

Sarah Collie

Individual Giving Manager

Foodbank



SuperBolt



Sarah Collie, Foodbank Queensland

Emergency Response

Fires – Covid – Floods

Foodbank Qld

- ▶ A Queensland without Hunger
- ▶ By providing the most food to the most people in need in the most efficient & effective ways



Bush Fires 2019-20

- ▶ People wanted to help!
- ▶ \$640million raised
 - ▶ Red Cross raised \$242 million
- ▶ And Foodbank raised.... \$20,000



Foodbank - Tins

- ▶ Lines to donate tins
- ▶ The team were frantically busy



Reflection?

- ▶ Were tins meeting our mission?
- ▶ Capacity was maxed!
- ▶ 30% of Tins donated were wasted!



Covid began!

- ▶ Lockdowns began
- ▶ No tins
- ▶ Demand was highest ever seen



What was next?

- ▶ \$1 Donated = 2 meals
- ▶ Versus FTE needed
- ▶ High Wastage
- ▶ Not meeting mission



Tins to Funds

- ▶ Retain new cash donors
- ▶ \$1 raised = 2 Meals
- ▶ Move from Tins to Funds



Education

- ▶ Board Members
- ▶ Community Fundraisers
- ▶ Donors



No Pain No Gain

- ▶ Know the risks
- ▶ Open communications
- ▶ Lost some supporters



Systems (more pain!?!)

- ▶ Invested in CRM
- ▶ Automated receipting
- ▶ Transparency





Find a friend



JOIN

DONATE

Login

HOME

ABOUT

LEADERBOARDS

REAL STORIES

START FUNDRAISING

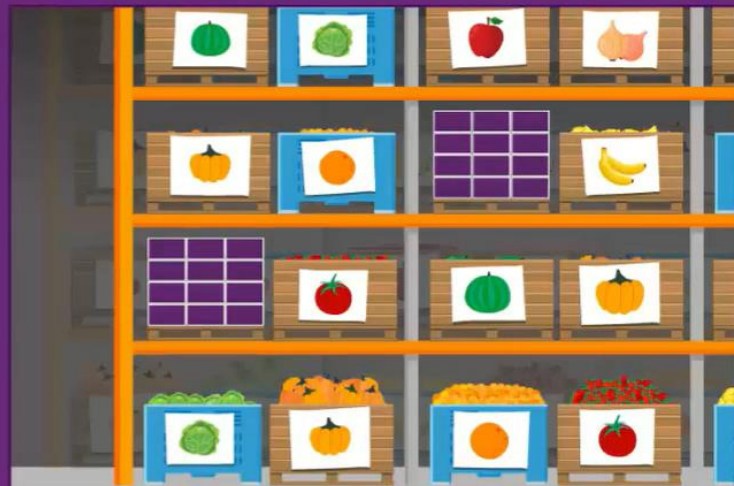
RESOURCES

HUNGER DRIVE

Every \$1 raised will create 4 meals

JOIN

DONATE NOW



Plan for growth

- ▶ Pitched for Budget
- ▶ 5- year investment journey began
- ▶ Plan for next Emergency??



Floods

- ▶ Devastation across Queensland
- ▶ Thousands of people impacted
- ▶ Food shortages



Our response

- ▶ How could Foodbank help?
- ▶ How could funds be spent?
- ▶ And meet our mission?



Agile Team

- ▶ Appeal launched
- ▶ Media release
- ▶ Personal outreach



Results

- ▶ Raised \$500,000+
- ▶ Trending on Google
- ▶ Smooth Operations.



Most importantly

- ▶ Got food to people most in need!
- ▶ Raised enough to provide 1 million meals to people in need!



Flood response

- ▶ Report to operations
- ▶ Thank our donors



DO

- ▶ Evaluate
- ▶ Communicate
- ▶ Keep agile
- ▶ Thank your donors

DON'T

- ▶ Forget your mission
- ▶ Let processes slip
- ▶ Be afraid of change

SuperBolt



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