

Foodbank Victoria



Prelude

Foodbank Victoria was looking for a PR partner to help increase fundraising, brand awareness, and generate greater word of mouth around the issue of hunger in our own backyards. Brought on to support its awareness campaign, The Big Breakfast, Foodbank enlisted Mkt. in 2015 and 2016 as its full time PR partner as it launched more exciting initiatives to eradicate hunger.

Stories told

Part of this story was to educate Victorian media of the 1 in 6 Australians who experience hunger each year, these are no longer the people on the streets, but the people living in our streets.

With so much happening internally at either a local, regional, state-wide or national level, Mkt. generated news of Foodbank's programs and campaigns, which drove fundraising and clear call to actions in the media. Mkt. introduced a robust blogger and influencer program for the first time ever, successfully enlisting the help of local influencers to tell stories and get behind the cause resulting in media and social media coverage as well as strong, long-lasting relationships.

Happily Ever After

- The stories we've told: **967**
- Those who have heard and seen: **44,810,573**
- Examples of influencers joining the food fight: **Meshel Laurie (KISS), Ash Pollard (MKR), Tasia and Gracia (MKR), Georgie Coghlan (The Project)**



NEWS
Melbourne, Vic
23°C
Demand for food hampers climbs in regional Victoria after a tough year on dairy farms
By Gloria Katsche
Posted 8 Dec 2016, 6:45pm



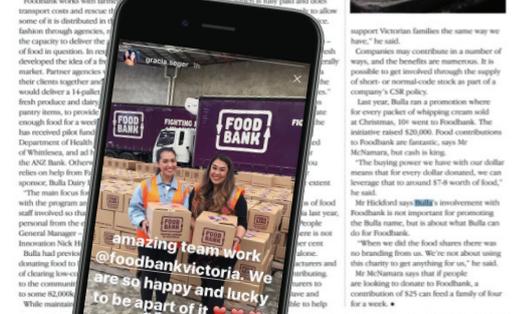
PHOTO: Ford workers Peter Delaur, Kelvin Vana, Jasjeet Singh lend a helping hand at Foodbank. (ABC News: Gloria Katsche)
Farmers in need will be given food hampers to help ease the financial strain of what has been a tough year for the farming community.
Foodbank Victoria normally provides hampers to welfare agencies which then distribute them to families in need, but this year the organisation's chief executive Dave McNamara said the demand for the service had increased.

From farms to families via Foodbank Victoria and Bulla
For more than 85 years, Foodbank Victoria has had the goal of 'connecting good surplus food with hungry Victorians.'

Foodbank Victoria rescues food from the centre of the food supply chain and redistributes it to a network of 40 agencies, such as the Salvation Army and St Vincent De Paul, which then pass it on to the estimated one to 10 Victorians requiring food assistance. Following the 2014 Victorian state election, Foodbank worked with the state Government to secure funding for a school breakfast scheme. As a result, it is rolling out the School Breakfast Clubs program to 50% of the state's most disadvantaged primary schools, the equivalent of around two million breakfasts a year. Foodbank is also a member of the State Government Emergency Response and Recovery Commission, assisting Victorians in all forms of crisis, be it fire, flood or drought. "In the past year, we helped deliver 18 million meals into the Victorian community," Foodbank Victoria CEO Dave McNamara said. "That's 535,000 Victorians that have at some stage looked for emergency food in the last year."

On top of that, Foodbank Victoria launched a new initiative in September 2015, the Farms to Families program, which aims to double the amount of fresh produce available for food relief. "The Farms to Families program was set up in response to produce growers coming to us and saying that things are so tight for them that they can't afford to donate produce," McNamara said. "So they're either putting it back into the ground or feeding it to livestock."

Foodbank works with farmers to reduce transport costs and receive a portion of it is distributed to its partner agencies to help them deliver the food in question. In response to the drought, the idea of a fresh produce market. Partner agencies would deliver a 14-pallet load of fresh produce and dairy items, to provide enough food for a week. The market has received pilot funding from the Department of Health of Whittlesea, and as the ANZ Bank. Other staff involved in the program are General Manager - Innovation Nick H. Bulla had previously donated food to the charity.



support Victorian families the same way we have," he said. "Companies may contribute in a number of ways, and the benefits are numerous. It is possible to get involved through the supply of short- or normal-code stock as part of a company's CSR policy. Last year, Bulla ran a promotion where for every packet of whipping cream sold at Christmas, 10¢ went to Foodbank. The initiative raised \$20,000. Food contributions to Foodbank are fantastic," says McNamara, but cash is king. "The biggest power we have with our dollar means that for every dollar donated, we can leverage that to around \$7-8 worth of food," he said. McNamara says that if people are looking to donate to Foodbank, a contribution of \$25 can feed a family of four for a week.



Mkt.