



Our History 2009 - 2019

The Feed Appeal (formally Feed Melbourne Appeal) was launched in 2009, co-founded by Leader Community News and FareShare. It grew out of a Maroondah Leader campaign in 2008 to raise money for a Croydon food relief charity, and enable it to expand its free lunch program. FareShare and Leader observed that many food charities throughout Melbourne could not keep up with demand because they did not have the facilities and equipment to take on and store more food. The Feed Appeal supports local community charities that deliver food relief programs for people who are hungry in the community. The Feed Appeal allocates cash grants to these charities, for infrastructure and food staples, to help them meet the growing demand and deliver impactful programs in the community.

The Appeal was born from a desire to provide grants to community charities so that in turn they could feed more people. Collectively, this means more people who are going hungry in our community have access to food and cooked meals.

Since its inception the Appeal has raised more than 5 million dollars and given more than 330 grants to over 280 community food relief charities in Victoria alone.

The Feed Appeal was co-founded by FareShare, Australia's largest charity kitchens. FareShare rescues quality food and cooks it into nutritious meals for front-line charities such as soup vans, homeless shelters, women's refuges and community food banks. In 2018 FareShare expanded nationally and observed that food relief charities in other states were experiencing the same challenges.

The success and tangible impact to community food relief charities in Victoria combined with the knowledge that we could make a real difference nationally, has motivated us to expand. News Corp Australia (the parent company of Appeal co-founder Leader Community News) and FareShare committed to support this expansion to a national Appeal in 2019.

The Feed Appeal is powered by Newman's Own Foundation – started by the late actor Paul Newman. They have supported the Appeal from 2017 and have committed ongoing support the national Appeal with a very generous donation. Their support has been vital to our national expansion and we are delighted to be working with them.

The Feed Appeal is committed to raising money to share food and to nourish your community.

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nourishing
communities