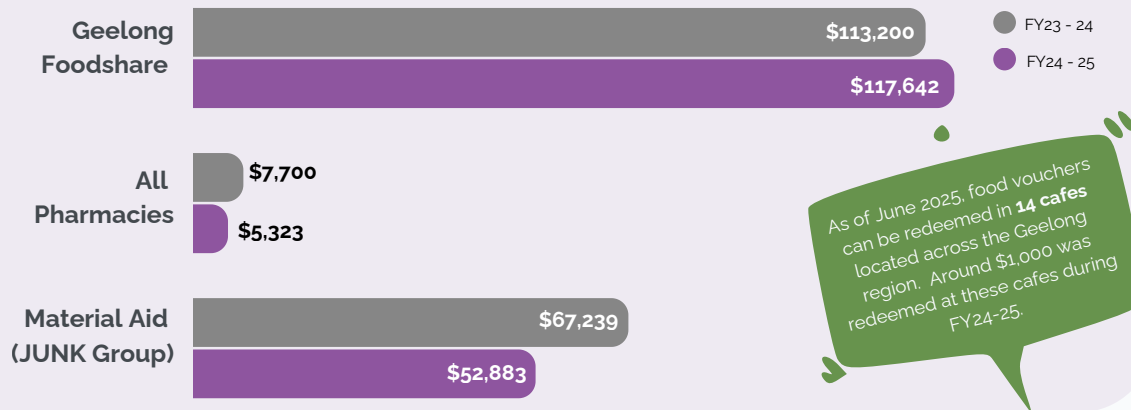


INSIGHTS & IMPACTS

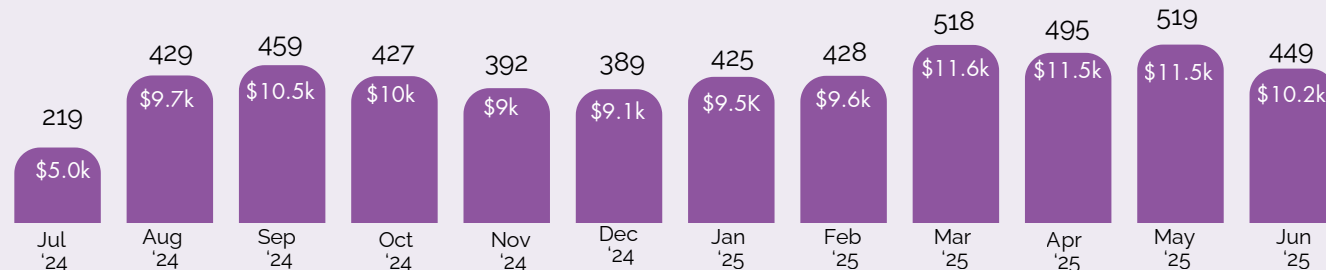
July 2024 - June 2025

Use of Vouchers

The Community Choice program directly supports local people and families, but also **benefits the local community in many ways**. By reinvesting in local pharmacies, cafés, and food outlets, the program helps stimulate the local economy and strengthen small businesses. Geelong Foodshare Social Supermarkets continue to offer excellent value through food vouchers, and a variety of local cafés have joined the initiative—giving the community more choice in how and where they use their vouchers. We're proud to empower community members with the flexibility to meet their needs by using vouchers at a range of participating food businesses.



Food and Pharmacy Voucher Use across last 12 months



Over the past 12 months we have provided the community with...

food & pharmacy vouchers*

7,000

\$ food & pharmacy vouchers*

\$152,400

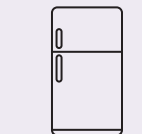
\$ material aid

\$52,883

*total amount allocated

Household Whitegoods purchased with Material Aid vouchers from the JUNK Group:

Over the past 12 months **over \$52,000** worth of household whitegoods and furniture has been provided to community members, as part of the voucher program, including the following items:



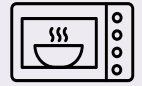
FRIDGES
57



WASHING MACHINES
47



DRYERS
10



MICROWAVES
20

Over the past twelve months **more than \$123,000 worth of food and pharmacy vouchers** have been *redeemed* as part of Give Where You Live's Community Choice program.

Most community members choose to use their food vouchers at **Geelong Foodshare**, while many use their pharmacy vouchers at Bull & Owen Pharmacy in the Geelong CBD and Community Care Chemists across Geelong and Peak Pharmacy in Corio.

Note on time periods

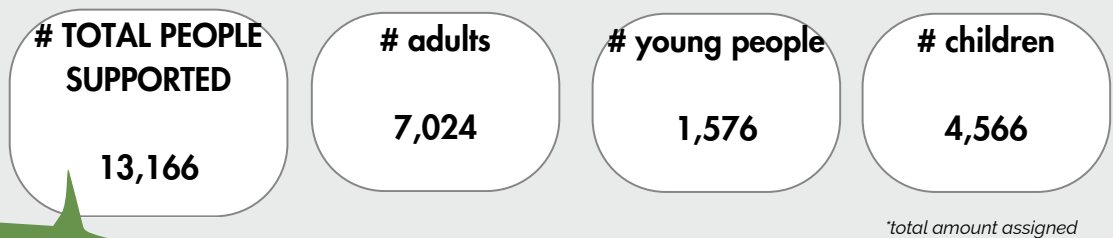
FY23-24: July 2023 - June 2024

FY24-25: July 2024 - June 2025

Whole of program: January 2022 - June 2025

INSIGHTS & IMPACTS
Food & Pharmacy Vouchers
July 2024 - June 2025

A total of 5,927 food and pharmacy vouchers have been shared with the community over the past 12 months*, supporting many local families...



Who does the program support?

- The majority of those who use the vouchers are **women** (64%)
- Around one in four were aged between **36 and 45 years** (24%)
- Around one third live in **single households** (38%)
- Around half live in either the **3214** or **3219** priority postcodes (47%)

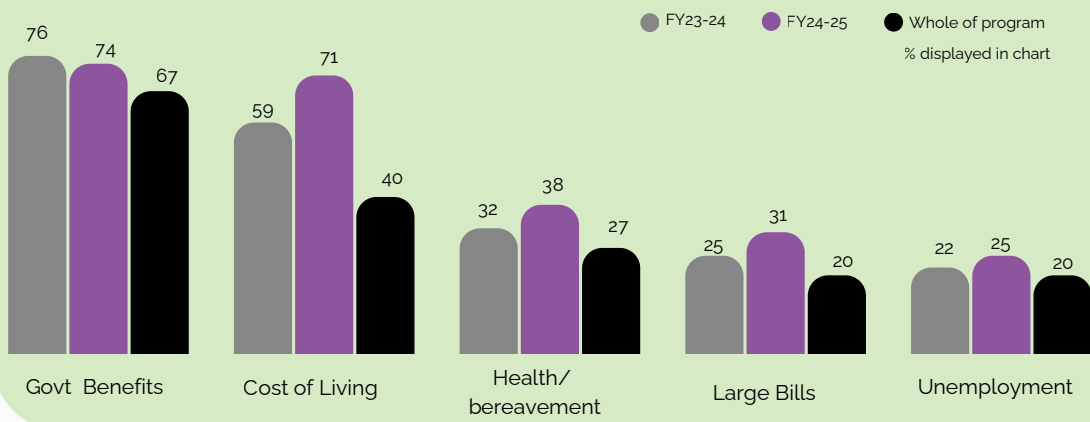
One voucher, on average, supported 2.4 people

“With the food voucher, I was able to get proper food for the first time in days, something nice and nourishing from Geelong Foodshare’s social supermarket. It might not seem like much, but being able to look after myself and eat properly helped me feel human again. That support gave me the energy and confidence to attend a job interview, and I got it!

Community Choice voucher recipient

Why are community members seeking vouchers?

The proportion of people seeking support due to **cost of living, large bills** and **health/bereavement** has increased over the last twelve months. In the last financial year, 71% of community members who were given vouchers were experiencing challenges due to the **rising cost of living**, compared to 40% across the life of the program (i.e. since January 2022)



Who are using the food & pharmacy vouchers?

The profile of community members given vouchers across the last 12 months has changed slightly compared to the profile across the life of the program. Over the last 12 months agencies have reported an increase in those seeking support who are **culturally diverse**; **single parents**, and/or **have disability**.

