

## **ROUND UP MECHANISM**

### **Catch**

From October 2023 to June 2024, Catch.com implemented a charitable initiative that allowed consumers to contribute to Foodbank with every purchase. During this period, shoppers were given the option to round up their total at checkout to the nearest dollar. This small yet impactful gesture enabled customers to easily add a charitable donation to their purchase, resulting in a significant collective contribution.

This campaign successfully engaged thousands of customers, each rounding up their transactions and collectively raising substantial funds for Foodbank. The funds raised through this initiative played a crucial role in supporting Foodbank's mission to combat hunger, providing essential resources and support to those in need.

Overall, this collaborative effort between Catch.com and Foodbank not only facilitated generous contributions but also heightened awareness of the ongoing fight against food insecurity. The campaign exemplified how simple actions at checkout can lead to meaningful change and reinforced the positive impact that consumer-driven charitable giving can have on communities.

### **Woolworths Round Up**

In April and May 2023, Woolworths successfully launched a round-up campaign, inviting customers to round up their purchases to the nearest dollar at checkout. This initiative resulted in significant contributions, raising crucial funds to combat food insecurity, and strengthening Woolworths' partnership with Foodbank in their shared mission to support communities in need.

## **DONATE ADDITIONAL FUNDS**

### **Kiehl's**

In a dynamic partnership with Kiehl's, Foodbank launched a successful campaign during Cyber Tuesday 2023. This initiative involved Kiehl's committing to donate a portion of every sale made over the course of a three-day weekend. The collaboration proved highly effective, raising significant funds for Foodbank while driving engagement and sales for Kiehl's. The campaign not only provided crucial support to Foodbank's mission but also highlighted Kiehl's commitment to corporate social responsibility, reinforcing their brand's dedication to giving back to the community.

### **PayPal**

Foodbank was featured in PayPal's Give at Checkout twice during the COVID-19 lockdowns wherein customers were encouraged to add \$1 to their bill at checkout. The money raised by PayPal enabled Foodbank to provide more than 392,000 meals to vulnerable communities across Australia.

## **i=Change**

On International Woman's Day, i=Change ran their Shop for Change campaign where participating brands give back \$3 or 3% of every purchase for 3 days. Participating retailers gave back a portion per sale to carefully vetted NGO projects focused on education, health, and economic independence for women.

## **SPECIFIC PRODUCT AFFILIATED DONATION**

### **Danone**

For every pot of Danone Two Good Yogurt purchased over six weeks in September and October 2021, Danone donated 10c to Foodbank. Danone changed their entire product range to purple pots for the campaign period which was supported by social media, public relations and saw 55% total reach on Danone paid ads and 10% increase in channel growth.

### **Mars Food**

In a campaign exclusive to Woolworths for two weeks in May 2022, customers were encouraged to purchase two jars of Dolmio pasta sauce, scan their Woolworths Everyday Rewards card and automatically go in the draw to win one of 500 \$50 gift cards. Mars Food donated \$50 for every purchase resulting in 50,000 meals to Foodbank.

### **Chobani**

Chobani created a bespoke, fruit salad yogurt pot for Foodbank with 100% of the profits going to Foodbank. The campaign ran for six months in Coles, Woolworths and independent retailers. It was supported by an extensive social media campaign driven by influencers and ambassadors. The 'Foodbank Purple' yogurt pots were visually striking and immediately recognisable in-store, making content-creation for social media engagement even easier.

Currently, Chobani is excited to be running a fantastic campaign exclusively at Woolworths! In March 2024, they launched two delicious yogurts—Passionfruit Greek Yogurt and Strawberry Greek Yogurt. For every tub sold from March to September, 6 meals will be donated to Foodbank, with a generous \$3 donation coming from \$1 by Chobani and \$2 by Woolworths.

### **Proctor & Gamble**

During Dental Health Month in October 2021, Oral B donated one product to Foodbank for every Oral B product purchased at Woolworths. The campaign resulted in more than 67,000 Oral B products being donated to Foodbank. The campaign was supported in store with wobblers, end of aisle displays and social media.

## Openway

For every 1.6kg bag of Red Tractor oats purchased at ALDI during July 2024, Red Tractor made a matching donation of 1.6kg of oats to Foodbank. This initiative aims to directly address the growing issue of food insecurity in our communities.

Through this campaign, we expect to donate thousands of kilograms of oats, which will be distributed to food banks nationwide. These oats will serve as a staple food item, offering a reliable source of energy and nutrition. The impact of your purchase will be felt immediately in local communities, helping to alleviate hunger and contribute to long-term food security.

## General Mills

General Mills committed to supporting food security and alleviating hunger across Australia. Throughout May 2024, for every packet of Latina™ Fresh Ricotta and Spinach Agnolotti 625g purchased at Coles supermarkets nationwide, General Mills generously donated one additional packet to Foodbank Australia. This initiative is designed not only to allow customers to nourish their own families but also to make a meaningful contribution to families in need. This campaign provided thousands of meals to those facing food insecurity.

## Woolworths – Supplier Campaign

From February to April 2024, WW engaged in a significant cause-related marketing campaign in support of Foodbank. During this two-month initiative, \$0.50 from every sale of ten select vendor products in WW stores was donated to Foodbank. This donation, equivalent to the cost of one meal, came from products by brands including Cenovis, Dolmio, Finish, Kellogg's, Nivea, Continental, Sanitarium, Tip Top, Thins, and Whole Earth. The generous contributions from these participating brands enabled Foodbank to source and deliver essential food relief to over 2,900 local charities throughout Australia, making a meaningful impact on communities in need.

## Supre

In 2020, the Supre Foundation launched an impactful six-month campaign aimed at addressing urgent needs during the COVID-19 pandemic. The initiative involved donating all proceeds from a newly introduced collection of everyday essentials, including face masks and hand sanitizers, to three key organizations: Beyond Blue, St Vincent de Paul, and Foodbank.

With a dedicated focus on supporting Australian girls and women affected by the pandemic, this generous contribution enabled Foodbank to provide over 216,000 meals across the nation, significantly alleviating food insecurity for countless individuals. The partnership not only underscored Supre's commitment to social responsibility but also demonstrated the tangible impact that collaborative efforts can have in addressing critical needs within the community.

## **Minimax**

From October 2023 through January 2024, Minimax proudly partnered with Foodbank to address food insecurity through a unique fundraising initiative. During this period, Minimax dedicated 100% of the profits from the sale of specially designed spatulas to Foodbank. These spatulas, featuring six exclusive designs by prominent celebrities—Hamish Blake, Chrissie Swan, Ben Shewry, Kirsten Tibballs, Bec Judd, and a unique Foodbank-themed design—were available at Minimax stores across Victoria, South Australia, Tasmania, and online.

This collaboration not only provided a platform for these high-profile individuals to contribute to a vital cause but also significantly boosted Foodbank's resources. The funds raised through this campaign played a crucial role in alleviating food insecurity for countless individuals and families in need. The successful partnership demonstrated Minimax's commitment to social responsibility and highlighted the positive impact that strategic cause-related marketing can have on both the community and the partner organisation.

## **Beiersdorf**

Beiersdorf partnered with Foodbank by committing to a donation of 10 cents for every NIVEA product sold through WW supermarkets, WW Metro, or WW Online during December 2023. This collaboration not only aimed to support Foodbank's efforts in combating food insecurity but also provided a meaningful way for Beiersdorf to enhance its Corporate Social Responsibility initiatives.

The partnership was designed to deliver mutual benefits: Foodbank received crucial financial support to bolster its operations and extend its reach in addressing food insecurity, while Beiersdorf gained an opportunity to reinforce its commitment to social causes, aligning its brand with community support and ethical responsibility. The success of this initiative was evident in the positive impact it had on both Foodbank's capacity to serve those in need and Beiersdorf's reputation as a socially responsible organisation. This campaign highlighted the effectiveness of cause-related marketing in driving both consumer engagement and social good.

## **Kellogg's**

Kellogg's "Hungry Puffs" campaign, which ran from November 19, 2019, to December 31, 2019, was a strategic partnership designed to address food insecurity while enhancing corporate social responsibility. During this campaign, consumers were invited to purchase specially designed empty boxes of "Hungry Puffs," with all proceeds directed to Foodbank.

The campaign served a dual purpose: it created a tangible representation of food insecurity by featuring empty boxes that symbolised the daily challenges faced by food-insecure households, thereby raising awareness and empathy among consumers. The proceeds from these sales provided essential support to Foodbank, enabling them to distribute more food to those in need.

For Kellogg's, the campaign was not only a successful CSR initiative but also a way to reinforce its commitment to social impact. By engaging customers in a meaningful cause and demonstrating a commitment to alleviating hunger, Kellogg's bolstered its brand reputation and strengthened its relationship with consumers who value corporate responsibility.

The results of the campaign were impactful: it raised significant funds for Foodbank, enhancing their capacity to address food insecurity. Moreover, the campaign's success in drawing attention to the issue of hunger and involving consumers in the solution highlighted Kellogg's role as a proactive and socially responsible organisation.

### **Go-To-Skincare**

In the months of October to December 2022, Go-To-Skincare supported foodbank in the form of donating \$1 from every boxed limited edition holiday set sold through Go-To Skincare's website and in Mecca stores.