window opens 23rd November
December	Campaign wrap up 31st December
January	Campaign impact analysis and reporting
We will work with you to develop your preferred mechanism	

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
- » Enhanced Trust & Loyalty towards brands that are involved in social causes.
- » Sense of Purpose – their action contributes to achieving something greater.



**Join us in
making
Christmas for
everyone**



For more information please contact:

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Thank you

