

# Global Trends in DM Acquisition And will they work here?

INDIVIDUAL GIVING TRACK

CHANDINI DEVASAHAYAM - FOODBANK NSW & ACT  
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ANDREW SABATINO - DONOR REPUBLIC  
JOSIE PEACH - DONOR REPUBLIC



Individual Giving Track  
Sponsored By:

**Robejohn**





Donor  
Republic

## **Acknowledgment** *of Country*

Donor Republic respectfully acknowledges the traditional owners of all the lands on which we live and work. We celebrate the diversity of Aboriginal peoples and their ongoing cultures and connections to the lands and waters of Australia, and pay respect to their elders; past, present and emerging.



# Introductions

**Chandini Devasahayam**  
Head of Individual Giving  
**Foodbank NSW & ACT**



**Rebecca Sijl**  
Senior Vice President  
**Innovairre Communications**



**Andrew Berg**  
Senior Account Director  
Team Lead International  
Markets  
**Innovairre Communications**



**Josie Peach**  
Account Director  
**Donor Republic**



**Andrew Sabatino**  
Director / Co-Founder  
**Donor Republic**



# What we will be sharing with you today

Why invest in premium direct mail acquisition?

The ten biggest objections to premium direct mail

The best-performing packs from around the world

But will it work here?



# Why invest in premium direct mail acquisition?

# A change in DM Acquisition data sourcing is coming...GDPR





# Typical response rates...

	LOW		MEDIUM		HIGH	
<b>Cold</b>	1.50%	2.00%	2.50%	3.00%	3.50%	4.00%
<b>Swaps and Co-ops</b>	3.00%	3.50%	4.00%	4.50%	5.00%	5.50%
<b>React</b>	3.50%	4.00%	4.50%	5.00%	5.50%	6.00%

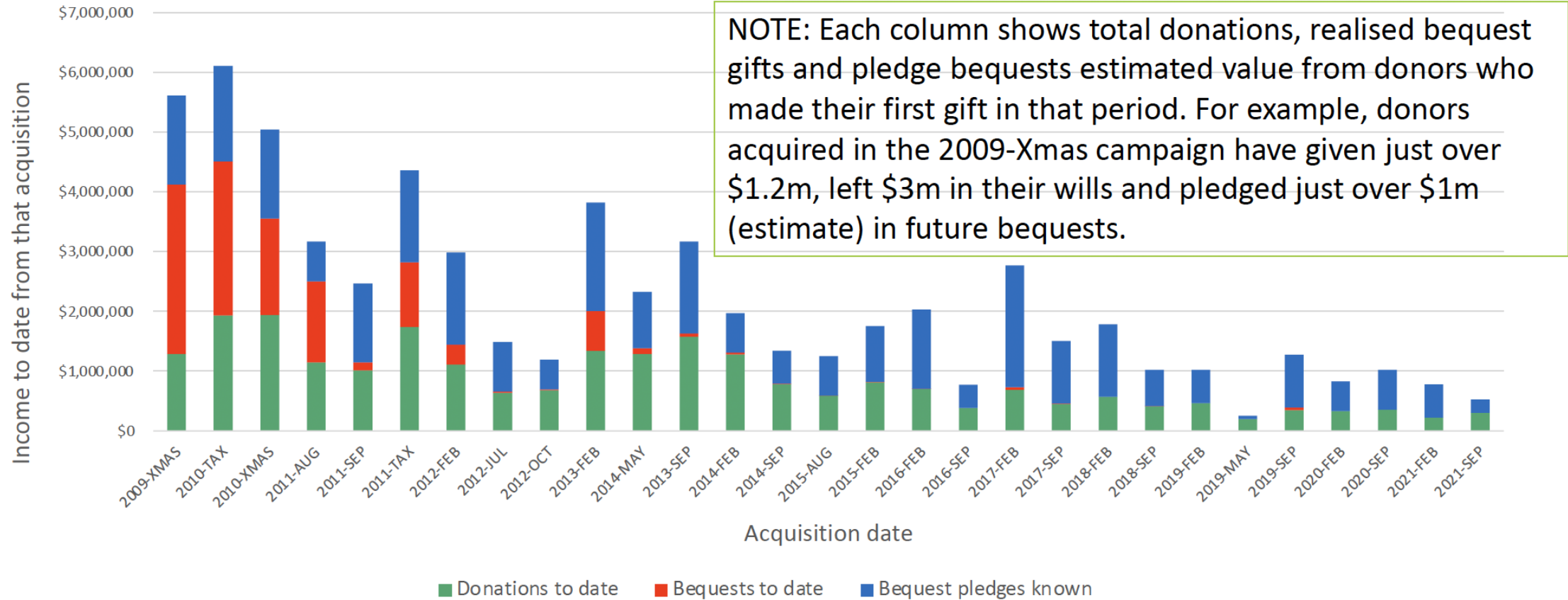
\* Premium DM Acq pack with best practice principles

# One of, if not the most sustainable fundraising pathway...





Twelve years of data



# The ten biggest objections to premium direct mail



1. Direct mail is dead, why would we even consider sending a premium mailing?
2. Our organization does not have the financial resources for premiums in direct mail

## Acquisition: Mission vs Premium

	QTY	Donations	RR%	Avg \$	Income	CPA/CTA
Mission pack	2,117,452	10,000	0.47%	\$22.20	\$221,976	(\$30.47)
Premium pack	601,605	10,000	1.66%	\$14.20	\$141,987	(\$23.03)

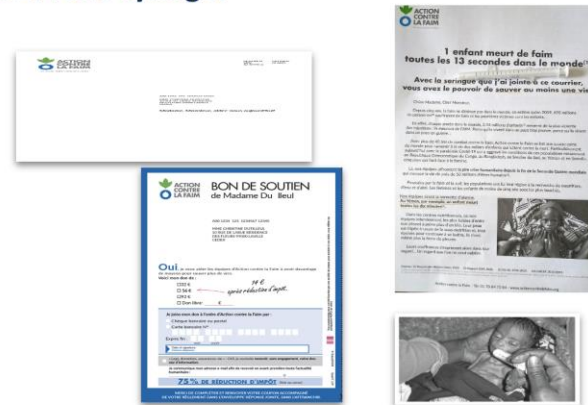
***Less names are needed in premium acquisition to obtain the same number of replies. Overall costs are less. CTA is less.***

***The mission package is no longer a viable package for this client. They cannot get 2 million names to mail.***

3. Donors acquired with premiums need to constantly receive premiums to stay on file, and we don't want to do that

4. Premiums have no connection to our organization

### Test 1: Fake Syringe:



### Test 2: Fake Syringe, add logo tote bag:



### Test 3: WINNER, Innovaire concept: Remove fake syringe, new tote bag design, add matching vouchers







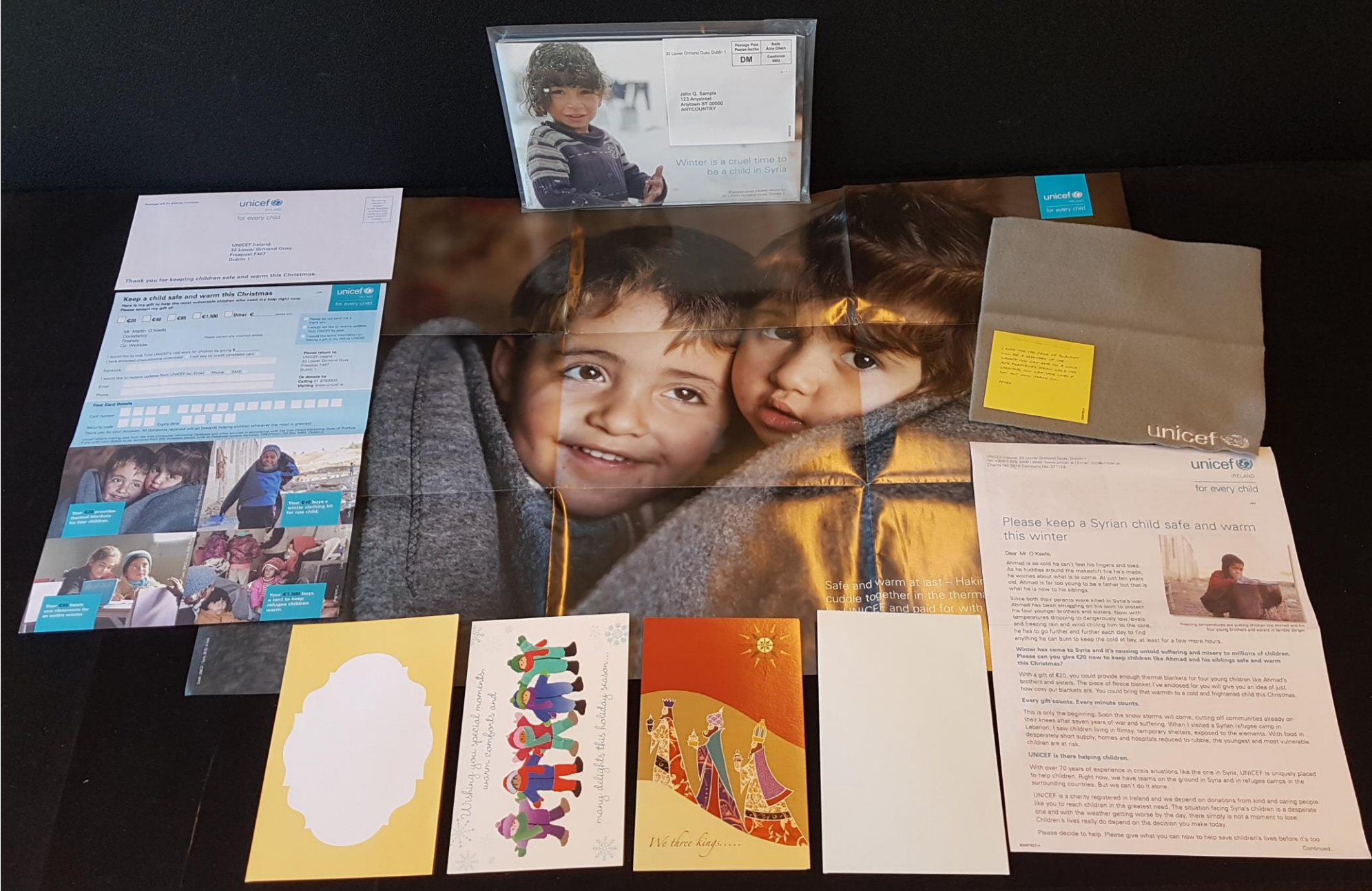
7. Premium donors ONLY give because of the premiums, and we want donors that CARE about our mission
8. Why invest in premium DM when we can invest and reach MORE people with digital and online fundraising?
  - Direct mail **motivation response is 20% higher** than digital
  - Direct mail requires **21% less cognitive effort** to process than digital
  - Direct mail has **75% brand recall** versus 44% for digital
  - Direct mail **motivation response is 20% higher** than digital
  - Results are **consistent across all age groups**
  - For every \$167 spent on direct mail campaigns, the non-profit receives \$2,095 in return
  - Campaigns that use premium direct mail and 1 or more digital media elements (such as email) had a **118% increase in response rate** when compared to the premium direct mail alone.
9. We want to focus on acquiring younger donors
10. Premiums are BAD for the environment

# The best performing packs from around the world



# Ireland

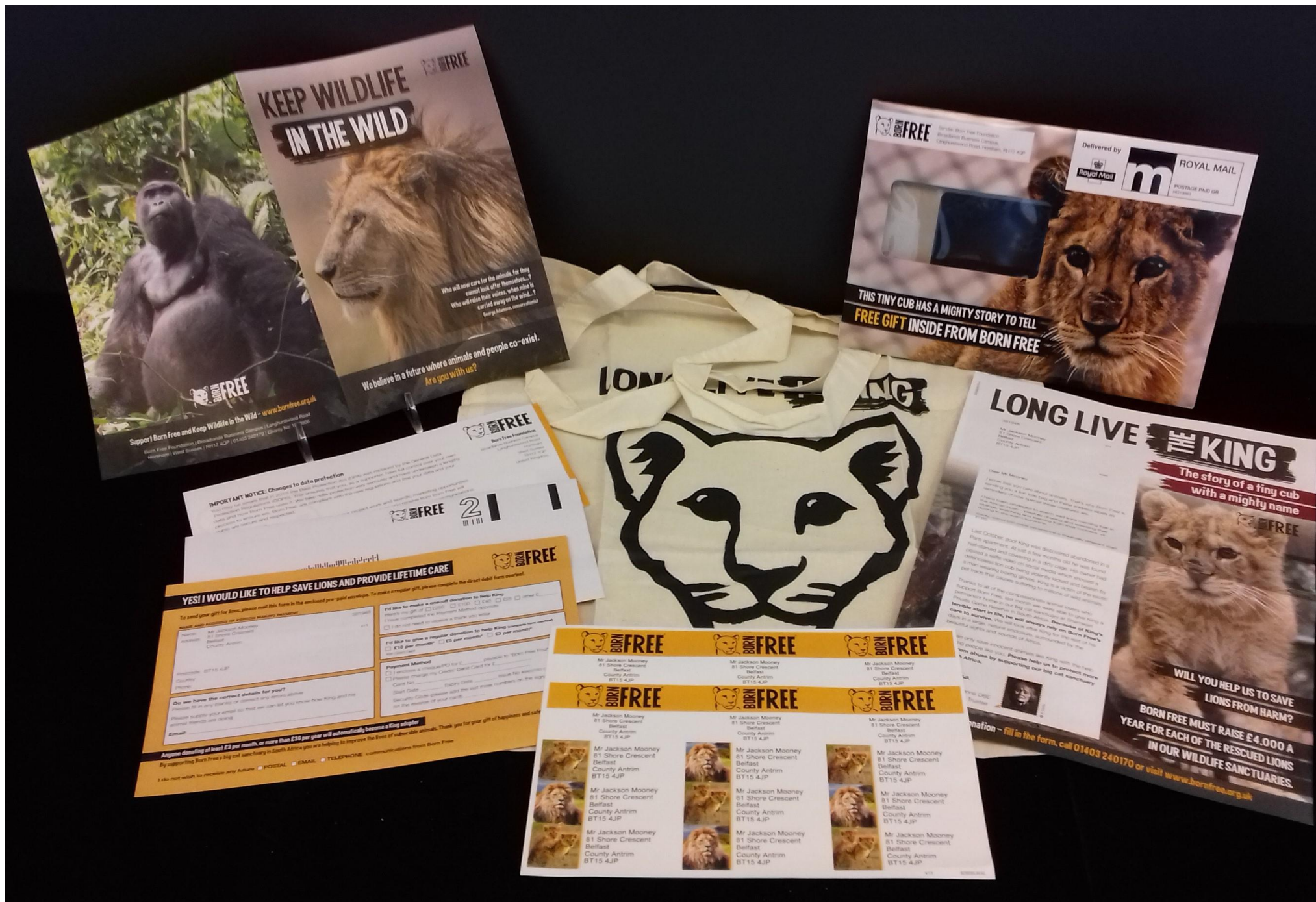
## Piece of blanket in a self-mailer





UK

Canvas tote bag





# France

## Dog socks with stickers for Guide Dogs

Association de Chiens Guides d'Aveugles  
Centre Paul Corroville  
291, rue de Lille - BP 20080  
49433 RENNES CEDEX  
www.chien-guide.org

LA POSTE  
DESTINÉ MOI  
CI 2256  
94 5005-A

Pas à pas aux côtés  
de nos chiens guides,  
faites un geste qui va  
changer la vie d'une  
personne aveugle ou  
malvoyante.

Déposé le 30.06.2020  
M28 4588 306 0000001 00001 G  
PR2006-007

JOHN Q. SAMPLE  
123 ANYSTREET  
00000 ANYTOWN

Pour vous, à l'intérieur



**BULLETIN DE DON** À compléter et retourner à :  
Chiens Guides d'Aveugles Centre Paul Corroville  
291, rue de Lille - BP 20080 - 49433 RENNES CEDEX

**Oui, je soutiens les actions des Chiens Guides pour permettre à une personne déficiente visuelle de vivre pleinement.**

20 €  30 €  50 €  150 €  
par chèque bancaire ou postal / par carte bancaire / par virement bancaire

autre montant : €

Pour nous faire parvenir votre don :  
1/ Complétez ce bulletin.  
2/ Détachez-le selon les poignées.  
3/ Et retournez-le avec votre don dans l'enveloppe jointe sans l'effrayer.

Je suis abonné(e) à votre bulletin électronique pour recevoir des informations supplémentaires sur vos actions.

Votre adresse e-mail sera exclusivement utilisée par les Chiens Guides.

PROCES-007  
JOHN Q. SAMPLE  
123 ANYSTREET  
00000 ANYTOWN

**REDUCTION FISCALE - VOIR AU DOS**

**Votre réduction d'impôt**

**66%** de votre don est déductible de vos impôts, dans la limite de 20% de votre revenu imposable.

Un don de 30 € ne vous coûte réellement que <b>10,20 €</b>
Un don de 50 € ne vous coûte réellement que <b>17 €</b>
Un don de 150 € ne vous coûte réellement que <b>51 €</b>



Un regard pour deux

Pas à pas, soutenez la formation de nos chiens guides pour permettre à une personne déficiente visuelle de vivre pleinement



LES CHIENS GUIDES D'AVEUGLES DE L'OUEST	LES CHIENS GUIDES D'AVEUGLES DE L'OUEST	LES CHIENS GUIDES D'AVEUGLES DE L'OUEST
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**PRIO**  
20 x 10114  
par ailleurs

**POSTREPONSE**

LES CHIENS GUIDES D'AVEUGLES DE L'OUEST  
AUTORISATION 67324  
49949 ANGERS CEDEX 9

Association de Chiens Guides d'Aveugles  
Centre Paul Corroville  
291, rue de Lille - BP 20080  
49433 RENNES CEDEX  
Tel. 02 49 19 91 42  
www.chien-guide.org

Chers amis,

J'espère que ce message vous trouvera en bonne santé, et que vous et vos proches transmettez cette saine joie avec sérénité.

Au sein de nos Écoles, après avoir eu pour plaisir d'assurer un accompagnement adapté à nos bénéficiaires, à nos bénévoles et à nos salariés, nous sommes impatients de reprendre pleinement la formation de nos futurs chiens guides... et nous nous réjouissons de plus vite à des personnes aveugles ou malvoyantes le compagnon de vie qu'elles attendent plus que jamais.

C'est pourquoi nous avons choisi de vous adresser ce courrier aujourd'hui, car votre don nous sera essentiel pour accompagner au mieux le regard de nos actions.

Avec nos amitiés, de la part de toute la famille des Chiens Guides, merci pour votre soutien.

David Hervault, Président







# France

## Self mailer packs

**Quand la vie ne tient qu'à un fil...**

LA POSTE  
DESTINÉ MOI  
CI 1005  
94000 A

Déposé le 02.11.23  
P03713743 P232C05  
NOV 0411 204 000001 0001 1  
JOHN Q. SAMPLE  
123 ANY STREET  
00000 ANYTOWN

**5 € / MOIS = 214 SACHETS D'ALIMENTS THÉRAPEUTIQUES**

Avec votre soutien régulier, apportez une aide vitale.

Merci pour votre soutien

Je vous remercie de votre soutien régulier. C'est grâce à vous que nous pouvons continuer à offrir une aide vitale à nos patients.

**Merci de votre générosité!**

Ordonne à son action, Médecins Sans Frontières a reçu le prix Nobel de la paix en 1999.

Vous pouvez également donner en ligne sur notre site [jedonne.msf.fr](http://jedonne.msf.fr)

**75% PRODUCTIONS ÉCOLOGIQUES**

**AVEC 5 EUROS PAR MOIS, NOS MÉDECINS AGISSENT CHAQUE JOUR.**

Envoyez vos dons à Médecins Sans Frontières  
14-28 avenue Jean-Jaures  
75019 Paris  
Ou par carte postale  
à l'adresse ci-dessus

**Mirlande\* nous fixe de ses yeux noirs, qui reflètent toute la peur d'une enfant de sept ans se réveillant à l'hôpital après avoir été blessée dans une fusillade entre groupes armés.**

Elle arrive de Cas-Sabah, l'un des quartiers les plus touchés de la capitale haïtienne Port-au-Prince. Sa famille explique qu'elle remonte de l'école avec son père lorsqu'un déluge de balles la blesse aux deux jambes. Le monde a été ébranlé pour Mirlande et ses proches.

Federica Izzi,  
Chirurgienne MSF en Haïti

Paris, le 2 novembre 2023

Chère Madame, cher Monsieur,

Cette violence aurait coûté la vie à Mirlande si elle n'avait pas été conduite par l'opérateur de l'hôpital MSF de Tabarre à Port-au-Prince. Après plusieurs jours de rétablissement à l'hôpital, elle est revenue à la maison. Sa vie est maintenant marquée par cet événement. Mirlande est en vie et elle marche de nouveau.

Pour nous, médecins, chaque homme, femme ou enfant qui peut reprendre sa vie après avoir été soigné est une victoire.

Et souvent, la vie ne tient qu'à un fil. Les guerres, les catastrophes naturelles ne cessent de frapper autour de nous. En Ukraine, par exemple, nos équipes ont dû évacuer depuis le début de l'offensive russe pour fournir des soins aux personnes isolées.

Pour sauver le maximum de vies, nous devons continuer à réagir vite et indépendamment de toute pression politique ou médiatique, grâce à nos donateurs et je l'espère grâce à vous.

Apporter une réponse médicale d'urgence à celles et ceux dont la vie est en danger est notre mission. C'est ce qui nous anime profondément, ce qui définit le sens même de notre mission et qui nous permet de traverser le monde.

**PERF**  
DES RELATIONS DONATEURS  
SATION 50702  
PARIS CEDEX 18

**qui à vous, MERCI!**



# France

Mini bell in  
outer box for  
Salvation Army

**BULLETIN DE SOUTIEN**  
à renvoyer dans l'enveloppe retour ci-jointe, sans l'affranchir.

Parce que nous n'avons pas le droit de laisser des hommes, des femmes et des enfants dehors cet hiver.

OUI, je fais ce don pour accueillir les plus démunis dans le respect et la dignité.

Je donne :  15 € (98,39 F)  30 € (196,79 F)  45 € (295,18 F)  
 65 € (426,37 F)  100 € (655,96 F)  Autre.....

*10 heures de nuit distribuées!* *1 famille de 4 personnes distribuée par nuit!* *(sur un repas chaud, un petit déjeuner et des vêtements)*

Chèques bancaires ou postal à l'ordre de : Fondation Armée du Salut.

Service donateurs : 01 43 62 25 94 [www.armeedusalut.fr](http://www.armeedusalut.fr)

V14676403 A7B2E22 7  
M et Mme Claude DEAL  
24 Rue Edouard Branly  
02000 LAON

**ARMÉE DU SALUT**

BÉNÉFICIEZ DES NOUVELLES DISPOSITIONS FISCALES : VOIR AU VERSO

SECOURIR, ACCOMPAGNER, RECONSTRUIRE  
La Fondation Armée du Salut  
60, rue des Frères Flavien - 75018 Paris Cedex 20  
Site web : [armeedusalut.fr](http://armeedusalut.fr)

V14676403 A7B2E22  
M et Mme Claude DEAL  
24 Rue Edouard Branly  
02000 LAON

**Cet hiver, faisons de notre célèbre clochette le symbole de l'espoir et de la dignité retrouvés !**

Chère Madame, cher Monsieur,

Pourquoi vous envoyer chez vous cette clochette si symbolique de l'Armée du Salut ? Tout simplement parce que l'hiver est déjà à nos portes et que, cette année encore, nous ne pourrions nous résoudre à laisser nos actions à une aide d'urgence dans la rue.

Oui, cette clochette que nous utilisons pour attirer l'attention de tous ceux qui sont dans la précarité la plus totale, nous l'utilisons aujourd'hui pour attirer votre attention et vous demander votre soutien. Tout évolue, même la misère, qui ne prend plus que très rarement le visage du "clochard" que nous avons tous à l'esprit.

SECOURIR, ACCOMPAGNER, RECONSTRUIRE  
La Fondation Armée du Salut

**ARMÉE DU SALUT**

Validité permanente

FONDATION ARMÉE DU SALUT  
AUTORISATION 31747  
60509 CHANTILLY CEDEX

SECOURIR, ACCOMPAGNER, RECONSTRUIRE  
Fondation Armée du Salut  
60, rue des Frères Flavien - 75018 Paris Cedex 20  
[www.armeedusalut.fr](http://www.armeedusalut.fr)

**ARMÉE DU SALUT**

D.T.P.I.  
LAPOSTE  
N° 759 04 002 AN  
PARIS CEDEX D

R00096813 A7B2F01 3  
M Yves AUBRY  
2 Rue Marguerite Clerbout  
02000 LAON

**Vous n'imaginez peut-être pas tout ce que symbolise cette clochette si familière...**

Laissez-moi par exemple vous parler de Bernard, tombé dans la spirale de l'exclusion : un licenciement, d'abord, puis une rupture familiale, les difficultés financières s'accroissent, jusqu'à l'expulsion et la rue. Lorsqu'on est dehors, tout devient problématique : se nourrir, se laver, dormir à l'abri des intempéries et des risques d'agression. Et particulièrement en hiver, on risque tout simplement...

L'hiver dernier que nous avons rencontré Bernard, qui a longé la porte de l'un de nos 44 centres d'accueil d'urgence, tant la démarche lui paraissait "humiliante" - il ne s'agit pas en effet, à y être accueilli avec autant de chaleur et de respect, un café et un repas chaud ont suffi à "briser la glace" dans un lit confortable, sous un toit chauffé, il avait peur que ce n'était pas arrivé là : nous avons accompagné Bernard ensemble de démarches qui lui ont permis, dans un premier temps, de retrouver la dignité, la confiance et, finalement, un nouvel emploi.

**Symbolique de nos quêtes de rue depuis un siècle, cette clochette est aussi le symbole de nos actions d'hiver les plus visibles et reconnues : les « soupes de nuit ». Avec vous, nous pouvons faire tellement... et offrir aux plus vulnérables la chance de retrouver espoir et dignité. Merci par avance d'être à nos côtés. Merci de sonner, vous aussi, votre refus de laisser des milliers d'hommes, de femmes et d'enfants dehors cet hiver.**

**Cet hiver, ils seront à notre porte...**  
ensemble, nous pourrions les accompagner sur le chemin d'une vie meilleure !

**Reconstruire**  
Aider les personnes en difficulté est l'un des objectifs de l'Armée du Salut. Depuis 1864, elle devient la Fondation Armée du Salut reconnue d'utilité publique en avril 2000. Elle engage aujourd'hui 7 700 professionnels de l'action sociale et 1 300 bénévoles, tous animés d'une même volonté : lutter contre la détresse.

**De plus en plus de femmes**  
L'Armée du Salut a toujours été une organisation ouverte à tous. C'est pourquoi, dès 1981, elle devient la Fondation Armée du Salut reconnue d'utilité publique en avril 2000. Elle engage aujourd'hui 7 700 professionnels de l'action sociale et 1 300 bénévoles, tous animés d'une même volonté : lutter contre la détresse.



# Belgium

Kitchen apron,  
for Alzheimer  
research

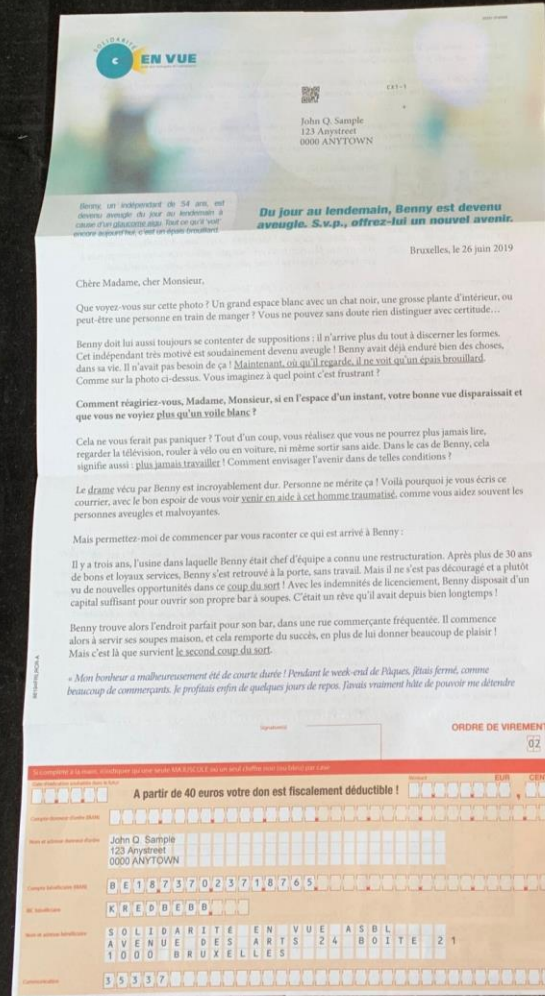


CONFERENCE



# Belgium

## Sunglasses for a blind charity







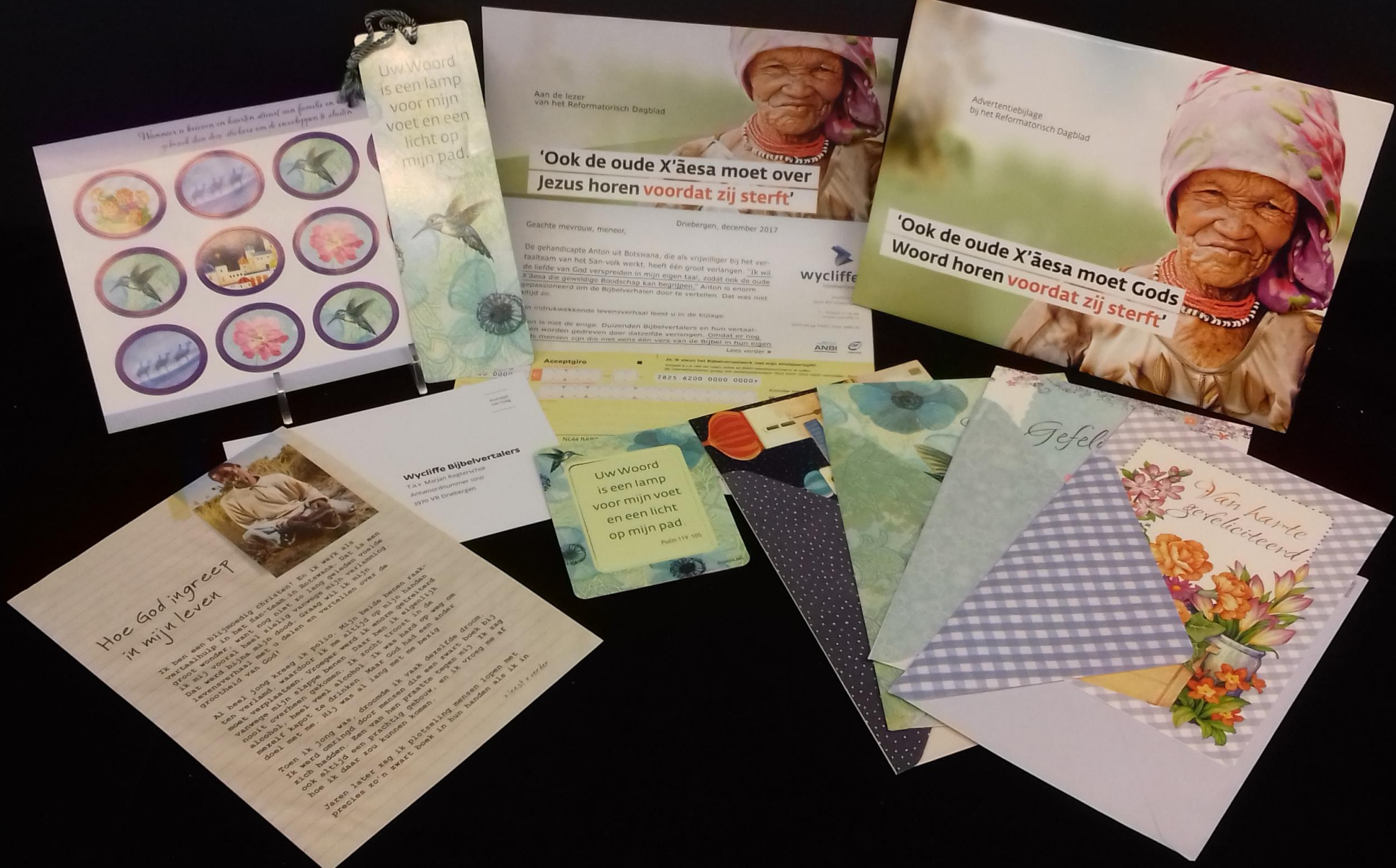






# Netherlands

Cards and bookmark for Bible Society





# Switzerland

Soap sheet for  
Doctors of the  
World





# Germany

## Pillbox for animal cruelty organisation



Helpen Sie uns, die armen Tiere gesund zu pflegen!

**Retten Sie ein Welpen-Leben!**

Nur mit Ihrem Beitrag können wir die geretteten Welpen gesund pflegen und in ein schönes, neues Zuhause vermitteln!

€ 19,- Beitrag für hochwertiges Welpenfutter

€ 36,- Zuschuss zur Pflege und liebevollen Betreuung für einen Tag

€ 67,- Sichert die medizinische Grundversorgung für einen Welpen

**Bitte kaufen Sie NIEMALS ein Tier, das im Internet, in einem Hinterhof oder auf einem Parkplatz angeboten wird! Sie unterstützen damit den grausamen illegalen Welpenhandel! Sie verhindern sich einen Hund! Dann schauen Sie doch einfach bei uns im TierQuarTier vorbei!**

**Danke im Namen der Tiere für Ihre wichtige Spende!**

Bankdaten:  
 UniCredit Bank Austria  
 BIC: UNICATWW  
 IBAN: AT09 1200 0100 1369 9342

Viel zu früh von der Mutter getrennte, verängstigte und oft todkranke Tiere.

**So grausam ist der illegale Welpenhandel!**

**TierQuarTier Wien**  
 Gürtelgürtel Straße 101  
 1200 Wien  
 Tel: +43 1 734 11 02-0  
 Fax: +43 1 734 11 02-77  
 E-Mail: office@tierquartier.at  
 www.tierquartier.at

**Illegaler Welpenhandel ist Welpenleid!**

Retouren an Postfach 555, 1008 Wien

Herr  
 John O. Sample  
 123 AnyStreet  
 Anytown ST 00000  
 ANYCOUNTRY

Lieber Herr sample, Wien, im Februar 2020

darf ich mich vorstellen, ich bin die Lotti, eine Mischlingsdame. Naja, „Dame“ ist wohl nicht der richtige Ausdruck für mich wilde Hummel!

Kaum zu glauben, auch ich war einmal ein winziges Felknäuel. Als Welpin ist mir Schlimmes passiert: Mit meinen drei Geschwistern musste ich tagelang zusammengepfercht in einem fristeren, stickigen Kofferraum reisen. Es war schrecklich! Wir haben laut gewimmert vor Angst, Durst und Hunger. Dann wurden wir von zwei liebevollen Menschen gerettet. Sie öffneten den Kofferraum und brachten uns ins TierQuarTier. Dort haben wir uns Gott sei Dank erholt.

Eines Tages kam Tobias vorbei, mein jetziges Herrchen. Ich durfte mit zu ihm nach Hause – einfach großartig! Auch alle meine Geschwister haben ein schönes Plätzchen gefunden.

Tobias und ich spazieren immer wieder gerne am TierQuarTier vorbei. Oft müssen wir mitansehen, wie gerade wieder ein Arm voll verängstigter und todkranker Welpen gebracht wird – gerettet aus den Händen der Welpenmafia. Was sind das für Menschen, die uns Tieren so etwas antun?

Im TierQuarTier sind die Kleinen in Sicherheit. Da wird alles Menschenmögliche für sie getan – ich weiß das ganz genau, wuffwuff! Aber es kostet leider sehr viel Geld ...

Lieber Herr sample, wollen auch Sie etwas für die armen Welpen tun? Mit Ihrer Spende können Sie viel bewirken:

€ 19,- Beitrag für hochwertiges Welpenfutter

€ 36,- Zuschuss zur Pflege und liebevollen Betreuung für einen Tag

€ 67,- Sichert die medizinische Grundversorgung für einen Welpen

Bitte helfen Sie meinen kleinen Freundinnen und Freunden, damit sie, so wie ich, wieder gesund und fröhlich werden und ein schönes Zuhause finden! Danke.

Ihre lustige Lotti  
 Wuff!

Lotti, Mischlingshündin, die armen Tieren eine Stimme gibt.

ZÄHLUNGSANWEISUNG  
 AUFLAGESTÄTTUNG

Empfänger/Institutsname  
 TIERQUARTIER WIEN  
 IBAN: AT09 1200 0100 1369 9342  
 BIC: UNICATWW  
 EUR

200028205729  
 IBAN: AT09 1200 0100 1369 9342

Danke, dass Sie die Verantwortung der Welpen übernehmen!

€ 19,- für hochwertiges Welpenfutter  
 € 36,- für einen Tag Pflege  
 € 67,- für medizinische Grundversorgung

ZÄHLUNGSANWEISUNG

Empfänger/Institutsname  
 TIERQUARTIER WIEN  
 IBAN: AT09 1200 0100 1369 9342  
 BIC: UNICATWW

EUR

200028205729  
 IBAN: AT09 1200 0100 1369 9342

Bitte geben Sie die Geburtsdatum, Vor- und Nachname an, wenn Sie Ihre Spende automatisch überwachen lassen möchten.

€ 19,- für hochwertiges Welpenfutter  
 € 36,- für einen Tag Pflege  
 € 67,- für medizinische Grundversorgung

John O. Sample, Anytown



USA

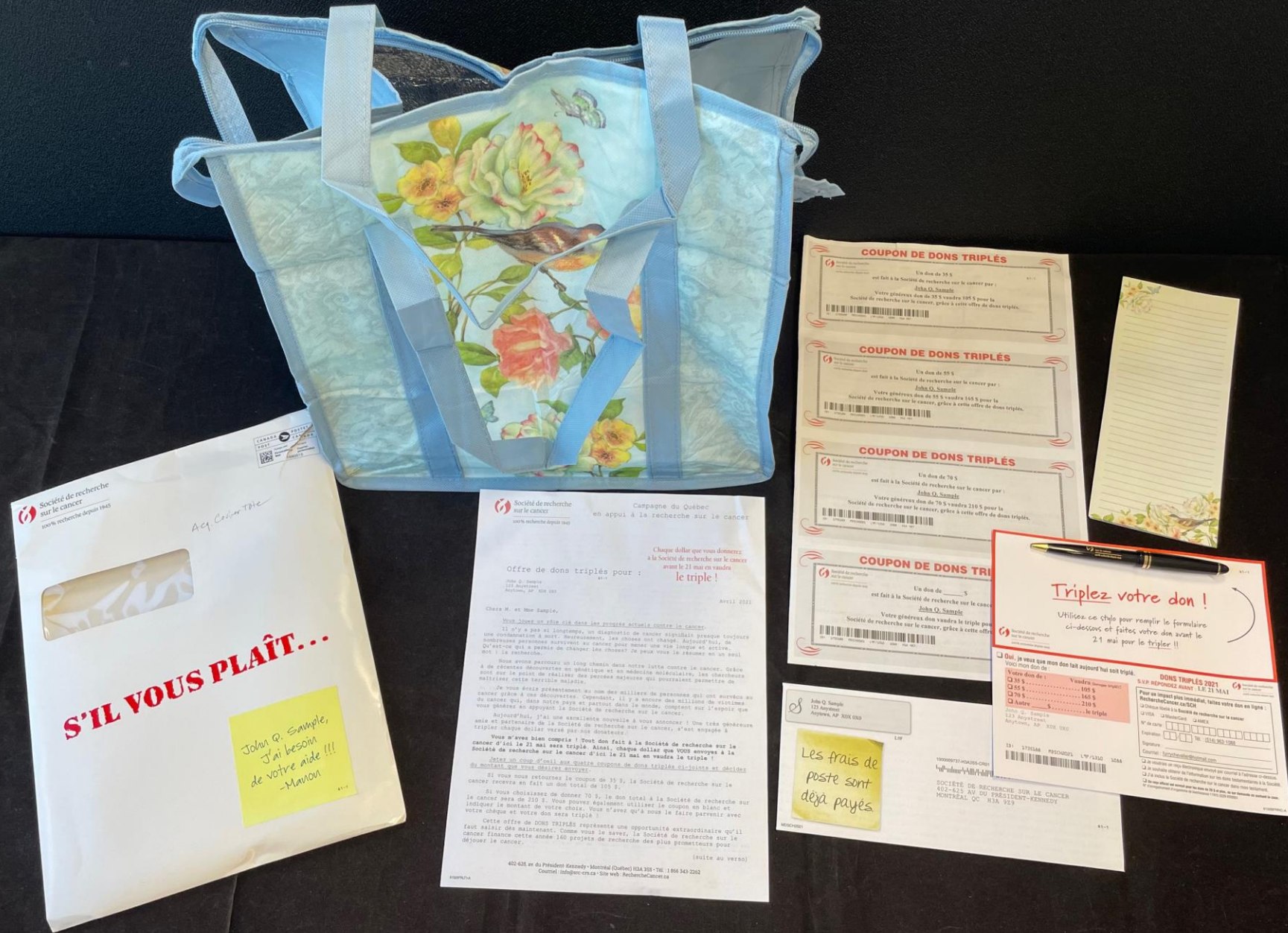
Dream catcher





# Canada

## Insulated lunch tote for Cancer Society



# Top five international trends and takeaways in Direct Mail marketing

1. Creative format, design and content
2. Personalisation
3. Sustainable materials
4. Data-driven targeting
5. Omnichannel approach



**But will it work here?**

# Heart Research Australia

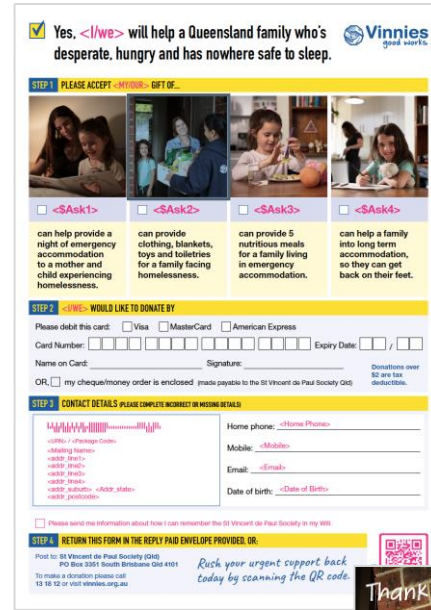
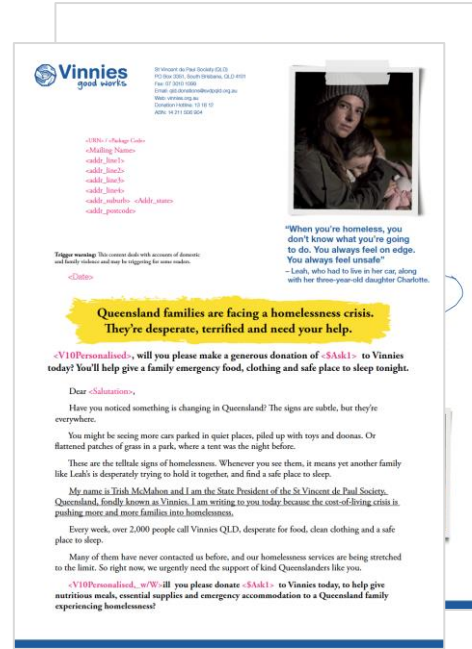
Premium - Tote  
RR – 6.7% 2023  
Data – Cold, Swaps + Co-Ops



# Vinnies QLD



Premium – Tote  
 RR – 4% React  
 RR – 2% Cold





# Foodbank Queensland

\*First Name\* \*Surname\*  
 \*Address 1\*  
 \*Address 2\*  
 \*Address 3\*  
 \*Suburb\* \*State\* \*Postcode\*

\*Mailing date\*

**Battling Queenslanders like Phillip are doing their very best for their kids but, through no fault of their own, they're struggling to put food on the table.**  
**Please *Personalised*, will you give \$35 today to send a Foodbank hamper to a family like Phillip's this Christmas?**

Dear \*Salutation\*,  
 Right now, there are thousands of Queensland families going hungry, as they struggle with snowballing financial and physical challenges throughout this cost of living crisis. Families like single dad, Phillip and his two beautiful daughters, Carlie and Indy.

My name is Jess Watkinson, CEO of Foodbank Queensland, and I'm writing today because I need your help to ensure that hard-working families can put food on their tables, so that they're not being forced to send their children to bed at night with empty tummies.

Phillip had already been doing it tough, balancing his work as a painter with parenting as a single dad.

Then he was hit by multiple health issues at once. Swollen tendons combined with an excruciating pain in his shoulder that turned out to be a torn rotator cuff, which made it impossible for him to continue working in his painting business.

And even as he was coming to terms with this devastating news, Phillip was confronted with the reality that he wouldn't be able to work for the foreseeable future, because of long delays for surgery.

FOODBANK QUEENSLAND | ABN 89 047 231 209 CM 001 278  
 170 EASTVIEW ST, MURRUMBLEE QLD 4870  
 P 07 3098 8422 | E [enquiries@foodbankqld.org.au](mailto:enquiries@foodbankqld.org.au) | W [www.foodbankqld.org.au](http://www.foodbankqld.org.au)

**YES! </We> 'll help a battling parent like Phillip to feed his family this Christmas.**

Your generosity will fill tummies and feed hope for kids like Carlie and Indy.

**1 </We> WOULD LIKE TO MAKE A DONATION OF:**

- \$35 can provide a food hamper filled with essentials to families like Phillip's this Christmas.
- \$50 can ensure struggling families have the pantry staples they need to put food on the table.
- \$100 can provide the joy of fresh produce like meat, fruit and vegetables for hungry families.
- My/Our* choice of \$\_\_\_\_\_
- \$1,000 - A significant and inspirational gift! We appreciate many people cannot commit to a gift of this size however, if you are in a position to consider this extraordinary gift it will contribute significantly towards feeding hungry families this Christmas.

**2 </We> would like to give by:**  VISA

Card Number:   
 Expiry:  /   
 Cardholder Name:   
 Signature:   
 OR  Cheque/Money Order (made payable to Foodbank NSW & ACT Limited)

**3 We're updating our systems. Please amend your details below if they are incorrect or incomplete:**

\*C/O\* / \*Apartment\* / \*Postage\*  
 \*Address line 1\*  
 \*Address line 2\*  
 \*Address line 3\*  
 \*Suburb\* \*Region\* \*Postcode\*  
 \*Phone (Home)\* \*Home number\*  
 \*Phone (Work)\* \*Work number\*  
 \*Mobile\* \*Mobile number\*  
 \*Email\* \*Email\*  
 \*I've never\* interested in taking a gift in my will to Foodbank NSW & ACT please send me link to some more information.  
 \*I've\* have already left a gift in my will to Foodbank NSW & ACT.

**Here's how you can make your gift:**  
 Mail this completed form to: PO Box 241, Murrumbidgee NSW 2581  
 Create online at [foodbankqld.org.au](http://foodbankqld.org.au)  
 Call 02 9756 3099

OR CODE

Thank you for your donation  
 gifts of \$2 and over are fully tax deductible

Dear Friend,

The last few years have been so hard for my girls and me.

I never thought going hungry would be a part of my life. Food's always been easy. And we were always doing it tough - I'd been small and lost my business. This has just been too much for us.

Two girls, a 10-year-old, Carlie, and I've got little Indy who's eight. I love them to bits, but it's pretty demanding at times. They want to hang up with their friends, and I'm doing the best I can.

It's very tight and, you know, I just want to give my girls the world. It's not going to be easy this Christmas at all. I'll manage. I'll just do the best I can for my girls.

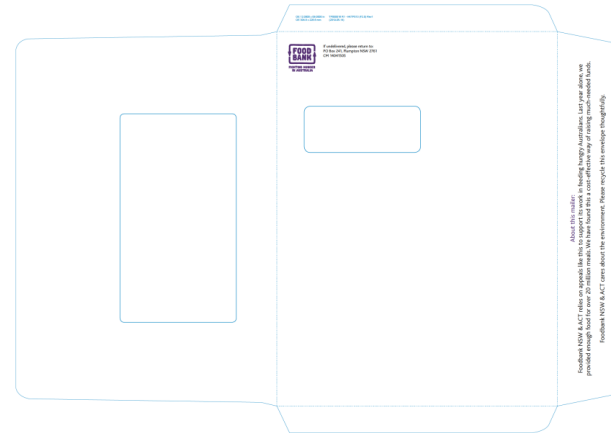
I worry about the girls. I know I have a roof over their head but I'm trying to give them what they want and give them a good life - and I don't think I can provide that anymore.

I don't know what I'd do without Foodbank. When I received the first Foodbank hamper, I just got a good. It helps me out with school lunches, dinner... it helps out like you wouldn't believe.

The girls absolutely love the fresh produce. And it does them a lot of good, too.



Premium - Tote  
 RR - 5% Swaps/Co-Ops  
 RR - 2.4% Cold



**FOOD BANK**

Delivery Address:  
 PO Box 241  
 Murrumbidgee NSW 2581

No more? Contact  
 Phillip & Indy

**FOOD BANK**

Foodbank Queensland  
 Reply Post 8800  
 WYNDHAM QLD 4713

I want to help families going hungry this Christmas

**Family Pantry Necessities**  
 Healthy food and pantry staples for hungry families, including:

- Tea and coffee
- Pasta and sauce
- Tinned fruit
- Milk
- Tinned veggies
- Rice or noodles

**Instant meals**  
 Ready-to-eat essentials including:

- Canned meals
- Simmer meals
- Cans of soup
- Microwave rice

**A bit of fun**  
 Food that brings joy, such as:

- Jam and spreads
- Chocolate or biscuits
- Fruit juice



# Redkite

Premium – Socks

RR – 15% - 2018

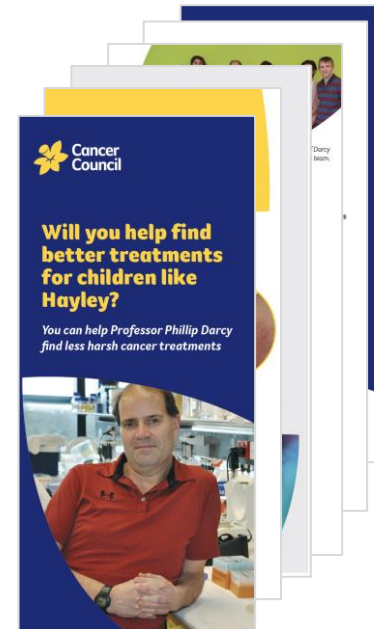
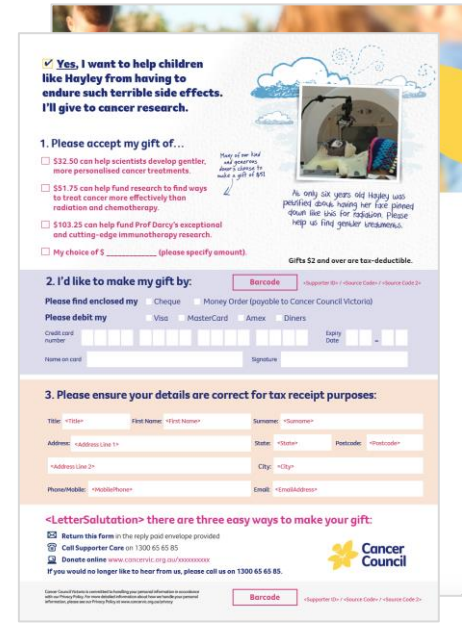
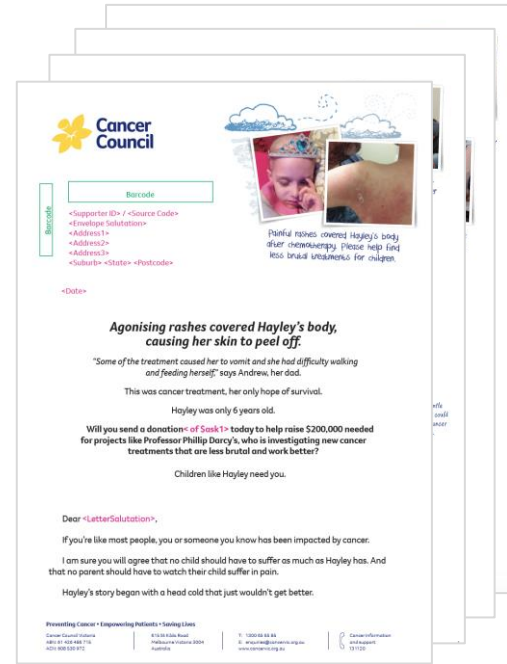
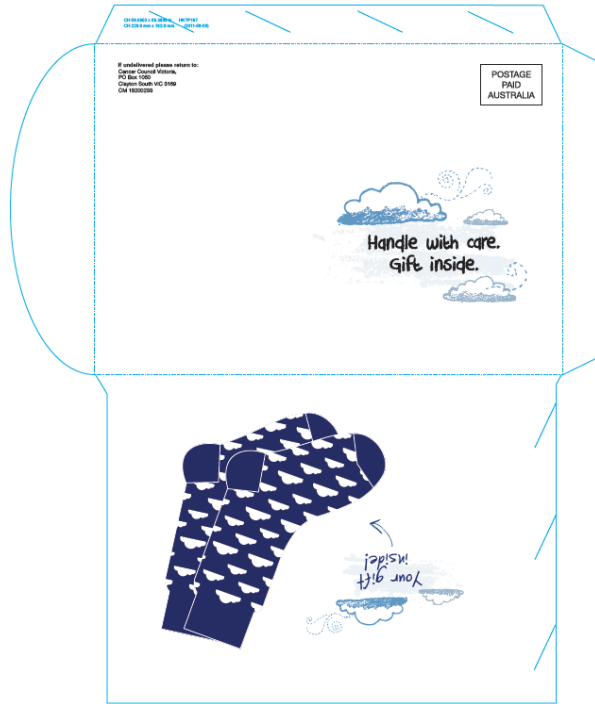
Data – Swaps + Co-Ops





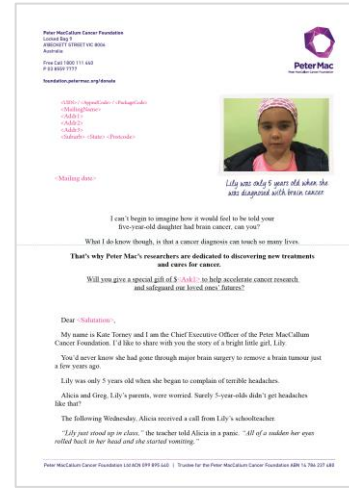
# Cancer Council Victoria

Premium – Socks 2019  
 RR – 2.5% Cold  
 RR – 6.89% Reactivation

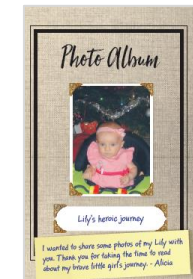
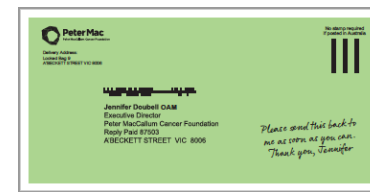


# Peter MacCallum Cancer Foundation

- Premium – Socks 2023  
RR – 4.9% Co-Ops + Swaps
- Premium – Gloves 2023  
RR – 5% Co-Ops + Swaps



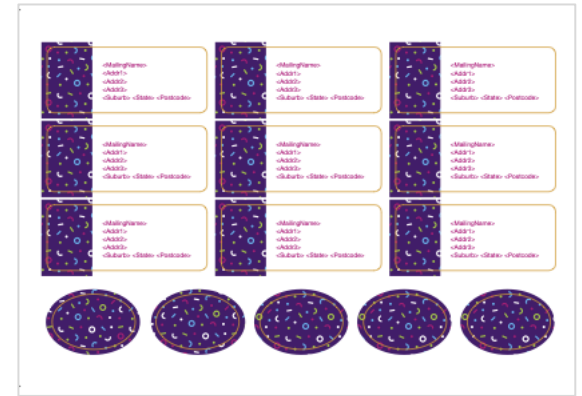
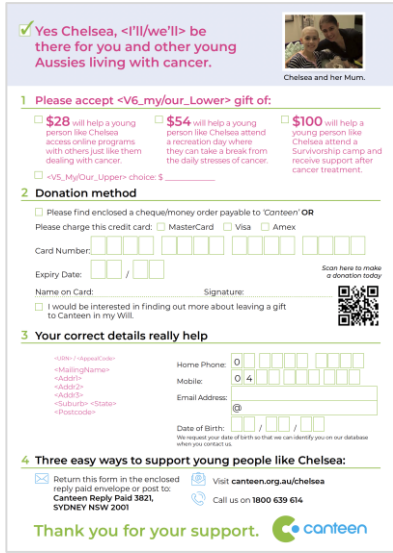
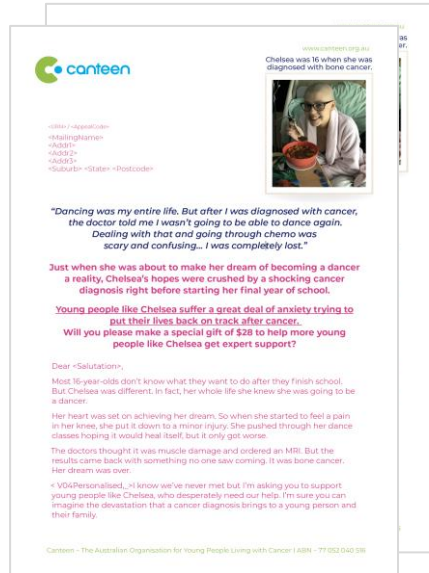
OR



PMS2627



# Canteen



## Premium – Socks 2023

RR – 3.3% Cold + Swaps & Co-Ops



# RSPCA WA



Donations helped rescue Bebe from cruelty, assured him with care, and fill his world with love. Will you help change the life of another neglected and abused animal? Please donate today.



### Being there for Bebe: Four loving acts that saved a life

**Act one: The rescue**  
Inspector Sam received a call to check on Bebe. A worried neighbour had called the RSPCA, very concerned about Bebe.  
When I first saw Bebe, I was shocked. He was emaciated, his eyes were infected, and he had every other ribcage sticking out.  
His eyes and ears looked painful and infected, and I can't even begin to describe the pain.  
I later learned he'd been in that cage for 17 years. He'd spent most of his life in that cage, and he'd never been allowed out of the cage to play. He'd never been able to explore his world.  
- Inspector Sam

**Act two: Healing the damage**  
Bebe was brought to the RSPCA WA vet clinic to begin his journey to healing and happiness.  
I remember Bebe well to this day. The first time that his injuries and infections were so bad an animal that we spent two months in hospital.  
The first thing we had to do was to clean his fur that had matted everywhere. The vet used his many techniques, and gently washed his fur to remove the mats and help him feel better.  
His pain was managed, and over each week we'd see his fur growing back. His recovery was rapid because we had the best of the best for him to complete his medical evaluations and treatments.  
- Ian Rachel

**Act three: Teaching Bebe to love again**  
Bebe underwent the needs of rescue vet care to heal both his body and emotionally his heart.  
When Bebe was brought into the RSPCA WA vet clinic he was in a really bad way. He was so emaciated that he had lost all his muscle to match this little tiny change for him.  
We had a lot of medical treatment, we started giving him some milk and introducing him to people, and other dogs.  
The best thing we could do was to give him a lot of love and attention. He needed that to help him feel better.  
- Inspector Manager Kylie

**Act four: A new family to love Bebe**  
And the most important part of all - when Bebe was able to meet and love his new family. He needed that to help him feel better.  
- Ian Rachel

**Please donate today to help rescue another animal like Bebe, and give them the care and love they deserve.**

**RSPCA WA** Western Australia  
Delivery Address: PO Box 6047 MALAGA WA 6044

Thank you for giving the gift of love.

To rush your urgent donation to Kylie, our Inspector Manager, please scan here.

## Premium – Socks 2023 RR – 3.3% Cold

**RSPCA WA**

Bebe was cruelly mistreated for 17 years. Will you help bring love back into his life?

Bebe was covering in a small crate when an RSPCA WA inspector found him. He'd been there 11 long years. He was never allowed out to run or play. Beneath the matted hair, Bebe's left eye was so badly infected it stank...

**Personalised** - will you help to rescue animals like Bebe from cruelty with a donation of **\$4sk1**?

Dear **Animal Greeting**,

I know this is a hard photo to look at, I'm sure that, like me, you can't begin to fathom the depths of neglect and cruelty that led to this appalling situation.

I'm Kylie, the Inspector Manager for RSPCA WA. I'm sad to share with you that, as an RSPCA WA inspector I have witnessed unimaginable cruelty.

When times are tough for families, they get even tougher for pets who will miss out on their basic needs. Food, Shelter, Water. But most importantly, critical vet care when they're sick.

That's why I'm writing to you today, I need your help to keep rescuing animals like Bebe. Some animals never receive the love and care they need and deserve. Animals such as Bebe, who only know a life of darkness and misery.

I was not the person that answered the call about Bebe—that was Sam.

When RSPCA WA Inspector Sam first saw little Bebe, he was in severe pain. He'd

**YES!** I'll help save an animal like Bebe from suffering, and give them the care and love they urgently need.

Your generosity will help animals like Bebe have a fresh start to life and better future.

**1 Here's your reward's gift off:**

- \$4sk1 will help help keep inspectors on the road, requesting for reports of cruelty.
- \$4sk1 will help to perform emergency surgery to save an animal's life.
- \$4sk1 will help to rehabilitate rescued dogs like Bebe who need special care.

OR, if you want to increase your impact, please make a monthly donation instead:  
Please debit my credit card monthly for \$... starting on the day my gift is received. (Please complete your credit card details.)

**2 Payment options**

Please charge my credit card:

Cardholder Name: \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
Home or Card: \_\_\_\_\_ Phone: \_\_\_\_\_  
Street/Postal: \_\_\_\_\_  
OR Please find enclosed a  Cheque payable to RSPCA Western Australia  
OR To rush your urgent support back scan this QR code to donate online

**3 Do we have your details correct? Please fill any blanks or correct any errors below.**

Phone: (\_\_\_\_\_) \_\_\_\_\_  
Email: \_\_\_\_\_  
Date of Birth: \_\_\_\_\_  
Please provide your email first. This information is required to send you details and reports of animal cruelty.

**4 Please mail this form using the enclosed reply paid envelope provided.**

Other ways to donate:  Go to [rspca.org.au](http://rspca.org.au)  @ 02 929 9311

Thank You! We appreciate your donation and your support for the RSPCA WA. Your support is essential to the care of animals in need. We will contact you with details of your donation and how it will be used.

**You'll help keep RSPCA WA inspectors on the road**

Last 11 inspectors cover the whole of Western Australia (WA)'s over 2,527,017 square km of territory. Your support will help RSPCA WA to achieve the goal of an inspector footprint across the state. After all, animal cruelty has no boundaries.

RSPCA WA inspectors investigate every report of animal cruelty every year. They can't do it without your support. Please donate today to help make sure RSPCA WA inspectors can be there for every animal who needs them.

In one year: **312,000 km** distance travelled, **6,444+** investigations, **12** inspectors

**You'll give vital medical care to animals in need**

When an animal comes to the RSPCA WA Animal Care Centres, expert vets investigate signs for stress, infection and injuries so that they can get on the path to healing and happiness. To do their life-saving work, these vets rely on the help of animal lovers like you. In fact, most of RSPCA WA's important work is made possible by donations.

You can help to power another year of: **8,526** vet consultations and medical procedures, **51.34** average days in care

**You'll give abused animals a safe place to recover**

RSPCA WA gives neglected and abused animals a place where they can truly heal. They receive vet, behaviour, toys, outdoor and medical care. For many of these animals, it's the first place they've ever felt safe.

Animals in care: **838** dogs & puppies, **932** cats & kittens, **9** horses, **590** other animals

Please give generously today, to help keep RSPCA WA's shelter doors open, and give sanctuary to animals in need.

To survive, animals like Bebe need:

INSPECTORS + VETS + YOU

Please give generously to keep inspectors on the road, give medical care to animals in need and help them find their loving forever homes.

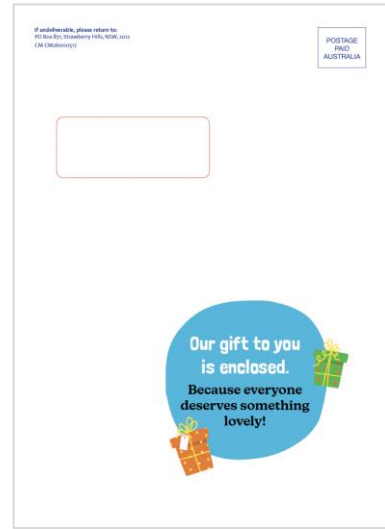
Thank you.

**RSPCA WA** Western Australia





# Shepherd Centre



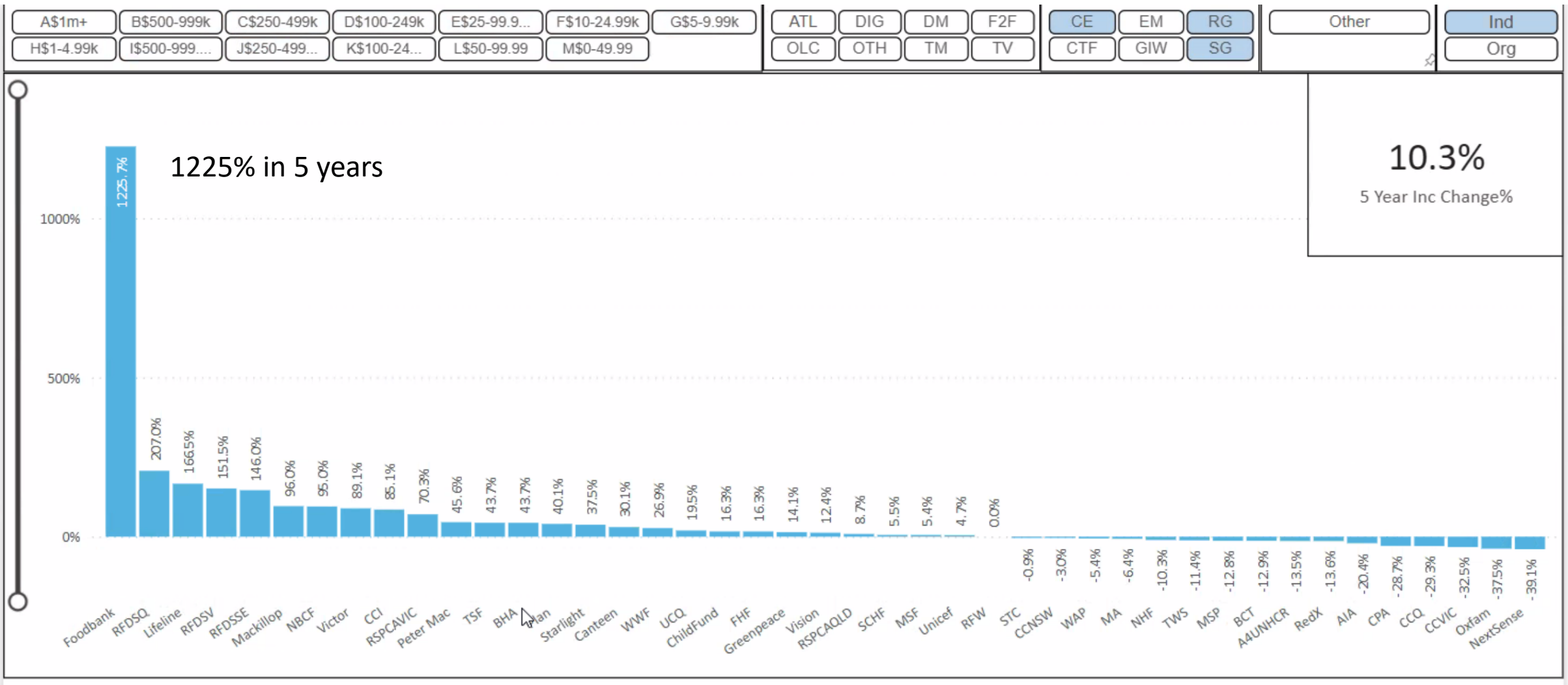

Premium – Tea towel 2022  
RR – 7.93% Co-Ops & Swaps



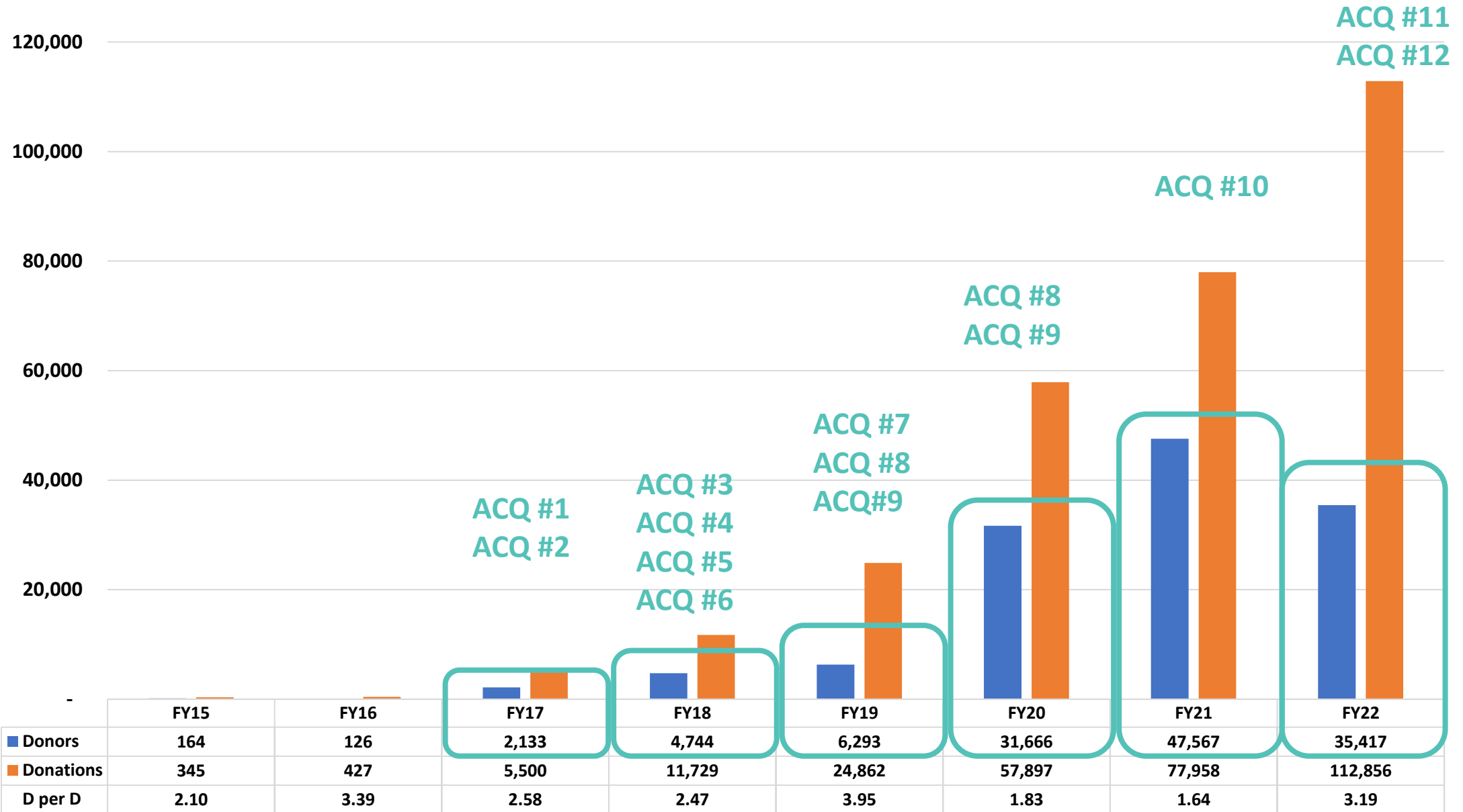
# Case study – Foodbank NSW & ACT



# Five-year sector growth rates

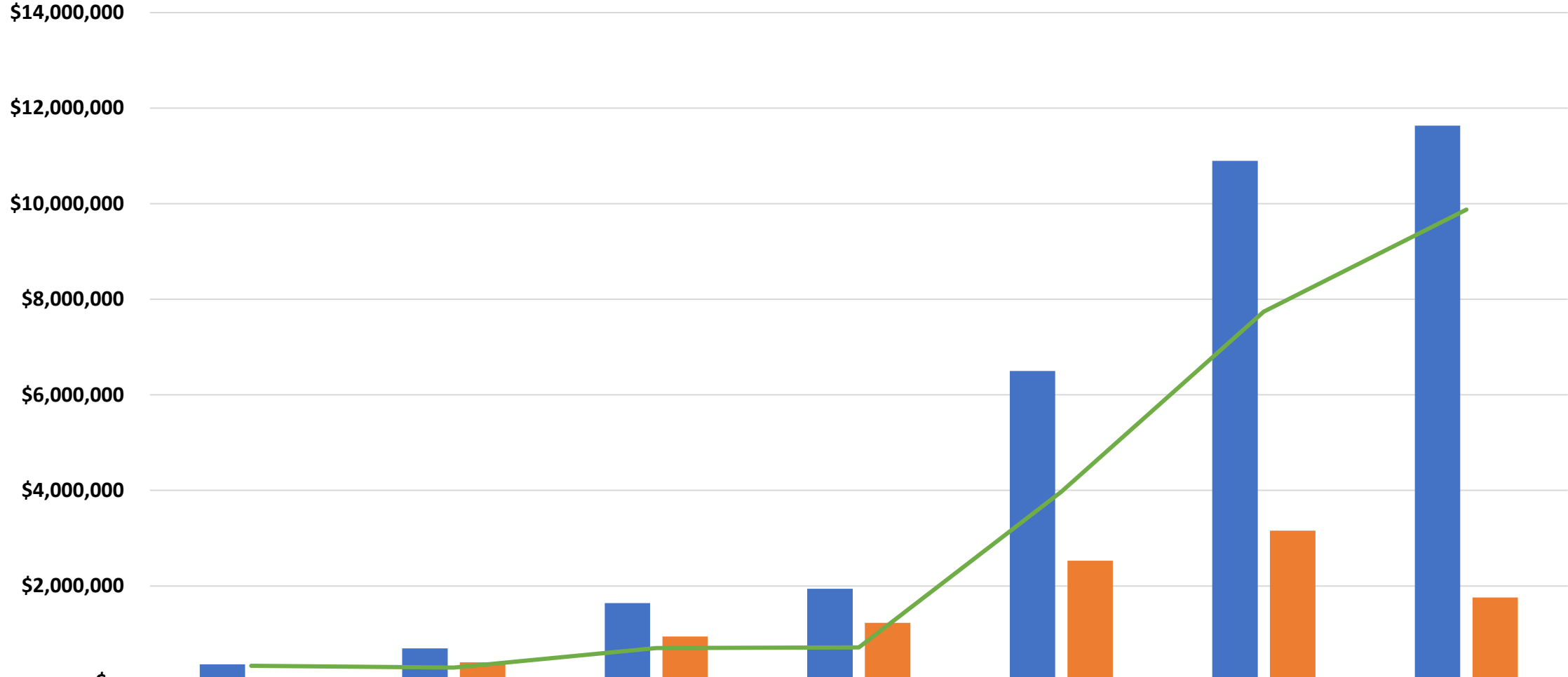


# Foodbank NSW & ACT





# Foodbank NSW & ACT



	FY16	FY17	FY18	FY19	FY20	FY21	FY22
<b>Revenue</b>	\$361,402	\$693,195	\$1,642,931	\$1,943,117	\$6,498,544	\$10,896,548	\$11,631,723
<b>Expense</b>	\$33,032	\$401,536	\$941,102	\$1,229,882	\$2,526,716	\$3,156,892	\$1,758,703
<b>Net</b>	\$328,369	\$291,659	\$701,829	\$713,235	\$3,971,828	\$7,739,656	\$9,873,020

# ACQ 2016 – tea bag vs shopping list vs no freemium

**FOOD BANK**  
FIGHTING HUNGER IN AUSTRALIA

If undelivered, please return to:  
PO Box 241, Plumpton NSW 2761  
CM 14041505

POSTAGE PAID AUSTRALIA

**ANASTACIA WILL BE IN DESPERATE NEED FOR A MEAL THIS CHRISTMAS.**  
Please support this urgent appeal today.



Anastacia is counting on your support this Christmas.

**FOOD BANK**  
FIGHTING HUNGER IN AUSTRALIA

If undelivered, please return to:  
PO Box 241, Plumpton NSW 2761  
CM 14041505

POSTAGE PAID AUSTRALIA

**THIS CUP OF TEA MEANS MORE THAN YOU THINK**



461325 018 / C00011

**FOOD BANK**  
FIGHTING HUNGER IN AUSTRALIA

foodbank NSW & ACT Ltd  
ABN 22 054 422 407  
50 Chalmers Street (entrance) Gladesville NSW 2161  
PO Box 241 Plumpton NSW 2761  
P 02 9756 3099 E info@foodbanknsw.org.au  
M foodbanknsw.org.au

0001 800001

**Sadly, Anastacia will be very anxious this Christmas because she doesn't know where her next meal is coming from.**

Please donate \$25 before 14 December to give children like Anastacia a healthy breakfast today – and a choice about their tomorrow.

Your support will change Anastacia's life. Please donate today to the urgent appeal.

14 November 2016

Dear Ms Ross,

This is the letter I never hoped to write. I have been CEO of Foodbank NSW & ACT for over 7 years and I have never had to request such urgent donations quite like this before.

However, after the crippling effect of the economic downturn on middle and lower class Australian families, I can no longer ignore the situation that thousands of Australian children are going hungry every day.

Like you, I believe in the potential of every Australian child. I'm passionate about supporting Australian children that need our help. And I believe the best way to provide relief and dignity to disadvantaged children is by giving them the most important meal of the day - a good old fashioned Australian breakfast.

Ms Ross, I want to share a story with you today about Anastacia. It is a story of courage and hope that touched my heart and I'm sure it will yours. Anastacia is a kind, happy, active 11-year-old who is well-liked and respected by her classmates, she is School Captain and always takes the time to help other students.

Life at home isn't easy for Anastacia. Her family has always struggled to make ends meet. Food shortages in their home have always led to anxiety and vulnerability. It affects her and her family every day and poor Anastacia doesn't deserve to live like this.

**This Christmas, will you please give a gift of \$25 to help feed children in need like Anastacia?**

As Australia's largest food relief organisation, Foodbank doesn't just give people food. We give them dignity and respect by providing a basic human right. At Foodbank, we change lives one meal at a time - but this can only be possible with your support.

To make things worse, Anastacia's mum Connie has breast cancer and is recovering from a double mastectomy, so as you can imagine, with all the bills and treatment, they really struggle to put food on the table.

But I am confident with your support today, Ms Ross we can do something to turn this family's life around.

**This Christmas, please make sure no Australian is going without food.**

YES Gerry, I want to help Foodbank deliver urgent food supplies to people like Anastacia who need it.

Please support Australian children this Christmas

Name: <Name>  
Address: <Address> Postcode: <Postcode>  
Phone: Mobile: DOB:  
Email: <Email>

I'D LIKE TO MAKE A ONE-OFF DONATION OF:  
 \$25  \$40  \$50  \$100  Other \$ \_\_\_\_\_

I'D LIKE TO BECOME A REGULAR MONTHLY GIVER.  
 Amount per month:  
 \$25  \$50  \$100  \$250  Other \$ \_\_\_\_\_

**PAYMENT SECTION**

CREDIT CARD  
 Please debit my:  Visa  Mastercard  
 Card Number: \_\_\_\_\_ Expiry: \_\_\_\_\_  
 Name (as it appears on the card): \_\_\_\_\_  
 CVV: \_\_\_\_\_  
 Signature: \_\_\_\_\_

OR  
 CHEQUE / MONEY ORDER (made out to 'Foodbank NSW & ACT Limited')

**THANK YOU!**

PLEASE COMPLETE ALL INFORMATION AND RETURN WITH YOUR GIFT IN THE REPLY-PAID ENVELOPE PROVIDED OR SEND TO:  
 PO Box 241, Plumpton NSW 2761  
 PHONE DONATIONS: 02 9756 3099 WEB DONATIONS: foodbanknsw.org.au

**FOOD BANK**  
FIGHTING HUNGER IN AUSTRALIA

**FOOD BANK**  
FIGHTING HUNGER IN AUSTRALIA

Thank you for your support!



SEND YOUR MESSAGE OF SUPPORT TO ANASTACIA THIS CHRISTMAS



**FOOD BANK**  
FIGHTING HUNGER IN AUSTRALIA

Delivery Address: PO Box 241, Plumpton NSW 2761  
 Reply Paid 89762  
 PLUMPTON NSW 2761

Tea bag – 2.53% Cold + Swaps + Co-Ops  
 Shopping list – 1.76% Cold + Swaps + Co-Ops  
 Tea bag – 1.52% Cold + Swaps + Co-Ops

**Your support can change Anastacia's life. Please support this urgent appeal today!**

With the support of a dedicated school and people like you, the sky is the limit for Anastacia. Motivated and outgoing, she is School Captain, excels at sport and cares for others in the school community. But reliable, nutritious meals that help unlock a child's potential is something too many children in Australia are still missing out on.

As Anastacia prepares to attend high school next year, she wants to make sure that Breakfast Club will continue so that her younger siblings can thrive at school.

For children like Anastacia, breakfast is more than a meal. It is nutrition, stability and support – and choices tomorrow.

"Our first question to kids when they are struggling to settle into class in the morning is 'Have you had breakfast?' 9 times out of 10, the answer is 'No.'"

"There's plenty of food to share, so let's just share."



Bronwyn, Principal of a disadvantaged school

**YOUR SUPPORT TODAY GIVES HOPE TOMORROW**

**FOOD BANK**

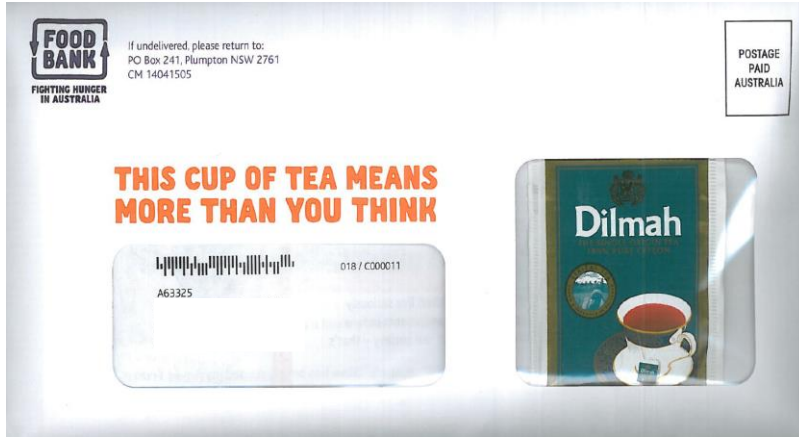
www.foodbanknsw.org.au

**FOOD BANK** SHOPPING LIST

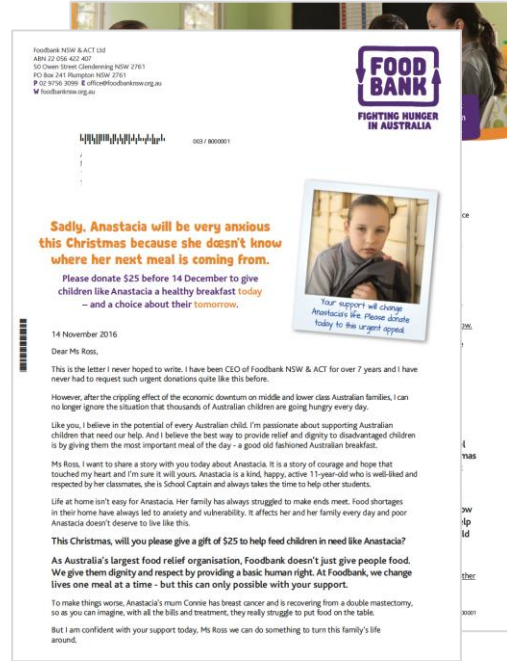
Shopping list template with lines for items.



# ACQ 2017 and 2018 - freemium



3% Cold + Swaps + Co-Ops



**This Christmas, please make sure no Australian is going without food.**

YES Gerry, I want to help Foodbank deliver urgent food supplies to people like Anastacia who need it.

Name: <Name>  
 Address: <Address> Postcode: <Postcode>  
 Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_  
 Email: \_\_\_\_\_ DOB: \_\_\_\_\_

I'D LIKE TO MAKE A ONE-OFF DONATION OF:  
 \$25  \$40  \$50  \$100  Other \$ \_\_\_\_\_

I'D LIKE TO BECOME A REGULAR MONTHLY GIVER.  
 Amount per month:  
 \$25  \$50  \$100  \$250  Other \$ \_\_\_\_\_

**PAYMENT SECTION**  
 CREDIT CARD  
 Please debit my:  Visa  Mastercard  
 Card Number: \_\_\_\_\_ Expiry: \_\_\_\_\_  
 Name (as it appears on the card): \_\_\_\_\_  
 CVV: \_\_\_\_\_  
 Signature: \_\_\_\_\_

OR  
 CHEQUE / MONEY ORDER (made out to 'Foodbank NSW & ACT Limited')

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**"There's plenty of food to share, so let's just share."**

Browwyn, Principal of a disadvantaged school

**YOUR SUPPORT TODAY GIVES HOPE TOMORROW**

www.foodbanknsw.org.au

**FOOD BANK FIGHTING HUNGER IN AUSTRALIA**

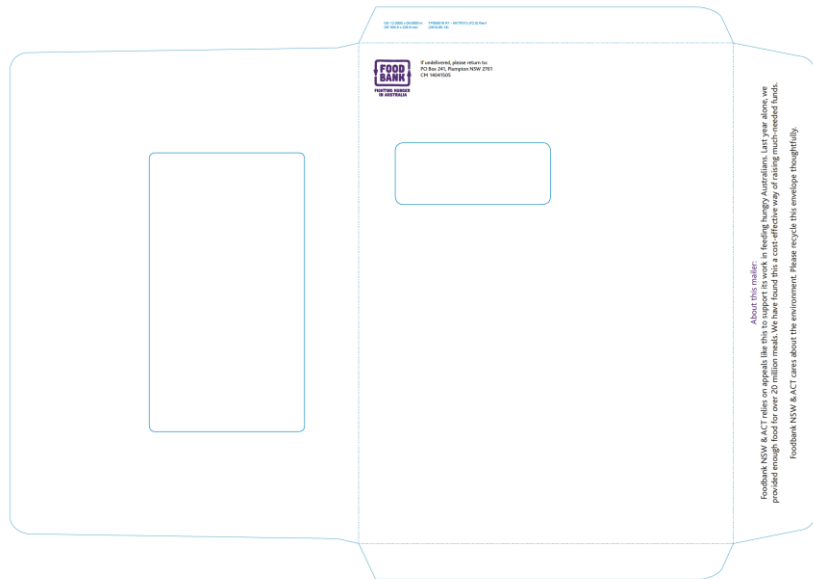
Delivery Address:  
 PO Box 241  
 PLUMPTON NSW 2761

No stamp required if posted in Australia

Foodbank NSW & ACT Limited  
 Reply Paid 88792  
 PLUMPTON NSW 2761

# ACQ 2019 - premium

6% Cold + Swaps + Co-Ops



Foodbank NSW & ACT Ltd  
 ABN 22 056 422 407  
 52 Dean Street Chalmers NSW 2761  
 PO Box 241 Plumpton NSW 2761  
 P 02 593 3099 E info@foodbanknsw.org.au  
 W foodbanknsw.org.au

**FOOD BANK**  
 FIGHTING HUNGER  
 IN AUSTRALIA

003 / 880001

**Sadly, Anastacia will be very anxious this Christmas because she doesn't know where her next meal is coming from.**

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14 November 2016

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Please supports Australian children this Christmas

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 Address: <Address> Postcode: <Postcode>  
 Phone: <Phone> Mobile: <Mobile>  
 Email: <Email> DOB: <DOB>

I'D LIKE TO MAKE A ONE-OFF DONATION OF:  
 \$25  \$40  \$50  \$100  Other \$ <Other \$>

I'D LIKE TO BECOME A REGULAR MONTHLY GIVER:  
 Amount per month:  
 \$25  \$50  \$100  \$250  Other \$ <Other \$>

**PAYMENT SECTION**

CREDIT CARD  
 Please debit my:  Visa  Mastercard  
 Card Number: <Card Number> Expiry: <Expiry>  
 Name (as it appears on the card): <Name>  
 cvc: <cvc>  
 Signature: <Signature>

OR  
 CHEQUE / MONEY ORDER (made out to 'Foodbank NSW & ACT Limited')

**THANK YOU!**  
 PLEASE COMPLETE ALL INFORMATION AND RETURN WITH YOUR GIFT  
 IN THE REPLY PAID ENVELOPE PROVIDED OR SEND TO:  
 PO Box 241, Plumpton NSW 2761  
 PHONE DONATIONS: 02 57 56 3099 WWW.DONATIONS.foodbanknsw.org.au

**FOOD BANK**  
 FIGHTING HUNGER  
 IN AUSTRALIA

**FOOD BANK**

Foodbank NSW & ACT Limited  
 Reply Paid 88792  
 PLUMPTON NSW 2761

I want to help families going hungry this Christmas

**FOOD BANK**  
 FIGHTING HUNGER  
 IN AUSTRALIA

Thank you for your support!

SEND YOUR MESSAGE OF SUPPORT TO ANASTACIA THIS CHRISTMAS

**Your support can change Anastacia's life. Please support this urgent appeal today!**

With the support of a dedicated school and people like you, the sky is the limit for Anastacia. Motivated and outgoing, she is School Captain, excels at sport and cares for others in the school community. But reliable, nutritious meals that help unlock a child's potential is something too many children in Australia are still missing out on. As Anastacia prepares to attend high school next year, she wants to make sure that Breakfast Club will continue so that her younger siblings can thrive at school.

For children like Anastacia, breakfast is more than a meal. It is nutrition, stability and support – and choices tomorrow.

"Our first question to kids when they are struggling to settle into class in the morning is 'Have you had breakfast?' 9 times out of 10, the answer is 'No.' 'There's plenty of food to share, so let's just share.'"

Bromwyn, Principal of a disadvantaged school  
[www.foodbanknsw.org.au](http://www.foodbanknsw.org.au)

**YOUR SUPPORT TODAY GIVES HOPE TOMORROW**

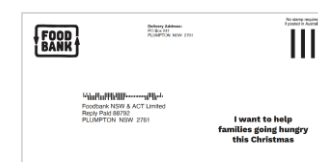
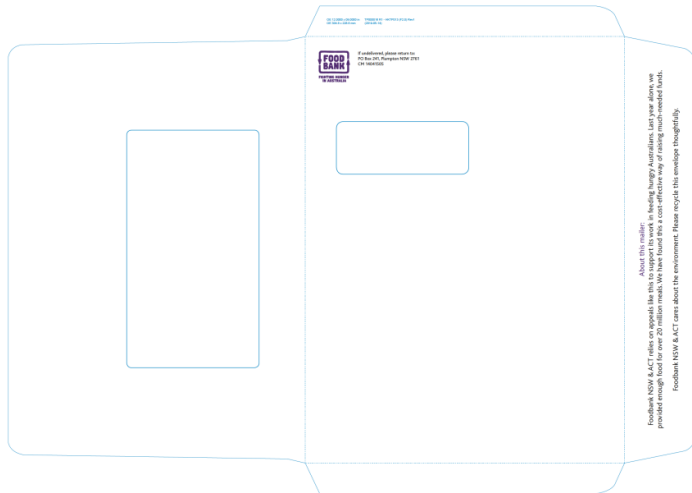
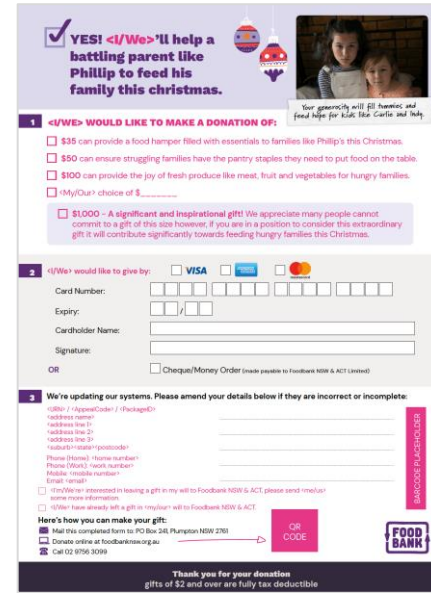
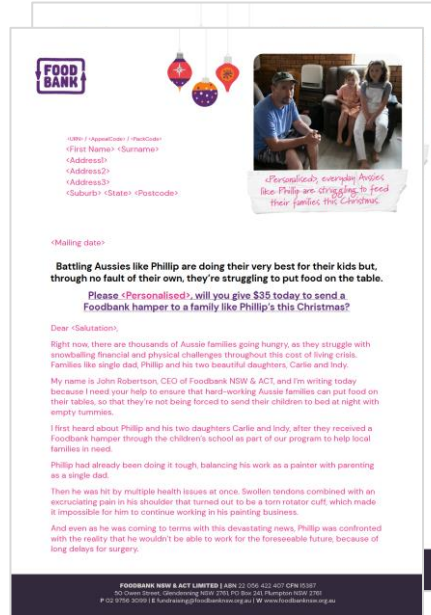
**FOOD BANK**  
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 IN AUSTRALIA

Foodbank NSW & ACT Limited  
 Reply Paid 88792  
 PLUMPTON NSW 2761

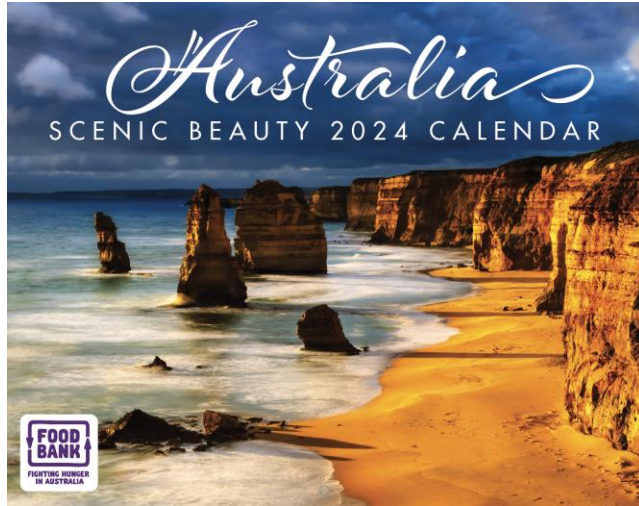


# ACQ 2022 – same premium / new pack

Control: 3.2%  
New pack: 4%



# ACQ 2023 – new banker / new premiums



Tote: 2.6% RR  
Calendar: 4% RR



**FOOD BANK**

YOUR  APPROVALS /  PHOTOS  
 \*First Name\* <Surname>  
 \*Address1\*  
 \*Address2\*  
 \*Address3\*  
 \*Suburb\* <State> <Postcode>

\*Mailing date\*

**Battling Aussies like Phillip are doing their very best for their kids but, through no fault of their own, they're struggling to put food on the table.**

Please <Personalise>, will you give \$35 today to send a Foodbank hamper to a family like Phillip's this Christmas?

Dear <Salutation>,  
 Right now, there are thousands of Aussie families going hungry, as they struggle with snowballing financial and physical challenges throughout this cost of living crisis. Families like single dad, Phillip and his two beautiful daughters, Carlie and Indy.

My name is John Robertson, CEO of Foodbank NSW & ACT, and I'm writing today because I need your help to ensure that hard-working Aussie families can put food on their tables, so that they're not being forced to send their children to bed at night with empty tummies.

I first heard about Phillip and his two daughters Carlie and Indy, after they received a Foodbank hamper through the children's school as part of our program to help local families in need.

Phillip had already been doing it tough, balancing his work as a painter with parenting as a single dad.

Then he was hit by multiple health issues at once. Swollen tendons combined with an excruciating pain in his shoulder that turned out to be a torn rotator cuff, which made it impossible for him to continue working in his painting business.

And even as he was coming to terms with this devastating news, Phillip was confronted with the reality that he wouldn't be able to work for the foreseeable future, because of long delays for surgery.

**FOOD BANK NSW & ACT LIMITED** | ABN 22 096 422 407 0FN 9397  
 20 Dixon Street, Greenacre NSW 2143 | PO Box 243, Plumpton NSW 2765  
 P: 02 9750 3059 | E: fundraising@foodbanknsw.org.au | W: www.foodbanknsw.org.au

**YES! </We>'ll help a battling parent like Phillip to feed his family this Christmas.**

Your generosity will go towards and feed hope for kids like Carlie and Indy.

**1 </We> WOULD LIKE TO MAKE A DONATION OF:**

- \$35 can provide a food hamper filled with essentials to families like Phillip's this Christmas.
- \$50 can ensure struggling families have the pantry staples they need to put food on the table.
- \$100 can provide the joy of fresh produce like meat, fruit and vegetables for hungry families.
- <My/Our> choice of \$\_\_\_\_\_
- \$1000 - A significant and inspirational gift! We appreciate many people cannot commit to a gift of this size however, if you are in a position to consider this extraordinary gift it will contribute significantly towards feeding hungry families this Christmas.

**2 </We> would like to give by:**  VISA  M/C  P

Card Number:   
 Expiry:   
 Cardholder Name:   
 Signature:   
 OR  Cheque/Money Order (made payable to Foodbank NSW & ACT Limited)

**3 We're updating our systems. Please amend your details below if they are incorrect or incomplete:**

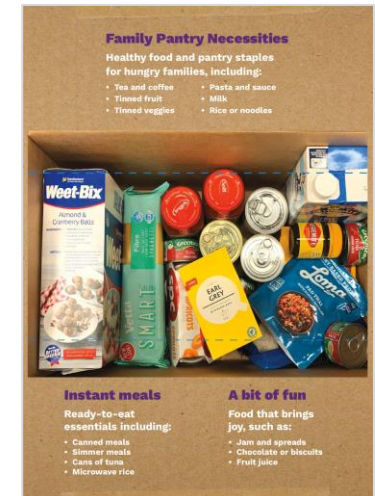
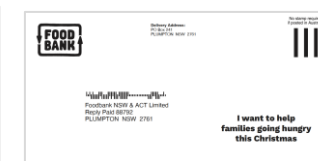
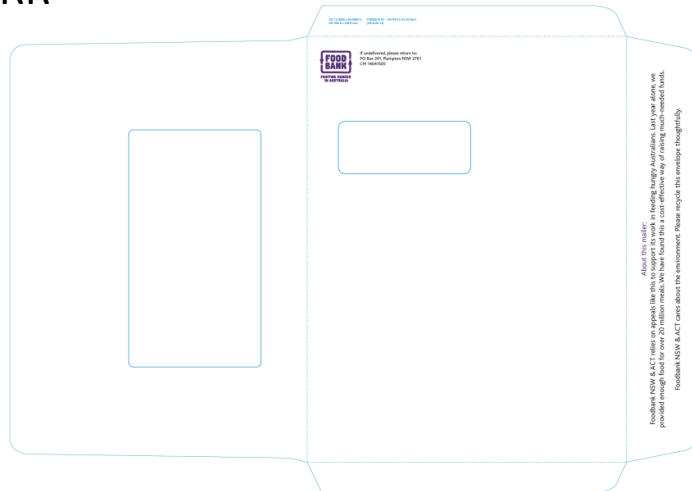
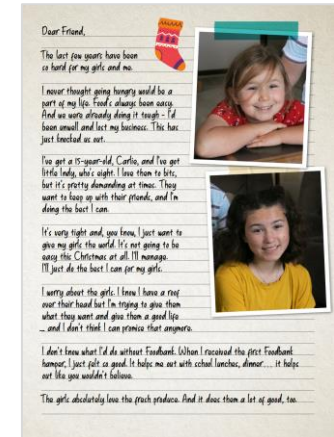
\*Name / \*Apprenticeship / \*Photograph\*  
 \*Address line 1\*  
 \*Address line 2\*  
 \*Address line 3\*  
 \*Suburb\* <State> <Postcode>  
 \*Phone (Home) - \*Home number\*  
 \*Phone (Work) - \*work number\*  
 \*Mobile / Mobile number\*  
 \*Email - \*email\*  
 \*If I have already sent a gift in the past - will to Foodbank NSW & ACT  
 \*Some more information\*

**Here's how you can make your gift:**

- Mail this completed form to: PO Box 243, Plumpton NSW 2765
- Donate online at: foodbanknsw.org.au
- Call on 9750 3059

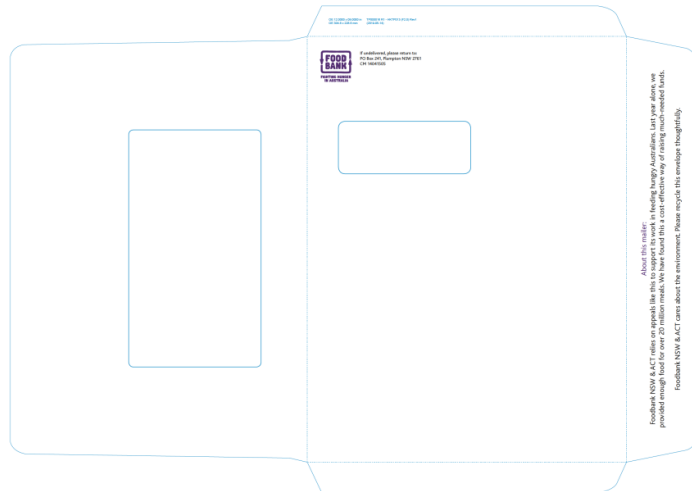
OR CODE **FOOD BANK**

Thank you for your donation  
 gifts of \$2 and over are fully tax deductible





# ACQ 2024 – banker / new premium



**FOOD BANK NSW & ACT LIMITED**  
 50 Coopers Street  
 Plumpton NSW 2761  
 PO Box 241  
 Plumpton NSW 2761  
 Ph: 02 9756 2000  
 E: [donors@foodbanknsw.org.au](mailto:donors@foodbanknsw.org.au)  
 W: [www.foodbanknsw.org.au](http://www.foodbanknsw.org.au)

**FOOD BANK**  
 FIGHTING HUNGER IN AUSTRALIA

*“Personally, Battling Aussies like Phillip are struggling to put food on the table.”*

<URL> / <AppCode> / <PackageID>  
 <CallingName>  
 <Company>  
 <Addr 1>  
 <Addr 2>  
 <Addr 3>  
 <Suburb> / <State> / <Postcode>

<Mailing date>

**Battling Aussies like Phillip are doing their very best for their kids but, through no fault of their own, they're struggling to put food on the table.**

Please <Personalised>, will you give \$35 today to send a Foodbank hamper to a family like Phillip's?

Dear <Salutation>,  
 Right now, there are thousands of Aussie families going hungry, as they struggle with ongoing financial and physical impacts in the aftermath of the COVID-19 pandemic. Families like single dad, Phillip and his two beautiful daughters, Carlie and Indy.

My name is John Robertson, CEO of Foodbank NSW & ACT, and I'm writing today because I need your help to ensure that hard-working Aussie families can put food on their tables, so that they're not being forced to send their children to bed at night with empty tummies.

I first heard about Phillip and his two daughters Carlie and Indy, after they received a Foodbank hamper through the children's school as part of our program to help local families in need.

Phillip had already been doing it tough in this extraordinarily hard year, balancing his work as a painter with parenting as a single dad.

Then he was hit by multiple health issues at once. Swollen tendons combined with an excruciating pain in his shoulder that turned out to be a torn rotator cuff, which made it impossible for him to continue working in his painting business.

And even as he was coming to terms with this devastating news, Phillip was confronted with the reality that he wouldn't be able to work for the foreseeable future, because of long delays for surgery due to COVID-19.

**YES, U/WE'LL HELP A BATTLING PARENT LIKE PHILLIP TO FEED HIS FAMILY.**

**PLEASE ACCEPT (U/OUR) GIFT OF:**

- \$35 can provide a food hamper filled with essentials like Phillip's.
- \$50 can ensure struggling families have the pantry staples they need to put food on the table.
- \$100 can provide the joy of fresh produce like meat, fruit and vegetables for hungry families.
- <My/Our choice> \$: \_\_\_\_\_

**I'd like to receive a recipe book with low cost Australian recipes.**

**U/We would like to give by:**  VISA

Card Number:   
 Expiry:   
 Cardholder Name:   
 Signature:   
 OR  Cheque/Money Order (made payable to Foodbank NSW & ACT Limited)

**We're updating our systems. Please amend your details below if they are incorrect or incomplete:**

<URL> / <AppCode> / <PackageID>  
 <Address Street>  
 <Address Line 1>  
 <Address Line 2>  
 <Address Line 3>  
 <Suburb> / <State> / <Postcode>  
 Phone (Home) - <Home number>  
 Phone (Work) - <Work number>  
 Mobile - <Mobile number>  
 Email - <Email>

**Here's how you can make your gift:**  
 Mail this completed form to: PO Box 241, Plumpton NSW 2761  
 Donate online at: [foodbanknsw.org.au](http://foodbanknsw.org.au)  
 Call 02 9756 2000

**OR CODE**

**Thank you for your donation. Gifts of \$2 and over are fully tax deductible.**

**FOOD BANK**  
 FIGHTING HUNGER IN AUSTRALIA

**I WANT TO HELP FAMILIES GOING HUNGRY.**



Dear Friend,

The last few years have been so hard for my girls and me.

I never thought going hungry would be a part of my life. Food always been easy. And we were already doing it tough... I'd been small and lost my business. The last just looked so sad.

I've got a 15-year-old, Carlie, and I've got little Indy, who's eight. I love them to bits, but it's pretty demanding on them. They want to hang up with their friends, and I'm doing the best I can.

It's very tight and, you know, I just want to give my girls the best. It's not going to be easy this year at all. I'll manage. I'll just do the best I can for my girls.

I worry about the girls. I know I have a roof over their head but I'm trying to give them what they want and give them a good life... and I don't think I can promise that anymore.

I don't know what I'd do without Foodbank. When I received the first Foodbank hamper, just felt so good. It helps me out with school lunches, dinner... it helps out like you wouldn't believe.

The girls absolutely love the fresh produce. And it does them a lot of good, too.

**Family Pantry Necessities**

Healthy food and pantry staples for hungry families, including:

- Tea and coffee
- Tinned fruit
- Tinned veggies
- Pasta and sauce
- Milk
- Rice or noodles

**Instant meals**  
 Ready-to-eat essentials including:

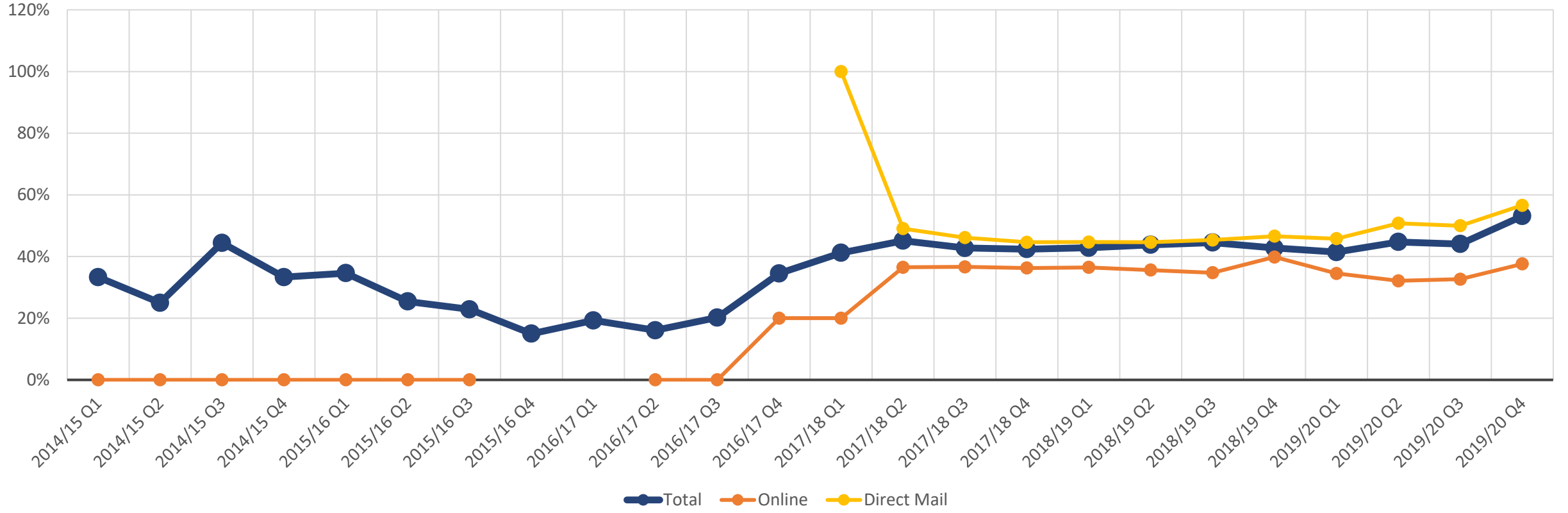
- Canned meals
- Simmer meals
- Cans of soup
- Microwave rice

**A bit of fun**  
 Food that brings joy, such as:

- Jam and spreads
- Chocolate or biscuits
- Fruit juice

# Donor retention rates

(by recruitment channel)





# Onboarding and retention

## Welcome Pack

FOOD BANK

If undelivered, please return to:  
PO Box 241, Plumpton NSW 2761  
CH1408105

POSTAGE  
PAID  
AUSTRALIA

**Thank you.**

Your donation tax receipt enclosed

**Thank you  
for your  
wonderful gift**

**KITCHEN MEASUREMENTS CHEAT SHEET**

	CUPS	TBSP	TSP	ML
	1	16	48	250
	3/4	12	36	175
	2/3	11	32	150
	1/2	8	24	125
	1/3	5	16	70
	1/4	4	12	60
	1/8	2	6	30
	1/16	1	3	15

FOOD BANK

Dear <Personalisation>

**For a gift that will do so much, and mean so much more ... thank you.**

I received your generous donation of <Amount> and wanted to reach out straight away to say a huge and heartfelt "thank you" on behalf of everyone at Foodbank, and everyone in NSW & the ACT who is struggling to put food on the table.

Your kindness will help to fill not only the stomachs but the hearts of people who are doing it tough. The vulnerable. The homeless. The elderly. Those affected by natural disasters. Those impacted by unemployment, or ill-health. For the growing number of Aussies doing their best, working hard, but simply not able to make ends meet in the face of the skyrocketing cost of living.

Your gift will do so much. And mean so much more. Because yours is a gift not only of food but of dignity, strength, courage, and hope.

It will mean a child can focus at school because they've been able to start the day with a wholesome, nutritious meal.

It will mean a hard-working single mother who is struggling to keep a roof over her children's heads, the electricity on, and clothes on their backs won't have to give up her own meal so that her children can eat.

Let me share just one example of how much your gift means to a family doing it tough.

<P1> - <Philip> Money has always been tight for single dad <Philip>, raising his two young

FOODBANK NSW & ACT LIMITED | ABN 22 096 432 407 CFN 93887  
50 Owen Street, Camden NSW 2761, PO Box 241, Plumpton NSW 2761  
P.O. 2761 2020 | E: support@foodbanknswandact.org.au | W: www.foodbanknswandact.org.au

**Food on the table is hope in the heart**

Thank you. Your kindness means so much.

FOOD BANK  
FIGHTING HUNGER IN AUSTRALIA

## 2nd gift lift

I just wanted to say...

After the sudden death of my stepfather, I became the sole guardian of my four younger siblings. Not having enough food for the kids was my biggest fear. It's beyond words how much you've helped our family.

From Khani

Here's a message for you from Khani...

**THANK YOU!**

I wanted to thank you personally for your continued support. Your support has made a world of difference to kids and adults across NSW & ACT who have been going hungry.

- John

## 3rd gift lift

Thanks to you, Lucy's son Oliver is no longer going to school hungry.

"It's a relief Oliver can have a full breakfast at school, to help him grow."

You were there when Barry and Krystal's life washed away in the flood.

"The emergency hamper gave us everything to feed the kids and basic household essentials."

You helped Janet get back on her feet.

"It's been a tough few years. The kindness of your gift of food hampers made such a difference."

**Your kindness has helped put food on the table and hope in the hearts of hungry Australians.**

## 4th gift lift

**Together we will put food on tables and hope in their hearts**

"Foodbank delivered hampers brimming with ingredients for healthy meals. It means so much that people care."

- Leanne, Foodbank hamper recipient.

**Thanks to you, more than 88,000 food hampers were delivered to people in need in NSW & ACT in the last year.**

## EOY thank

FOOD BANK

If undelivered, please return to:  
PO Box 241, Plumpton NSW 2761  
CH1408105

POSTAGE  
PAID  
AUSTRALIA

**THANK YOU!**

**2023**

JANUARY	FEBRUARY	MARCH	APRIL
M T W T F S S	M T W T F S S	M T W T F S S	M T W T F S S
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MAY	JUNE	JULY	AUGUST
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SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
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# Direct Mail premium acquisition works, but remember...

Not all premiums are equal

Your pack needs to be great

Your pack needs to be optimised for acquisition

Test, test, test

Data is critical

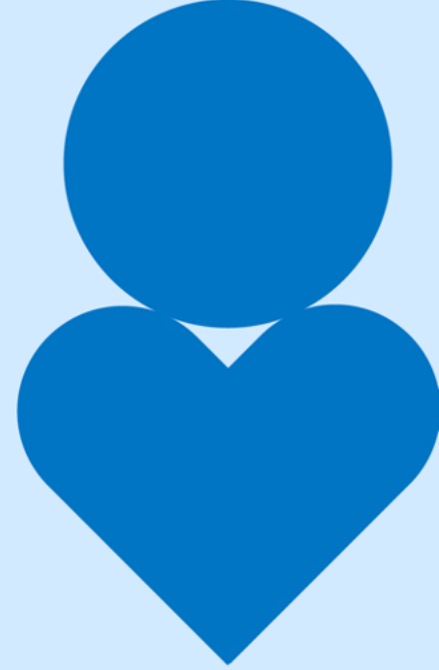
Make sure you model your numbers

Don't invest in acquisition unless you are prepared invest in onboarding and retention

Make hay while the sun shines



**FIA**  
**Conference**  
2024



**Thank you**



Individual Giving Track  
Sponsored By:

**Robejohn**