

*Feed Me*  
*Bellarine, Geelong, Surf Coast*

**no  
questions  
no  
agendas**

Rescuing food to feed members of the  
community for free on the Bellarine

[www.feedmebellarine.com.au](http://www.feedmebellarine.com.au)



## **2020-2021 ANNUAL REPORT**

**FM Bellarine Incorporated**

**THE HEADLINE OUTCOMES of OUR PASSION:**

**7000 meals a week or  
31,000 meals a month.**

**2,000 families per week  
being assisted through difficult times.**

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## Our mission

Our mission is to support families in need with food supplies and meals.

We rescue food that can be then cooked into ready-made meals or saved whole and distributed directly to families, individuals and organisations that are in need of support.

We supplement rescued food with purchases from wholesale markets and many food donors

***NO QUESTIONS NO AGENDAS*** – if you have a need we are there.

## Our vision

Hunger is a serious issue that goes largely unnoticed – THE HIDDEN CATASTROPHE. Food rescue is the foundation of Feed Me, a foundation built on to provide many vulnerable families and communities with a regular supply of fresh nutritious food.

Our vision was to create a community space run primarily by volunteers that can rescue, reuse and repurpose food waste with respect and dignity for the product and for the people that will be consuming the product. Our chefs cook with passion and purpose to create meals that all can be proud of.

Being needy does not mean you should get second best.

## Our History

FMB was established by Lana Purcell and Anthony Woodbury (Head Chef) at the end of 2019 and registered as a charity in September 2019.

Lana and Anthony worked in the hospitality industry. Hospitality is an incredibly difficult industry and many that pursue it as a career burnout, become overwhelmed and can suffer significant personal distress. Combining their experiences in the industry and their personal life challenges including mental health issues Lana and Anthony set about creating an organisation that could make a difference.

Together they designed a way to tackle food waste that they had experienced in their own industry combining it with creativity and community engagement. Taking perfectly good food that was otherwise to be wasted feeding those in need as well as joining a caring community in working together has seen FMB grow dramatically built on the ethos of - *No Questions, No Agendas*.





## ABOUT US

Feed Me operates on three levels all complementary and all designed to ensure that people in need of food support get that support. These levels are primarily about serving those in need, either through the home delivery of meals and food supplies or through the provision of an opportunity to shop at our Wasted Markets paying what you can afford - this critical element of our operations also generates income to assist in our mission.

The levels are:

- Food rescue and conversion to nutritious meals.
- Operating a Wasted Market
- Operating Wasted Café and Restaurant.

To tell you a little bit more...

## FOOD RESCUE

Food rescue is where the process commences for Feed Me. This process, ably driven by volunteers involves the collection of food nearing its use by date or surplus to requirements from a broad range of organisations and companies.

These include major business such as :

Aldi	Woolworths	Coles
Bakers Delight	Bid Food	Geelong Farm Foods
Turosi	PFD	

While these companies are the big supporters, many smaller but equally important businesses supply us with their surplus food. The businesses include:

Rolling Pin	Bakers Delight	Lonsdale Tomato Farm
IGA Barwon Heads	Sunbakers	Portz Kebabs
Cheese Therapy and many more.		

Today some 30 tonnes of food is rescued every week.

## FOOD RELIEF

The Feed Me Food Relief Model

With the support of these agencies and our own meal creation and food rescue we supply directly to our families. What started with 50 meals supplied per week is now averaging 7000 meals a week supplied with the majority of them going directly to families through our own outreach and delivery model.

Who are our families?

They are like you and me. They may be people that you know or work with. No one wants to rely on aid but personal circumstances, health challenges, family breakups and a range of other issues result in many people needing a shoulder to lean on. Our role is to be that shoulder when it comes to supplying food.

We have established very strong relationships with the major food relief agencies in Victoria.

### Food Bank

Food bank has allowed us to compliment our ready made meals with essential dry goods and pantry items for our families. Our food relief crates are filled with items that we source through Foodbank to allow families to cook at home and to ensure that we can provide the best, most nutritious options.

### Second Bite

Agencies that were sourcing from Second Bite now source from our location in Ocean Grove. We operate as a supporter of Second Bite in our region collecting from their contracted retailers.

### Oz Harvest

We work with Oz harvest and two local suppliers to provide essential food relief pantry items from Bid Food and fresh fruit and vegetables from a local farm and veg supplier. We work over funding weeks with OzHarvest when they have the ability to supply us and generally these run in 10-12 week blocks.

### Fair Share

Fair Share support Feed Me with cooked meals when we need to supplement our own kitchen output.

## **AGENCY / ORGANISATION SUPPLY**

Our supplies to other agencies increase every week. We are able to offer this service with the support of our donors and the hard work of our volunteers. We are delivering 100's of meals to many of these organisations as well as supplying them with pantry dry goods and fresh fruit and vegetables that we rescue or are able to grow on our own farm in Drysdale.

These agencies include:

The Salvation Army Northside

The Salvation Army Doorways

The Salvation Army Corio

St Vincent De Paul

Gen U

Barwon Health COGG

Bethany, DHHS

One Care Geelong Uniting Church

St Marys Parish Drysdale Food bank Cottage By The Sea Foundation 61

Lazarus Centre

Wellways

Home Haven

# WASTED CAFÉ AND MARKET

## Wasted Market

“Wasted Market “ was created to provide an outlet for the food rescued which cannot be used in our kitchens. We feed people on the Bellarine through our food relief program however we also feed the wider community through the Market. This helps to establish an income but also to blur the gap between who has and who hasn’t.

Wasted Café similarly uses food rescued and provides not only an income source but importantly somewhere for people to sit, chat and enjoy the small things in life often unavailable to them.

Wasted is based on a pay as you feel donation concept.

We have recently added our Wasted Dinner nights to the services as well. Bring your friends and family along on Friday nights to sample our fare and be a part of our incredible family.

## Feed Me Farm

Our Feed Me farm has been donated to us from our incredible friend in Drysdale who has given us access to over 100 acres of land . We have started small with an acre or two and a small team of Farm volunteers. We have been able to grow an abundance of vegetables that we use to supplement rescue produce

We are conscious of food rescue as our main activity however we are also conscious of food security and supply in the region. We must have a backup so that our supplies to families are not interrupted – the farm gives us that backup. Our farm is organic and spray free.

The farm is operated by our incredible team of volunteers .

Our farm is also home to our 8 pigs, chickens, rooster, cattle and buffalo (as well as a rescue camel) who all are part of our zero food waste policy. If we can’t eat it, cook it, repurpose it or get rid of it... we feed our animals.



# OUR PEOPLE

Our volunteers are an incredible group of people. They come from all walks of life ,all age groups and many different backgrounds :

- Some volunteers have time on their hands and are retired.
- Some volunteers are of working age, they volunteer when they can.
- Some are studying at university and are just passionate about the cause.
- Some just do not know how to say no.

Volunteers vary in age from the twenties to the eighties – all working in harmony. They collectively volunteer thousands of hours every year. Many of the volunteers are here 3-4 days a week for a minimum of 6 hours a day.

We currently have approximately 330 registered volunteers working across our three locations.

Feed Me Bellarine has 216

Feed Me Surfcoast has 75

Feed Me Geelong has 40.

## Our Values

The Drivers of Feed Me, like most organisations , are our values and we all aim to live and work to these values which are:

### *Compassion*

We will not judge others but we will feel with them.

### *Respect*

We accept everyone for who they are regardless of differences.

### *Responsibility*

We are all accountable and answerable, we take an active role to ensure good outcomes.

### *Inclusiveness*

We embrace everyone irrespective of race, gender, disability, medical or other need.

### *Collaboration*

We work together respectfully and ethically interacting with each other.

### *Honesty*

We won't just tell the truth but we will also be real with ourselves so that we are authentic and see everything with clarity.



## OUR MAJOR SUPPORTERS

Delivering Better Lives  
Give Where You Live  
Geelong Community Foundation  
Costa Foundation  
Brett Amezdroz  
Food Bank  
Victoria Probus  
Ocean Grove Rotary  
St. Ignatius College  
Newcomb Secondary College  
DHHS  
Rolling Pin Pies and Cakes  
Bay City Forklifts



The Geelong Community Foundation





# STRUCTURE & MANAGEMENT

FM Bellarine Inc is registered with the Australian Charities and Not-for-profits Commission (ACNC). We are an Incorporated Association.

We have DGR1 status

The current Board is :

Glenn Mills ,*Chair*

Lana Purcell , *Founder ,Secretary and CEO*

Kym Scherf ,*Treasurer*

Ian Wheatley

Charlie Clarke

Janette McCabe

Geoff Cowan

Rich Haby

## Our Year, CEO's Report

To say we have had a massive 2020/2021 is an understatement.

Bushfires, a pandemic, an earthquake and on it goes. We survived and grew through all of these challenges with a commitment to serving those in need with the incredible support of our huge team of volunteers. Flexibility, responsiveness and a never say die attitude brought us through this year.

So many challenges, so many changes but through it all the food kept being delivered. Our three locations all shone in dark times.

We continued to grow and while growing:

- Refurbished the Ocean Grove Kitchen
- Obtained permits to open our Newtown facility
- Obtained new grants to fund new equipment
- Began to replace all of our hired coolrooms with owned coolrooms saving thousands of dollars per year.
- Built a Board of highly qualified executives to help us into the future.
- Expanded our rescue operations
- Grew our team of volunteers
- Increased our client base

Our volunteers. There are now over 330 in our volunteer family. Young, old, retired, working, professional, lonely, loved, happy, sad, isolated, crazy, different, colourful, scared, anxious, vivacious, trapped, determined, angry, but all volunteers and we can never thank them enough.

We need to develop more and new revenue streams. The closures and setbacks during the pandemic have hurt us and it will take some time to overcome the financial setbacks but overcome them we will.

Our operating costs sit at \$60,000 to \$70,000 a month – a lot of money. But it must be seen in context when it delivers food relief to 2,000 families every week.

Our wonderful donors and financial supporters make it all possible, a big thank you to each and every one of them as without them we would not be here.

While many were forced to close their doors during the pandemic, we did not wind back services at any time . Feed Me remained open and serving through the pandemic. This was what we were made for. This is what we are here for. To put our mask-covered faces and gloved hands on the line to make sure that the community knew we were there and never going to leave or give up on them.

Food is a necessity. So is human interaction. We answered all the calls and we delivered food across the region in droves. People who never thought they would be doing it tough found themselves in difficult places through no fault of their own.

Trucks and the capacity to grow saw us take on more work, help more people. We grew more than we thought was humanly possible. The spark in two people's minds became a fire in 100's more. Tonnes and tonnes of food was rescued and tens of thousands of meals were made. Thousands of people were fed and thousands of masked smiles were missed but the tears in the eyes could not be hidden.

We know we have changed many lives, and we will continue to do so for 2021/22 and beyond.

Feed Me is part of the community now and we are not going anywhere. We have taken up roots in the Bellarine, Surf Coast and Geelong and those roots are deep.

Bring it on 2022. No questions No agendas



# OUR OBJECTIVES AND ACTIVITIES

## Activities in 2020/21

- Increased meals produced to 7000 per week
- Refitted the kitchen in Ocean Grove increasing capacity
- Grew to serve 1500 to 2,000 families per week.
- Began a process to replace the first 4 of our hired coolrooms with owned coolrooms
- Continued to increase food rescue volumes
- Opened facilities and developed them in Torquay and Newtown.
- Increase volunteer capacity from 120 to 330.
- Increased relationships with major food relief networks increasing supply.
- Increased farm volunteers and production from the farm.
- Appointment of new board members with decades of experience in business and the not for profit industry

## Objectives for 2021/22

- Continue to grow in service capability
- Embrace the new skill set of the board and increase our sustainability and reach.
- Plan a long term kitchen model.
- Build our revenue base to ensure sustainability.
- Continue to grow our volunteer base
- Build our back office administrative support team.
- Increase our vehicle fleet.

## FINANCIAL STATEMENTS

Uploaded to ACNC

## ACKNOWLEDGMENTS & THANK YOU

### Donors

Brett Amezdroz  
Richard Austin  
Local Community Members x 10000  
Apco Foundation  
Baie Wines  
Press Room Philanthropy

### Grants and funding

Delivering Better Lives  
Geelong Community Foundation  
Give Where You Live  
Costa Foundation

### Corporate & community partners

Food Bank Victoria  
Second Bite

## HOW YOU CAN HELP

### Volunteer your time

Contact us to register your attendance at our monthly Volunteer information session. This can be done in person at 24 Sinclair st, Ocean Grove or online via our website or socials.

### Make a donation

FM Bellarine Incorporated  
Bendigo Bank BSB 633 000  
Account 170132120

### Become a corporate partner

Head to [www.feedmebellarine.com.au](http://www.feedmebellarine.com.au) and register as a corporate partner.

### Other ways you can help our cause



Tell people about us, the more people know the more chance someone that needs our help will hear about us and can make contact with us.

Follow us on Facebook and share our events and updates with your friends and family.

Join us for one of Friday Night Wasted Dinners.

Facebook @feedmebellarinegeelongsurfcoast

Instagram @feedmebellarine Insta @feedmesurfcoast



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A COMMUNITY FOOD PROJECT

Collecting spare food & excess produce & sharing with the  
community who need it no questions asked.

Run by Volunteers



## CONTACT US

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