



## Our History 2009 - 2021

The Feed Appeal is an annual fundraiser co-founded by Leader Community News and FareShare, which runs Australia's largest charity kitchens.

The Appeal began in 2009 as the Feed Melbourne Appeal following a successful Maroondah Leader newspaper campaign in 2008 to raise money for a Croydon food relief charity to enable it to expand its free lunch program.

FareShare and Leader staff noticed the issue was not isolated to Croydon and that many food charities across Melbourne could not keep up with demand because they did not have the facilities and equipment to receive and store more food. So, the Feed Melbourne Appeal was launched to provide grants to community charities to help them feed more vulnerable people.

For 10 years, the Feed Melbourne Appeal successfully supported Victorian charities with grants for food transport vehicles, refrigeration, freezers, kitchen equipment and food staples to help feed people with limited access to food and cooked meals. It has also supported FareShare with vital funds to continue its operations to cook free nutritious meals from rescued and donated food and distribute them to hundreds of charities supporting Aussies doing it tough

In 2018, FareShare opened a second kitchen in Brisbane and began distributing its meals to frontline charities across Australia. It observed food relief charities in other states were experiencing the same challenges and it was decided to expand to a national appeal.

The Feed Appeal was launched in 2019 by FareShare and News Corp Australia (the parent company of Leader Community News). It has been supported since 2017 by Newman's Own Foundation – started by the late actor Paul Newman – and Woolworths supermarkets. Both have been integral to the national expansion of the appeal.

In 2021, the Feed Appeal will provide 30 grants and almost 4 million meals for vulnerable Australians after raising a record \$1.96 million.

Since its inception, the Feed Appeal has raised \$9.8 million, given funding to 410 community food relief charities across Australia and provided almost 20 million meals to Aussies in need.

**The Feed Appeal is committed to raising money to provide meals and nourish your community.**

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