

GIVE
WHERE
YOU LIVE
FOUNDATION

**FEED
GEELONG
APPEAL**



FEED GEELONG FUNDRAISING TOOLKIT

Everything you need to know to
help Feed Geelong this October



**Together we
can feed our
community**

Appeal Partners:



Media Partners:



Appeal Supporters:



THANK YOU FOR HELPING FEED GEELONG

13-19 OCTOBER 2025

The Give Where You Live Foundation's Feed Geelong Appeal raises vital funds to ensure no one in our community goes hungry.



WHY DO WE NEED TO FEED GEELONG?



* Source: Food for Thought 2023 Report: scan the QR Code to read the full Report



14%

of Barwon residents ran out of food & could not afford to buy more, 6% higher than the Victorian average**



90%

of Geelong food relief agencies have experienced service demand growth over the past year.*



77%

of people said cost-of-living pressures were the reason they sought food relief services*



Over 34,293

meals* are provided each week by Geelong food relief agencies

HOW WE'RE HELPING TO FEED GEELONG



135,526

Number of people assisted to access food, pharmacy vouchers***



5,979

Community Choice food and pharmacy vouchers distributed***



\$192,672

Invested in food, pharmacy and material aid vouchers***

** The Victorian Agency for Health Information (2018-2022) *** Give Where You Live Foundation 2023/24 Impact Report

A MESSAGE FROM OUR CEO ZAC

Since joining the Give Where You Live Foundation earlier this year, I've been thinking a lot about food and inequity in our community.

In my family, sharing a simple meal like pancakes is a joyful tradition. For too many local families, though, mealtimes have become a source of stress, with rising food costs leaving nearly 15% of people in our region experiencing food insecurity – almost double the Victorian average.

Local organisations are doing incredible work to support families, but demand for their services is higher than ever.

That's why our Feed Geelong Appeal is so important. Together, we can make sure families have access to healthy, affordable food and the dignity of sharing meals without worry.

Thank you for supporting the Feed Geelong Appeal. Together, we're feeding our community.

Zac Lewis,
CEO
Give Where You Live
Foundation



LUNCH MONEY CHALLENGE

Thursday 16 & Friday 17 October 2025

The Feed Geelong Appeal's Lunch Money Challenge encourages people to donate what they would normally spend on lunch to help fight hunger in our community.

Get your team together over lunch and use the Feed Geelong Conversation Cards to get the conversation flowing.

Donations made during the Lunch Money Challenge will be **DOUBLED** with thanks to our generous matched giving partners, GSC Finance, ATT, The Gordon and Australian Cold Tread Tires.

Can't attend in person or want to give extra? You can make a donation online on your team's donation page. Every contribution helps provide healthy meals and support to families across Geelong.



HELPING PUT FOOD ON THE TABLE



Living with her partner and 3 sons, Christine has faced stressful challenges with the rising **cost of living** and a child with **increased needs**. Often not knowing where **the next meal was coming from** has meant the family has struggled.

Thanks to **Give Where You Live Foundation's Community Choice** food and pharmacy vouchers, Christine hasn't had to **choose between eating or paying the bills**, expressing **deep appreciation** for the program's support.

“

I think life would have looked pretty average without the help of Community Choice vouchers. It could have been my relationship breaking down, it could have meant being homeless. Because it would have meant trying to buy food and then not paying bills

- Christine, recipient of Community Choice vouchers

HOW YOU WILL HELP TO FEED GEELONG

THE DIFFERENCE YOUR MONEY COULD MAKE

Your donation is helping families in our community **put food on the table**.



SUPPORTED BY
goopDIGITAL



#FEEDGEELONG TAG 3 TO FEED 3!

Here's another way you can help feed local families in need:



POST A PHOTO OR VIDEO

on social media with
#FeedGeelong.



NOMINATE 3 FRIENDS

to take the challenge
next.



YOUR FRIENDS DO THE SAME

Every friend repeats
the process - and
together, we'll keep
the chain going!

Thanks to **Goop Digital**, they'll donate **\$5 for every person** who takes part.

Tag, post, and help feed Geelong!



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FUNDRAISE AND WIN!

WIN A MEAL FOR 10 AT THE DAVIDSON!

As a thank you for supporting the Feed Geelong Appeal Lunch Money Challenge, we have an amazing prize up for grabs!

Raise \$300 and you will go into the draw to win a Chef's selection meal for 10 people at The Gordon's 'The Davidson' restaurant, to the value of \$750.

THANKS TO:



“

80% of Geelong food relief agencies have experienced service demand growth over the past year*



*** Source: Food for Thought 2023 Report: scan the QR Code to read the full Report**

FEED GEELONG APPEAL RESOURCES



Conversation Cards
to use at your Lunch Money Challenge to get the conversation started.



Social Tiles
Spread the word & share these tiles on social media to raise awareness and funds



Email Signature

Let your networks know that you will be helping to make sure nobody in our community goes hungry



Poster

Let your workplace, school, family and friends know that you're participating in the Lunch Money Challenge



How Your Money Will Help

Hear stories of how your donation will help provide food to those most in need in our community



DONATE TODAY!

Scan the QR code or visit feedgeelong.com.au

THANK YOU
To Our Appeal Partners

Appeal Partners:



Media Partners:



Appeal Supporters:

