



FOODFILLED
inc.

IMPACT

REPORT

FY2023



TABLE OF CONTENTS

1

INTRODUCTION

2

MESSAGE FROM THE CEO

3

OUR FY23 IMPACT

4

OUR FOUR PILLARS

5

FINANCIAL PERFORMANCE

6

TESTIMONIALS

7

YEAR AHEAD

8

ACKNOWLEDGEMENTS



INTRODUCTION

In September 2018, we established FoodFilled because we identified a way to address both food insecurity and food waste with one solution.

Initially, we started small and collaborated with local bakeries, cafes, and restaurants to transport surplus food to local charities. What began as a group of friends driving around Melbourne has now evolved into an organisation with hundreds of volunteers, feeding nearly 15,000 people each month.

To date, we have provided meals to over 175,000 individuals in need.

With 33% of Australians currently facing moderate or severe food insecurity, there is a lot of work still to be done. We have a waitlist of charities seeking our assistance and are committed to providing to each and every one.

As we grow, our plan remains the same – to expand the number of people we support, the retailers we collaborate with and the amount of food we rescue.



The FoodFilled story is just beginning...



MESSAGE FROM OUR CEO



WOW, what a big year it has been for FoodFilled.

In the last 12 months, FoodFilled has extended and expanded to new heights. We have created nearly **40** new retail partnerships, increasing our access to food two-fold. These relationships offer mutual benefit, affording FoodFilled access to essential food, and granting food businesses, particularly smaller enterprises with a personalised solution to prevent the social and financial cost of consistent waste, all the while supporting their community.

In this time, we have also added almost **35** new charities to our recipient list, quadrupling our food deliveries from 60 per month to **260**. We are not only supplying food to more charities than ever before, but we are now able to provide our charity partners with multiple food donations every week to ensure they have sufficient volumes, variety and appropriate types of food to meet their needs.

Since June last year, we have seen our volunteer base double, from 121 volunteers in FY22 to **256** in FY23, bringing our total to over **517** volunteers engaged since our inception. Our volunteer network spans more than **100** suburbs across Metropolitan Melbourne, allowing us to have an even further reach. We are so incredibly grateful to our thriving volunteer community, with many donating hours of their time to FoodFilled each week.

FoodFilled is on an upward trajectory, headed for unprecedented impact. Having recently secured more support and resources, we are expecting FY24 to be a huge year for us. We are incredibly excited to see where this strength and passion takes us and invite you to join along in our journey!

Belinda Goldman

CEO

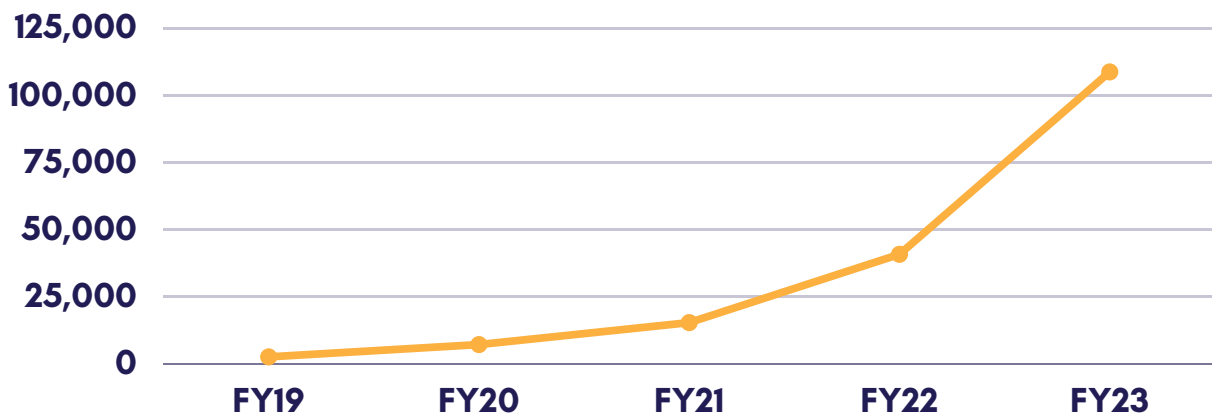


OUR FY23 IMPACT

In FY23, FoodFilled revisited the method by which impact is calculated and altered it according to industry standard. For every 500g of food delivered, 1 person is fed.



TOTAL NUMBER OF PEOPLE FED BY YEAR



108,720

NUMBER OF PEOPLE FED

For every 500g of food delivered, 1 person is fed. Our total people fed to date is **174,660** people.

54.4

TONNES OF FOOD RESCUED

Our parallel focus is to protect our environment by saving edible food from rotting in landfill. Our total food rescued to date is **87.3 tonnes** or **87,300 kgs**.

2029

NUMBER OF FOOD PICK-UPS

A food pick-up occurs when a volunteer collects and delivers the food. Our total number of food pick-ups since inception is **3,922**.

256

NUMBER OF VOLUNTEERS

The total number of volunteers engaged since our first pick-up is **517**.

34

NUMBER OF NEW CHARITIES

A charity is an organisation that FoodFilled supplies food to. Since the beginning, we have given to **87 charities**.

37

NUMBER OF NEW RETAILER PARTNERS

A retailer is a food business FoodFilled collects food from. Since beginning, we have picked up from **72 retailers**.



OUR FOUR PILLARS

FoodFilled determines its success based on its performance under **four** separate pillars. Together, these pillars highlight the widespread impact that FoodFilled has across its various stakeholders.



PILLAR 1: VOLUNTEERS

MEASURE OF SUCCESS: *NUMBER OF ACTIVE VOLUNTEERS*

KEY METRICS:

- Engaged over **517** volunteers
- Volunteers from over **100** suburbs
- Currently have over **150** active volunteers

KEY INITIATIVES:

- Corporate Volunteer Days
- Volunteer gift boxes
- 'Volunteer of the Month' award



PILLAR 2: CHARITIES

MEASURE OF SUCCESS: *NUMBER OF CHARITIES RECEIVING OUR SUPPORT*

KEY METRICS:

- Provided to **87** charities
- Charities in over **45** suburbs
- Currently have **44** charities receiving regular food support

KEY INITIATIVES:

- Collaborating with other food rescue charities for greater impact
- Expansion of geographical reach in Victoria



PILLAR 3: RETAILERS

MEASURE OF SUCCESS: *NUMBER OF ACTIVE RETAIL DONORS*

KEY METRICS:

- Engaged over **72** food retailers
- Retailers from over **41** suburbs
- Currently have over **42** active retail partners

KEY INITIATIVES:

- Work with Australia's leading supermarket chains, Coles & Woolworths
- Also receive donations from community groups, sports clubs, youth movements and events



PILLAR 4: AWARENESS

MEASURE OF SUCCESS: *NUMBER OF PRESENTATIONS / PROGRAMS RUN*

KEY METRICS:

- Alliance with over **12** different organisations
- Presented at **8** events in FY23, including our own event
- Ran **10** education programs in schools

KEY INITIATIVES:

- Young Leaders Program
- Learner Driver Program
- Collaborative School Holiday Programs
- Collaboration with small and large businesses to raise awareness



FINANCIAL PERFORMANCE



FoodFilled is continually working to be as financially efficient as possible. FoodFilled is currently feeding people at a cost of less than \$1 per meal, lower than the industry standard.

Income	FY23	FY22
Donations	\$170,040	\$63,079
Expenses		
Wages	\$95,008	\$36,917
Operating	\$14,639	\$7,191
Advertising & Marketing	\$814	\$1,852
Total Expenses	(\$110,461)	(\$45,960)
Net Surplus	\$59,579	\$17,119

The significant increase in wages expense for FY23 reflects a full-year FTE salary as well as two casuals to support. The increase in operating expense is due to growth in insurance and subscription costs.

Further financial information is available on the ACNC website



TESTIMONIALS

COMMUNITY SUPPORT KNOX

'Thank you so much for what you have done for our Group. The amount we get from you is beyond amazing. We have another thousand new members needing food relief- It's getting so tough out there. You have helped save so many lives.'



MELINDA - VOLUNTEER

'I just delivered a huge amount of fruit and veg and when I walked in, the person at reception said our hero is here. I love doing this!'

ANGELA - VOLUNTEER

'It was really nice making the FoodFilled delivery today. The organiser of the charity was so excited to see me and said to everyone present, FoodFilled is here!'



BAYSIDE COMMUNITY CARE

'Thank you FoodFilled - your work is so essential in helping us to run our program and to help people struggling with food security!'



NOURISH - TBI

'Thank you so very much for the awesome donations. It is truly amazing and I am just so thrilled to be able to offer so much beautiful food to our recipients. A very sincere heartfelt thank you for your kindness and support.'





OUR GOALS FOR THE YEAR AHEAD

Here, you can add a brief line explaining your data.



PILLAR 1: VOLUNTEERS

There is no FoodFilled without volunteers. In FY24, we plan to onboard **200 new volunteers**. We will focus on volunteer recruitment, engagement and community-building across a broader range of areas in Melbourne.

PILLAR 2: CHARITIES

We are experiencing unprecedented demand for food relief. In FY24, we aim to feed over **200,000 people** through existing and new charity partners. FoodFilled has a waitlist of charities seeking our help as well as many existing charity partners requesting additional deliveries each week. We plan to increase donations to our charity partners and service our growing waitlist of charities in need.



PILLAR 3: RETAILERS

To increase our impact and continue diverting food wastage, we need to maintain and grow our relationships with retailers. In FY24, we plan to onboard **10 new retail brands**. We also want to increase the variety of food retailers we partner with to ensure charities receive the food they need. We're also working towards establishing exclusive partnerships with some of our existing partners. This will enable us to extend our operations across Victoria.

PILLAR 4: AWARENESS

In FY24, we intend on growing our education and awareness initiatives by presenting at more schools, youth programs, community groups, universities and corporates, as well as hosting more FoodFilled events. We plan to establish relationships with **5 new schools, 5 community organisations and 5 potential new sponsors**.



ACKNOWLEDGEMENTS



Most importantly, FoodFilled wants to take this opportunity to recognise all our volunteers, charities, retailers, sponsors and supporters for continuing to enable us to have wide-spread impact in our community.

Our Key Supporters

Jack & Robert Smorgon

The Finkel Foundation

Spotlight Foundation

Jack & Ethel Holdin Foundation

Erdi Foundation

Lewis Family Foundation

Besen Foundation

Jennie & Myron Rogers & Family

Gandel Foundation

Herzberg Family

Justin Liberman & Lisa Farber

Cher Family Foundation

Harry Cohney Charity Fund

Community Bank - Bendigo

StreetSmart Australia

Sisters of Charity Foundation

Silberscher Family Foundation

Our partners

coles

Woolworths



Bakers Delight



SecondBite
Ending Waste. Ending Hunger.



Plus many more....

WE THANK YOU
FOR YOUR CONTINUED SUPPORT OF
FOODFILLED

MINIMISING WASTE
MAXIMISING IMPACT



FOODFILLED
inc.