



EVERY KILO CAN CHANGE A LIFE

Loads of Love Appeal 2019 Program Delivery Guidelines –

We are thrilled to have your business in the Loads of Love Appeal. Together, we will collect thousands of kilograms of non-perishable food that will in turn help hundreds of families across Queensland celebrate Christmas. Every year we hear from recipients how this simple gift of non-perishable food has a real and tangible impact on their lives and we know that 2019 will be no different.

This document is designed to provide an explanation regarding the specific guidance for the delivery of the Love Appeal 2019 Program.

BACKGROUND TO THE APPEAL

Christmas is a time for family, fun and friendship. Sadly, that's not the reality for everyone. For some, Christmas can be a tough time of year for many households.

The Loads of Love Appeal is all about 'sharing the love' by collecting and distributing non-perishable food to those in our communities who need the support during the Christmas season. Since 2009, more than 48 tonne of food and many thousands of dollars in gift cards has been received by households doing it tough. And this year we're ready to do even more!

This year, we're aiming to collect 15 000kg of non-perishable food across Southern Queensland.

Loads of Love is simple, easy and accessible to everyone. It is a great way to activate your local neighbourhood, school, workplace or faith community to make a difference in your local community.

All donations collected in your location will be distributed in partnership with local community organisations so you know that every single item will go to where it is needed the most.



@loadsofloveappeal

WEB loadsoflove.org.au EMAIL info@loadsoflove.org.au PHONE 1300 991 443 ABN 97 075 403 959

33 Russell Street Toowoomba Q 4350 | PO Box 2119 Toowoomba Q 4350

Lifeline Darling Downs & South West Qld Ltd (CH3252) is a registered charity, for the purpose of the collection of funds from the public in Queensland.



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AIMS AND OBJECTIVES FOR 2019

The Loads of Love Appeal aims to:

- Collect the maximum amount of non-perishable food and personal items possible in preparation for the Christmas period.
- Distribute all food collected in allocated portions to those identified as the 'most vulnerable' within the Toowoomba,
- Encourage a whole community approach through fostering engagement by residents, business and community organisations.
- Establish trusted and well monitored channels for identifying vulnerable households within these regions.

Last year, the Appeal collected 25 tonnes of goods from the Toowoomba, Gold Coast and Sunshine Coast communities.

PROGRAM DELIVERY

1. Key Information
 - Collection runs from 1st November to 20th December 2019.
 - The Loads of Love Appeal Coordinator is Matt Gregg and can be reached via phone 0412 056 405 or email info@loadsoflove.org.au.
2. Collection of Donations
 - Collection points listed on the appeal website www.loadsoflove.org.au.
 - Collection points do NOT need to collect for the entire period, please let us know if you won't be and we will de-list your collection point when it is not collecting.
 - Collection points are NOT to distribute food, this will be done by trusted local charities.
 - Collections points are encouraged to set up displays in a style that suits their business.



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- Please note collection points are asked to avoid using the words 'sponsor' and 'partner' when advertising their involvement as these terms are reserved for official sponsors and partners.
3. Pick-Ups
 - All donations will be picked up by our authorised charity who will then take full responsibility for sorting and distributing the collected food.
 - Authorised charity include:
 - i. Lifeline Darling Downs & South West Queensland
 4. Organising a Pick-up
 - Contact us on info@loadsoflove.org.au
 - A local representative will contact you and organise an appropriate time.
 5. Handling Financial Donations
 - It is preferred that you avoid receiving cash donations on behalf of Loads of Love Appeal.
 - All donations should be referred to the Loads of Love Appeal website www.loadsoflove.org.au where the donor can simply click the "Donate Now button".
 6. Weighing Donations
 - Statistics are an essential part of measuring the progress of the Appeal. The most important of these being the total weight of good donated.
 - However, the official weight tallied for the Appeal will be done by Loads of Love or a nominated organisation.



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Contact Details For the Region

The main contact for Loads of Love is Matt Gregg and can be reach via phone 0412 056 405 or email info@loadsoflove.org.au.

Appeal Coordinator

Matt Gregg

0412 056 405

info@loadsoflove.org.au

Toowoomba contact:

Donna Hassell at Lifeline Darling Downs & South West QLD Ltd

0428 647 174

info@loadsoflove.org.au

Advertising, Marketing and Promotions

Awareness is paramount for the success of the Loads of Love Appeal, so we will provide you with promotional resources that are designed to encourage the community to engage in and participate with the Load of Love Appeal.

These will include Flyers, Donation Bags, Poster and Banners where possible

We encourage you to share images locally via any social media page.

Official hashtags for the campaign are:

#loadsofloveappeal2019 #everykilocanchangealife

#everyonecanmakeadifference

Other hashtags we often use are:

#community #christmas #bettertogether #thankyou



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Media Relations

This program/Appeal is the type of activity that we find regularly attracts media attention. Obviously, we all rise and fall on the credibility of each other, so we need to approach these opportunities with wisdom.

All media interviews and official comments are to be made by an official representative of the Loads of Love Appeal, as approved by the Appeal Coordinator, Matt Gregg.

Answers to Possible Questions from the Public

You will likely receive questions about the Appeal from interested passers-by, so below are some details to help you out.

Q. What is the Loads of Love Appeal?

A. We are collecting non-perishable food and personal items to give to families throughout Southern Queensland who are doing it tough this Christmas.

Q. Who will these donations be going to?

A. These donations will be distributed through community service organisations to families within our region.

Q. I need help with food. Can I have some of these bags?

A. All of this year's donations have been allocated to families through our distribution organisations. However, they are welcome to contact the Loads of Love Appeal office via the details found at the bottom of the flyers and we will be happy to chat to them about their situation.



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