

THE GROWTH OF THE FOODBANK PROJECT

In 2015 The Salvation Army was the only charity partner to take a call from an entrepreneur, Galen King, who had an innovative idea to create an online grocery store that enables food to be quickly, easily and securely donated online.

The Foodbank Project was launched on the 1st of September in 2015 and resulted in almost 3000 grocery items being donated to The Salvation Army's Royal Oak Community Ministries in Auckland.

This success led to the project being rolled out nationally to benefit the many families and individuals seeking help from Salvation Army foodbanks in Auckland, Hamilton, Wellington, Christchurch and Dunedin.

When Covid hit, the people of New Zealand knew there was a food shortage and desperately wanted to help those in need. Donations exploded and in 2020 New Zealanders, both here and overseas, donated more than \$3.5M worth of products.

When people need help, visiting The Salvation Army for a food parcel is often the first step on the path to breaking out of poverty. Food is the gateway to accessing further services such as counselling, budgeting sessions, housing support and addiction treatment.



The Foodbank Project also showcases how The Salvation Army can increase its impact with the support of its partners. Lucid built the sophisticated tech platform that enables the online donation store, while Countdown provides items at cost and delivers all The Foodbank Project donations to our 40 foodbank locations free of charge. Countdown also supports with matched cash donations and will be donating an additional \$200,000 as part of this year's Winter Appeal.

Head online to **[foodbank.org.nz](https://www.foodbank.org.nz)** to find out more about how The Foodbank Project supports the community with the most-needed items which are regularly updated by each local foodbank hub.