

The Washup



Winter 2008

From Marcus Godinho, CEO; with assistance from volunteers – scribe, Pia Di Mattina; published by Pang & Haig; printed by TypoMac; photographs by Mark Chew.

Our new name – Three cheers for FareShare!

As we surge forward with refreshed goals and renewed zeal, we've decided to invigorate ourselves with a fresh and vital new image – and so, we proudly introduce



With expert professional assistance from Andrew Hoyne, Per Smith and Dan Johnson of Hoyne Design, an Australian agency specialising in brand development, we chose our new name and brand, FareShare, from over 400 ideas – it just seemed perfect for who we are, what we do, and what we stand for...

Because, these days in Melbourne, everyone deserves a fair expectation of good, nourishing fare, every day. No one should go hungry; there's plenty for all of us, if we just use it wisely and responsibly, avoiding unnecessary waste. Share the love around, we say! Help others by sharing our time and skills and ingenuity! Make food, not war! Put on those oven mitts and get those pies outta the oven! And all that goes to the heart of how and why we rescue food and fight hunger.

And we love the oven mitts. They signify our active kitchen culture. Because we do so much more than gather and re-distribute. We create, with ingenuity and resourcefulness, great, nourishing meals – which are so much more than the sum of their parts.

But wait, there's more. In more cultured times, 'fare' was also broadly understood to mean being supplied with, or enjoying food and drink – *to fare sumptuously every day...*

So, as we said, FareShare captures the essence of who we are, what we do and what we stand for. It's perfect.



The last two ingredients – egg and milk. All systems 'GO' in the new Abbotsford kitchen.

Our new kitchen – yessirreebob – we're in!

On realising we'd outgrown Hanover's kitchen, it really was quite a process, to take it to the next step.

But after considerable research, fossicking around for different options, and then the appearance of our guardian angel, the Jack and Ethel Goldin Foundation, we were able to buy our new HQ outright.

And then more angels started coming out of the woodwork. So many different people offered support in so many different ways: offering their time, professional and trade skills, contacts, and energy. It's quite humbling.

First, our heartfelt thanks to our very own High Priestess of Project Management, Sandy Dudakov, for somehow pulling all the intricate threads together over many months. She has the stamina of some higher being, that's for sure.

And thence to the cast of thousands – who all gave what they could (and sometimes more), with enormous generosity and spirit, including contractors to whom we never paid full price:

Ethel Goldin, whose foresight and goodwill led to the donation from the Jack and Ethel Goldin Foundation which enabled us to buy

Continued on Page 4



Straight from the new ovens – more hot pies than ever.

Our new era

And so, with such enormous generosity, effort and resources having gone into this magnificent new headquarters – let's make the most of it. No, *really*. It's quite a responsibility, being the custodians of such abundant goodwill and energy. And we are determined that we'll meet this responsibility head on. In practical terms, this means making and giving away as many meals as we possibly can muster.

In fact, we aim to give away one million meals this coming year. Yes, **one million**. That would double what we've already done this year – with the figures reaching just under 500,000 at the end of June. Up from a sterling 430,000 last year. One million meals this year would mean making around 500,000 meals in our new kitchen, and sourcing and giving away the equivalent of another 500,000 pre-prepared meals and raw ingredients (such as fresh fruit and vegetables, and tinned food) for food parcels.

"Please, Sir, I want some more." ... Oliver Twist, Charles Dickens, 1812 - 1870

How to get to one million meals? Simple. *Please Sir, I want some more....* More cooking time in our new kitchen, harness the energy of more volunteers, and source more food...

And so we've increased from 1 to 2 volunteer shifts a day in the kitchen, starting a little earlier than we're used to in the

morning, and streamlining the processes to improve efficiency.

Rob will supervise the morning group (9am – 1.15) while Julien will handle the afternoons (1.30pm – 5.30pm). There'll still be considerable crossover between Rob and JJ, and they'll continue to work closely together across the range of kitchen activities.

Where formerly we had around 8 to 10 people in the kitchen for a shift, the new kitchen can accommodate 15 to 20. From putting out 700 meals a day at Hanover, our ovens can now do twice that – EVERY HOUR. Now that's increased productivity, Mr Treasurer!

With around 80 people on our database eager to become regular volunteers, we're also looking to devise a combination in the kitchen of regulars who can help guide our one-off corporate groups. Sound like you? Then please email Ruth Mclvor on ruth.mclvor@fareshare.net.au or call her on 9428 0044.

And we continue to be in high demand for corporate volunteer days. Luckily the new facilities mean we can increase corporate shifts from 2 to 10 per week.

And then, there's the food. We need to rescue more food. In the past, with great chagrin, we've sometimes had to knock back offers because we couldn't handle it all – but now we can say, "Bring it on!!". We'll also be working to broaden our donor base, always keeping an eye out for the key staples of cheese, fruit and veges, pastry, pasta, meat and high fibre bread.

Our new van

Picture the drive... She's down by the bay, on a lovely sunny afternoon. On one of the first collection and delivery runs in her new job, Joelle was determined this old van wouldn't get the better of her... while it was still a great old war-horse, she could tell it was starting to strain under the increasing number of deliveries and collections every day....and then, right then and there, in the middle of this run to collect a crate of soy milk, a tyre just burst in protest...

"Sounds like you need a second van!"

...Such music to our ears. Thanks to the Jack Brockhoff Foundation (who helped fund our first van, years ago) and Andrew Kroger, who both put up funds this time, these golden words have seen Joelle getting behind the wheel of our new Mercedes Vito with a vengeance. With help from Nigel Perry, a local car specialist, we were able to broker a good deal with Mercedes. And the funds from the Jack Brockhoff Foundation (generously arranged by Jan and Robyn at JBF) and Andrew Kroger even stretched to helping us get it refrigerated. Phew! Thanks, guys!

This also means we have a vacancy in the driver's seat of the original van – which we will need to fill with volunteers. If you think this might fit your temperament and skills, please email Ruth Mclvor on ruth.mclvor@fareshare.net.au or call her on 9428 0044.

Regular volunteer driver Tom dropping off fruit to Asylum Seekers Resource Centre.



News from the Kitchen

Well, it's a day by day proposition at the moment – enormous transition to ultimate greatness necessarily entails considerable challenge!

Establishing new systems, new arrangements, new ways of working with new people – it's all coming together, amid the continuing evolution of the space. With a few practical issues still to get ironed out, we are working towards a full steam ahead schedule in the coming weeks. Two shifts a day requires a mighty logistics effort – every day. But we are getting there, together!

A magnificent donation from Quality Foods of more than 2 pallets of puff pastry (one of our favourite staples, for its versatility), means that as we rev up our engines, we will also be ramping up what we can produce and deliver to those who really need it. And boy, does that freezer room come in handy...

Our new cryovac machine (a very handy little gadget which punches well above its weight), allows us to safely vacuum seal and pack meals. This means we can now handle loads more food and do so more economically.

Joelle continues to win hearts and minds, making a terrific contribution as she collects and delivers, hither and thither. And, then, back in the kitchen, she's also great at getting stuck into whatever needs to be done. A great team player.

And of course, amid all this controlled chaos, JJ continues to glide with grace, dignity and poise, so ably aided and abetted by Rob. Where would we be without them...



Clockwise from top left: regular volunteers Kevin, Jacqui and Fran lining trays with pastry; JJ explaining food rescue to a group from NAB; packing and dispatching is another major part of life at FareShare.

Our New Pro Bono Partner – Fenton Communications

So far, we have had great good fortune in collaborating with two significant corporate partners: **National Australia Bank** and **Fenton Communications**.

We showcased our special corporate partnership with the NAB in our December '07 newsletter. To recap, it essentially takes three forms:

- NAB's policy of encouraging employees to do voluntary work with community organisations meant that last year, 370 NAB employees prepared and helped us give away around 74,000 meals – and

this year, we'll work with 500 of 'em!

- offering generous financial and in kind support to help us run the kitchen, and
- providing opportunities for its people to be involved in skill based volunteering - offering the transfer of their professional skills where we most need them.

Now, thanks to **Fenton Communications**, we are getting set for great things on the communications front. A national public relations and marketing communication consultancy, Fentons has committed to

partnering with us over the next year to provide professional and strategic advice on how best to engage with our supporters and community.

This includes providing ongoing advice on activities such as media relations, online and hard copy communications, and event management and design.

Having identified us as an organisation with whom they felt an affinity, Fentons are providing this strategic communications advice and help pro bono... and we feel blessed to be on their radar.

RE Ross Trust

Operating in Victoria since 1970, the RE Ross Trust is interested in improving social and economic outcomes for the most disadvantaged and vulnerable people in our community. This includes specifically improving outcomes for children in their early years. And our work fits that bill to a tee.

For the past 3 years, the RE Ross Trust has provided funds allowing us to employ our Food Production Manager, Julien Jane. And, thank goodness, they have just confirmed they're up for another year of it.

This significant and substantial support is critical. The role of Food Production Manager is clearly one of FareShare's linchpins. Securing JJ's energies and commitment enables us to look ahead and strategically plan to meet the expanding needs of the local charities with whom we work.

fareshare.org.au

For general inquiries, contact our Chief Executive Officer, Marcus Godinho
T: 9428 0044
M: 0416 180 802
E: marcus.godinho@fareshare.net.au

To donate or receive food, or volunteer, contact our Production Manager, Julien Jane
T: 9428 0044
M: 0411 129 116
E: julien.jane@fareshare.net.au

Postal address and kitchen:
1 Thompson Street
Abbotsford VIC 3067

We'd love to hear from you, particularly if you can help or have any suggestions on how we might improve the way we do things.

Every \$10 donated to FareShare provides 25 nutritious meals

From Page 1

the Abbotsford building outright

Peter White of the Peter and Lyndy White Foundation, who made a significant and incredibly generous financial contribution to the fit out. Marcus says it's hard to find the words to thank him

Sustainability Victoria, who gave a sizable grant for not only the fit out, but to allow sustainability principles to be incorporated into the design

Marcus Derham of Willmott Forests, who not only made a very handsome donation, but also leaned on his associates to dip into their pockets at his company's corporate golf day

Architect, **Mun Soon** of McGauran Giannini Soon, who was a delight to work with. Never phased by our philistine incursions on his aesthetic vision, he has designed a space of flair and grace – and it's downright workable, too...

Electrician, **John Donati**, who together with his staff did ALL the electrical work pro bono, also helping source some of the electrical fittings (going above and beyond duty's call with such good grace)

Natasha Amber-Browne of MacDonald Industries, who went way further than was asked of her, somehow sourcing three free hand dryers from disparate spots around the country

Andrew Angelatos of The Angel Foundation, who bought us a new cryovac machine to vacuum seal meals and a whopping big supply of plastic bags

Carpenter, **Matthew Johnson** and his staff who concreted our floor. And **Tony Jackson** of Natureform who gave us one of his trowel hands (well, that is, one of his staff who's handy with a trowel...) to also help with the floor

Plumber, **Chris Breen** of CM and CM Breen, with his trusty sidekick **Andrew Terkuile**, were always a cheery presence, despite various rocky setbacks

David Retman of Catering and Refrigeration Industries P/L, who supplied the stainless steel fit out, including giving us a re-conditioned commercial stove

Peter Robertson, of Outokumpu, who donated stainless steel

Andrew Sinclair of Fagor, who gave us a terrific discount on our two new ovens

Frank Levy of Sackville Wilks, who did the conveyancing for free

Building Surveyor, **Sam de Petro**, of Heritage Consulting Group, who oversaw the entire permit process without a penny to show for it

Larry Mitchell, who drew on his commercial kitchen experience to help in the early stages

El Presidente, **David Harris** of TIC Group, who provided overarching support and help of such breadth and depth, especially with his magical networks of Can Do People (we call him the Rainmaker)

Henry Shriver from David Harris' office, who would drop in from time to time, to see if we were still breathing, and if there was anything he could do to help

Former TIC Group carpenter, **Michael Vranken**, who gave us incredible discounts, putting in an enormous effort in sometimes arduous circumstances

David Beard and **Di Eddy** of Bunnings, who supplied the cupboards, desk and kitchen bench for our volunteer room and JJ's office. Talk about lowest prices are just the beginning ... they don't get any lower - they donated the whole lot

Brett Thomas of The Blind Factory, who gave us three blinds for the windows in the office and volunteer room

And of course, **Julien Jane** and **Rob McMurrich**, who identified how we'd need the kitchen to work, with a focus on function and practical realities

And if we've forgotten any tradies in this list (which is quite possible – there were swarms of helpers, you must understand), we extend a synchronised heartfelt thank you and apology...

But wait, there's more. There were also stax who helped clean and paint. Like **Julian Pang** and **Marcus' sailing buddies John Weatherley** and **Simon 'Slim' Dryden**. Even Marcus' Mum showed up wielding a paint brush and a look of almost demonic zeal – good on you, **Sally Godinho!**

And then, without any real fanfare, on 19 May we cranked up the ovens with a group from PriceWaterhouseCoopers, and one of our regular volunteers, Fran, and we were stumbling off into the sunset, hand in hand, towards that goal of one million meals... (yep, luckily someone knew how to drive those things...)