



**FOODFILLED**  
inc.

# IMPACT REPORT

FY2024

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FoodFILLED Incorporated

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# INTRODUCTION

FoodFilled began in late 2018 with a vision to address the intersecting crises of food waste and food insecurity. Over the past few years, our grassroots initiative has evolved into a dynamic organisation, having widespread impact across the Melbourne Community.

Since June last year, we've continued our rapid growth, forging new relationships and partnerships and expanding our geographical presence from Metropolitan Melbourne to Greater Melbourne. We have also significantly enhanced our operational structure, capacity and scope, increasing the number of people we are able to support and the amount of edible food we can save from landfill. This time last year, we were providing the equivalent of 13,000 meals a month. As of June 2024, we are now providing the equivalent of 20,000+ meals a month.

As we look ahead, our commitment is to continue growing our impact, strengthening our partnerships, and advancing our efforts to combat food waste and insecurity.

Thank you for your continued support and belief in our mission.



FOOD RETAILER



CHARITY



# WHAT SETS US APART

1

## FILLING THE GAPS:

FoodFilled specialises in partnering with the smaller independent food businesses and community charities that have often been left behind. This means we can efficiently and effectively get essential food support to those who need it most, ensuring that no food retailers or charities, no matter how small, are overlooked and no edible food has to go to waste.



2

## VOLUNTEER CENTRIC MODEL:

FoodFilled's innovative community-driven operational structure is a key distinguisher from our counterparts. This unique approach serves as the connection between local businesses and local people, enabling deeper understanding, and stronger support and ties within the community. It also empowers even the smallest food businesses to participate in reducing food waste.



3

## OPERATING WHEN OTHERS DON'T:

Whether it's late evenings, weekends, or public holidays, FoodFilled is always ready and available to provide food relief to anyone in need. We are dedicated to supporting the community, especially during times when other services are closed and the need for food relief is at its highest.



# A MESSAGE FROM OUR CEO



The past 12 months have been transformative for FoodFilled! We've surpassed 100 retail partnerships, dramatically expanding our food access & networks - taking our mission to the next level. We have also placed great emphasis on strengthening our charity relationships in three key ways:

1. **Increasing the volume, frequency, and variety of food** we provide to our existing charity recipients, ensuring they receive the resources they need.
2. **Expanding our reach** to assist the growing number of charities on our waitlist.
3. Establishing **new partnerships with charities**, particularly in underserved areas, to ensure no community is left behind.

Within the last year, we have almost doubled our operational capacity. In FY23, we completed 1,798 collections and deliveries, amounting to a total of 54.4 tons of edible food being saved and the equivalent of 108,720 meals provided. In FY24, we exceeded **3,415 collections and deliveries**, resulting in the rescuing of **102.4 tons** of food and **204,840 meals**. This is truly remarkable.

Our volunteer engagement has also seen significant growth. In FY23, we engaged 256 new volunteers, and in **FY24, this number rose to 393**. Our volunteer network now spans over **145 suburbs across Melbourne**, enhancing our reach and impact. We are incredibly grateful to our dedicated volunteers, who have collectively contributed between **7,500 and 8,000 hours to FoodFilled** since our inception — nearly a full year of service!

The future is bright for FoodFilled. With new and improved systems and processes, we are poised to strengthen our infrastructure and operations further. We eagerly anticipate the exciting developments & successes that FY25 will bring.

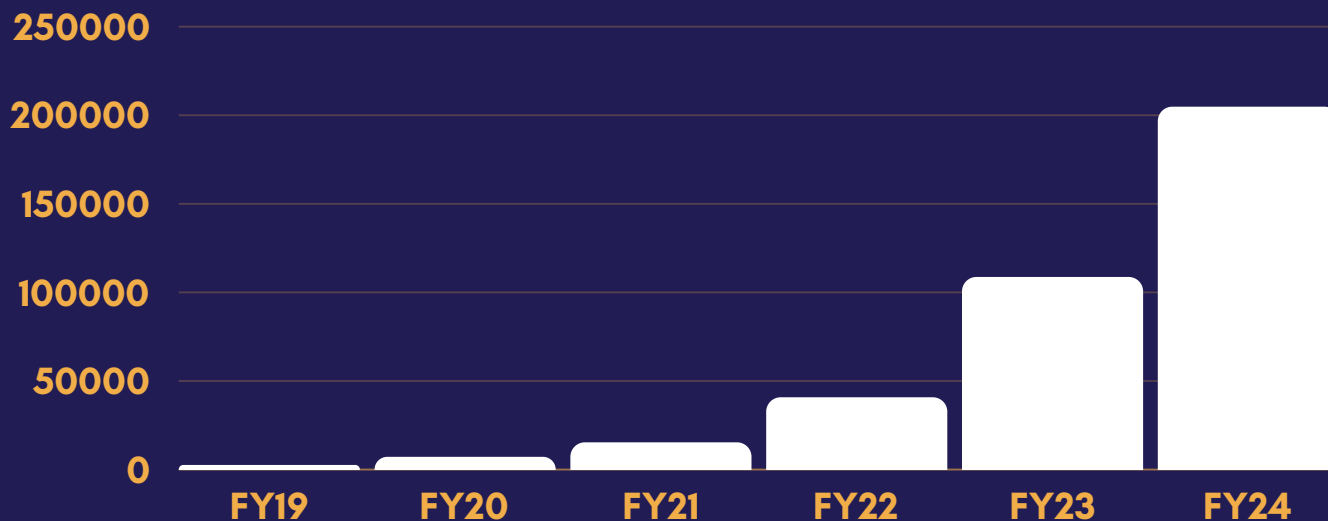
*Belle Goldman*

Belle Goldman, **CEO**



# OUR FY24 IMPACT

## NUMBER OF MEALS PROVIDED EACH YEAR



## 204,840

### MEALS PROVIDED

500g of food feeds one person. Total meals provided to date is **379,500**.

## 102,450

### KGS OF FOOD RESCUED

To date FoodFilled has rescued **193,300 kgs** of food.

## 3,415

### FOOD PICK-UPS & DELIVERIES

Our total number of food pick-ups & deliveries since inception is **7,030**.

## 393

### VOLUNTEERS

The total number of volunteers engaged since our first pick-up is **910**.

## 256,125

### KGS OF CARBON DIOXIDE REDUCED

For every **1kg** of food waste, an estimated **2.5kg** of CO2 is emitted.

## 40+

### NEW PARTNERS

Since starting, we have partnered with more than **100+** retailers & charities.



# FINANCIAL PERFORMANCE

Income	FY24	FY23	FY22
Donations	<b>\$276,557</b>	<b>\$170,040</b>	<b>\$63,079</b>
<b>Expenses</b>			
Employment Expenses	\$160,408	\$95,008	\$36,917
Operating & Administration	\$27,365	\$14,639	\$7,191
Advertising & Marketing	\$176	\$814	\$1,852
<b>Total Expenses</b>	<b>(\$187,949)</b>	<b>(\$110,461)</b>	<b>(\$45,960)</b>
<b>Net Surplus</b>	<b>\$88,608</b>	<b>\$59,579</b>	<b>\$17,119</b>

*The rise in wage expenses for FY24 is due to expanding our full-time employees from **one** to **two**. Additionally, the increase in operating expenses is attributed to the growing needs of supporting our organisation, mainly encompassing insurance and IT costs.*

*Further financial information is available on the ACNC website.*



# TESTIMONIALS



## KATE - VOLUNTEER

"I love volunteering for FoodFilled. It is so flexible and super rewarding. I am well informed and always supported. Keep up the great work FoodFilled Team!  
You guys are the best."

## SWELL HAWTHORN COMMUNITY PANTRY

"FoodFilled do incredible work and support us enormously by providing food deliveries and mountains of food. All of our FoodFilled friends are lovely and never fail to come with a smile on their faces. Their volunteering has been ceaseless. Through rain, hail & shine they show up and get things done."



## ABBY - VOLUNTEER

"You are doing brilliant things and built a wonderful community of volunteers that I am really proud to be a part of. Thanks for everything you do."



## ST MARY'S HOUSE OF WELCOME

"Thank you FoodFilled for your very kind donations of food to assist people who are experiencing homelessness. Your generosity has helped us continue to make a difference in the lives of some of the most vulnerable people in our community at a time when our clients are especially at risk."



# OUR GOALS FOR THE YEAR AHEAD

1

## EXPANDING OUR GEOGRAPHICAL REACH

Over our history, we are proud to have continually extended our geographical reach, as we acknowledge that food insecurity and wastage is impacting our community across all suburbs of Melbourne. We have set our goal to expand our operations from 107 suburbs to 137 by the end of FY25. The consequential outcome of this goal is an increase in the number of meals we are able to provide to those in the community who need it most.



2

## SERVICE OUR CHARITY WAITLIST

The number of people who require food support annually is growing. Our community is facing a serious economical plight, and every week we are contacted by new charities asking for support. That's why it's important we set ourselves the target of providing food support to at least 10 new charities, through onboarding at least 10 new retailers.



3

## BUILD A STRONGER & MORE UNITED VOLUNTEER COMMUNITY

Our volunteer community is the foundation of our organisation and the key pillar to our supply chain. They are the face of FoodFilled, and we aim to grow the community far and wide with more regular volunteer events and meetups as well as offering a more social volunteer experience.





# ACKNOWLEDGEMENTS

**Volunteers** are at the heart of what we do. Their enthusiasm and dedication propel our mission forward. Thank you to each and every one of you for being the driving force behind our impact.

To our retailer & charity partners, donors, sponsors and supporters, thank you greatly for enabling us to have meaningful impact in our community.







**Going Places Unit Trust**

**Harry Cohney Charity Fund**

**Herszberg Family**

**Jack & Ethel Goldin Foundation**

**Lewis Family Foundation**

**Liberman Family**

**Lustig Family**

**Ninety Four Feet**

**The Finkel Foundation**

**The Hamer Sprout Fund**

**T&T Capital**



# SUPPORT US BY DONATING

FoodFilled prides itself on providing significant impact from every dollar donated.

With every **\$1 donated**, we can ...

- **Provide a meal** to someone in need
- **Save the environment** from irrevocable harm
- **Empower a young person** to give back to the community

**Donate to make a BIG IMPACT.  
Your support means the world to us!**

[\*\*Click Here To Donate\*\*](#)



**WE THANK YOU**  
**FOR YOUR CONTINUED SUPPORT OF**  
**FOODFILLED**

**MINIMISING WASTE**  
**MAXIMISING IMPACT**



**FOODFILLED**  
inc.