Food Donor Outreach – Email Template

[Insert Logo]

[Insert the name of potential donor organisation]

[Insert address details]

Dear [Insert Donor Name],

**RE: Together feeding people, fighting food waste**

Did you know that 1 in 5 Australian households (21%)[[1]](#footnote-1) experienced severe food insecurity in 2021/22? This translates to 65,000 Illawarra households being unable to access food that meets their health and cultural needs. Meanwhile, a staggering amount of edible food ends up in landfill every week.

As a local non-profit organisation committed to [insert mission + food relief activity], we have witnessed a significant increase in the demand for food relief in our community [or insert specific community]. However, we need help to keep up with our current food donations.

We are contacting you because your business may be interested in supporting our efforts through food donations. Partnering with us as a food donor will help reduce your food waste while supporting our community’s well-being.

**Why donate surplus food:**

* **You’re helping those in need**

Donating food is the most direct way to support vulnerable community members.

* **It can save you money**

Donating food can save you money on waste disposal costs as a business or an individual.

* **It’s better for the environment**

Reduce your food waste – donating surplus food combats climate change by reducing the greenhouse emissions associated with food waste rotting in landfill.

* **It can benefit your business**

As a business or organisation, donating your surplus food can provide the added perk of an eligible tax deduction.

* + The donation is made to an organisation with deductible gift recipient (DGR) status.
  + It must be voluntary, meaning the business must not receive any material benefit or advantage in exchange for the donation.
  + The business donor keeps a record of the donation, generally a receipt from the gift recipient. For more information, visit the Australian Taxation Office website (www.ato.gov.au).

As a food donor, you would be protected under the Civil Liability Amendment (Food Donations) Act 2002. This act limits the liability of individuals and businesses that donate food, providing certain food safety conditions have been met[[2]](#footnote-2).

**What types of food you can donate:**

* Surplus food from supermarkets, greengrocers, bakers, butchers, markets, cafes, catering etc.
* Blemished or imperfect produce
* Products close to their [use by date](https://foodfairnessillawarra.org.au/guide-topics/know-the-dates/)
* Products close or past their [best before date](https://foodfairnessillawarra.org.au/guide-topics/know-the-dates/)
* Excess and slow-moving stock or deleted lines
* Products that have incorrect, damaged or no labelling and damaged packaging
* Sample size and bulk products
* Leftover unused portions of food that have not been served to customers, e.g., salads,
* sandwiches, muffins, and cakes.
* Food grown at farms that do not meet the size or cosmetic criteria set by supermarkets.

We understand that you may already be working with other community organisations. If this is the case, we are only interested in partnering with you if you have additional capacity. We will work with you to develop a donation program that fits your business's needs, whether for one-time donations or regular pickups of surplus food.

We would be honoured to have your business as a partner in our mission to alleviate food insecurity in our community. Together, we can make a difference in the lives of those who need it most.

Thank you for your time, and we look forward to working with you towards a more sustainable and equitable food system.

Best regards,

[Your Name]

[Your Organisation Name]

1. Foodbank Hunger Report 2022, https://reports.foodbank.org.au/wp-content/uploads/2023/03/Foodbank-HungerReport-2022.pdf [↑](#footnote-ref-1)
2. Food Donation Tool Kit 2012, https://www.lovefoodhatewaste.nsw.gov.au/sites/default/files/2018-06/Food-DonationToolkit.pdf [↑](#footnote-ref-2)