



7 Lydiard St Sth  
Ballarat VIC 3350  
03 5331 5555  
[www.feedballarat.org](http://www.feedballarat.org)

## Feed Ballarat Appeal Briefing

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**The Ballarat Foundation's 'Feed Ballarat Appeal'** aims to unite the community in action to ensure every person, child and family has continuous access to safe and nutritious food.

Ballarat's food insecurity issues have been in the spotlight again recently with the release of a short film produced by local production company Mass Motion which highlights these challenges, and a study completed by Monash University which estimated Food Insecurity impacted 1 in 8 people living in our region.

The issue is complex and needs the entire community to come together to create the change needed. By forming the Feed Ballarat appeal, the Ballarat Foundation allows the community a simple and convenient mechanism to get behind the cause. The Foundation can then direct resources gathered to where the greatest needs exist.

### How will the money be spent?

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100% of proceeds from the Feed Ballarat Appeal will go directly to solving the issues of food security across the Central Highlands and Grampians regions. Funds from the appeal will be allocated across the following three areas.

#### Emergency Relief Grants

These grants will be available to food charities working through our region to meet the immediate needs of those facing food insecurity challenges.

#### Food System Infrastructure

We know that to build a sustainable food security system in Ballarat we must have the infrastructure and logistics to be able to meet the demands of the food relief charities and those most in need. An example of this will be the construction of a Warehouse to operate a Food Relief distribution hub.

#### Prevention and Education Grants

To create long term change we need to deliver resources to educate our community and find ways to prevent food insecurity from occurring. Our prevention and education grants will assist organisations working towards this goal.



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## How can I get involved?

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The Ballarat Foundation needs the entire community to get behind this appeal to make a difference and has provided many avenues for Individuals, Businesses and Community groups to assist. Here are just some of the ways to get involved:

### Donate:

Online: Visit our website [www.feedballarat.org](http://www.feedballarat.org) to donate online

Bank Transfer: Account Name: The Ballarat Foundation Trust

Bank: Bendigo Bank

BSB: 633 000

ACC: 112 126 446

Please mention Feed Ballarat in the remittance.

In Person: Call in to The Ballarat Foundation Offices at 7 Lydiard St Sth or

Call us on 5331 5555

At any Bendigo Bank Branch using the details above.

Cheque by Mail: Payable to 'The Ballarat Foundation'

Please attach remittance stating that funds are for The Feed Ballarat Appeal

Post to: The Ballarat Foundation, 7 Lydiard St Sth, Ballarat 3350.

**All donations over \$2 are tax deductible.**

### Fundraise

We know that we do not have all the answers ourselves and would love to hear from anyone that may have ideas on how to fundraise for our cause. Some ideas below might get you started.

<u>Individuals</u>	<u>Schools</u>	<u>Businesses</u>	<u>Community Groups</u>
Host a Dinner Party	Paper Bag Lunch Day	Appeal Sponsorship	Raffles
Run Melbourne		Paper Bag Lunch Day	Sausage Sizzles
Workplace Giving		Loose Change Tins	
		Employee gift	
		Matching	
		Morning Tea	

We know that this is just a short list of things that you could do and encourage fundraising of all kind. We encourage you to get creative but ask that you check in with our fundraising do's and don'ts to give you some guidance.

### Advocate:

**Like, Follow and Share** the Ballarat Foundation on Social Media for the latest updates.

Share any food security related posts on social media using **#feedballarat**



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## Volunteer

Many of the amazing food charities need volunteers to complete the great work that they do. If you have the skills, passion or time to help in any of the following ways, we would love to hear from you and put you in touch with the right people.

### **Food Service**

Food Preparation  
Cooking  
Kitchen Hands  
Food Servers

### **Food Supply & Logistics**

Warehousing  
Food Growing  
Food Delivery Drivers

### **Professional Support**

Fundraising  
Marketing Support  
Public Relations  
Administration  
Web & Graphic Design

## FAQs

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### Food Hub

#### ***Who will operate the Food Hub?***

The Ballarat Foundation are very proud to partner with Food Bank Victoria to operate a Food Hub locally in Ballarat. As the oldest food relief charity in Australia they bring extensive understanding of the challenges facing our community and logistical know how. To find out more about Food Bank [click here](#).

#### ***Where will the Food Hub be located?***

We are currently looking at potential sites to locate the food hub. We need a warehouse at least 1000 Sqm with B-Double Access that it is easily accessible to the Food relief charities that operate within our region. If you have a Warehouse or land available that you would be prepared to fully or partially donate to our cause, we would be interested to speak with you.

#### ***When will the Food Hub be ready?***

While there are many areas that need to be addressed to answer this more accurately, if we can raise the funds required and find a suitable location, we are hoping to see the Food Hub operational some time in 2019.

#### ***What happens if you do not raise the funds required to build the food hub?***

All funds raised will be directed to address food insecurity across the region. Should one of the projects such as the food hub not move forward, more funds will be directed into alternate infrastructure projects or our grant programs.

### Donations

#### ***Why do we need the Feed Ballarat Appeal? Can't I just donate directly to the Food Charities?***

We have set up the Feed Ballarat Appeal to make it simpler for people to donate to a cause, taking away the confusion of who to donate to and where your money goes. Through our understanding of the issue of local Food Insecurity, we can distribute funds across the community to the areas that will have the biggest impact on the issue. That being said, if you already donate to one of the wonderful local food charities and believe in the work they do, we encourage you to continue to do so.

#### ***Can I donate food items?***



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Certainly. While the Feed Ballarat appeal is primarily set up to receive financial donations, we can point you in the direction of those food charities in need of food items. Visit our website for more details.

## Ballarat Foundation

### ***Why is the Ballarat Foundation involved in Food?***

The Ballarat Foundation is committed to breaking the cycles of disadvantage across our region. We have addressed Food Insecurity as one of the 4 key areas in which we can make a difference. Our other pillars include Housing Security, School Readiness and Youth Success. To find out more about the Ballarat Foundation's strategic priorities, [click here](#).

### ***Who pays for the administration and marketing the Feed Ballarat appeal?***

All administration and marketing costs of the Feed Ballarat appeal are covered by The Ballarat Foundation through the generosity of its donors and supporters. If you believe in the work that the Ballarat Foundation does and would like to support them directly to assist running this cause and others, please contact them for more information on 03 5331 5555 or email [info@ballaratfoundation.org.au](mailto:info@ballaratfoundation.org.au)

## Grants

### ***How much money will be handed out in Grants each year?***

The amount of grant funds will be determined each year by the trustees of the Ballarat Foundation who will take into consideration the amount of funds available, the needs of the community, anticipated future needs of the community and funds required for infrastructure costs.

As the amount the community contributes to the funds grows, it is expected the amount returned to the community will grow accordingly.

### ***How can I apply for a grant?***

All grant applications will be accepted online at [www.feedballarat.org](http://www.feedballarat.org)

### ***When will the grants be available?***

The first round of grants will be available in early 2019 once the Feed Ballarat Appeal has obtained initial donations. The launch of the grants process will be advertised in local media as well as online. Make sure you follow The Ballarat Foundation on social media to stay up to date.

### ***Who decides who receives a grant?***

An allocations committee made up of representatives of the Ballarat Foundation as well as Industry experts and will make recommendations to the Board of the Ballarat Foundation.

## Other

### ***How long will the appeal run for?***

The Feed Ballarat appeal will be an on-going appeal to raise much needed resources for food insecurity within the greater Ballarat Region, however each year in May we will re-launch the campaign with updated priorities.

## Further Information:

**Ballarat Foundation, 5331 5555**  
**[info@ballaratfoundation.org.au](mailto:info@ballaratfoundation.org.au)**