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## **Q&A for Feed Melbourne**

### **1. What is the 'Feed Melbourne' campaign?**

Feed Melbourne is a campaign run by FareShare and Leader Newspapers that aims to raise funds for FareShare and to assist agencies around Melbourne to build capacity through offering grants to buy fridges, freezers etc.

FareShare is a food charity operating in Melbourne whose primary focus is to collect surplus food and cook it into meals that are then collected by agencies around Melbourne.

### **2. When does the campaign start and end?**

In 2010 the campaign will run throughout the month of June.

### **3. How do people donate to the campaign?**

People can donate on line, by direct debit or at Woolworths points of sale throughout the month of June.

### **4. What happens to the money raised via the 'Feed Melbourne' campaign?**

33% goes directly to FareShare and the remainder is allocated in \$10,000 (max) grants to successful food relief agencies who can apply for a grant through the website.

### **5. Why isn't SecondBite part of a campaign which claims to be 'Feed(ing) Melbourne'?**

SecondBite have approached FareShare and Leader Newspapers several times about the possibility of being involved but they have rejected any involvement by SecondBite. This is extremely disappointing to all of us at

SecondBite as we believe that our experience could have added considerably to the success of the campaign and ultimately “feed” more of Melbourne through our established networks.

**6. Will the public be confused when they discover SecondBite is not part of Feed Melbourne and not a beneficiary (food/money/profile)?**

There may well be some confusion. That is why it is important that our supporters are not misled into thinking that SecondBite is a beneficiary or participant in the Feed Melbourne campaign in 2010.

SecondBite has made requests that FareShare show transparency about the disbursement of funds to the public and all other stakeholders. The result is that FareShare have now displayed an explanation as to where the funds are being distributed on the 'How to Help' page of their website and underneath 'The Problem' page. Unfortunately our requests for transparency at points of sale in Woolworth's stores, on the donation page of the website and other campaign related literature were not successful.

As a result we have written to those associated with the campaign to let them know our thoughts regarding the need for total transparency around the campaign. We believe this to be vital to ensure the credibility of this sector and all those operating in this space.

**7. How is SecondBite ensuring our close supporters, volunteers and Ambassadors know what the facts are?**

We have placed a sentence on our website that reads "SecondBite is not a beneficiary of the Feed Melbourne Campaign run by FareShare & Leader Newspapers".

In addition on all publications and publicity throughout June SecondBite will ensure this message is relayed. We will be continuing to roll out a proactive publicity program while Feed Melbourne is happening to ensure SecondBite is still top of mind for the media.

**8. Do we have a longer term plan for managing our involvement in future Feed Melbourne campaigns?**

The Board of SecondBite will be discussing how we approach this in the years to come.

**9. Will this impact our ability to raise funds from our private supporters / government sources?**

We sincerely hope not, although the challenge is if people believe we are a part of the Feed Melbourne campaign they might understandably think we are beneficiaries of the campaign. This is why we need to be clear about our position.

***Please ensure that all enquiries regarding the Feed Melbourne Campaign are directed to Katy Barfield, Executive Director on (03) 9376 3800 or [katy@secondbite.org](mailto:katy@secondbite.org)***