

THE TUKKA PROJECT

KIDS FEEDING KIDS
ENSURING NO KID
GOES HUNGRY
AT SCHOOL



SPONSORSHIP PROPOSAL

thetukkaproject.org

NUTRITION ■ DIGNITY ■ EMPOWERMENT ■ COMMUNITY ■ SUSTAINABILITY ■ COMPASSION





Our Mission

To ensure no child goes hungry at school, enabling every student to learn, grow, and thrive with dignity.



ABOUT US

THE TUKKA PROJECT is a Brisbane-based nationally registered charity committed to eliminating food insecurity among school children. Through our innovative Kids Feeding Kids model, the project empowers students, volunteers, and communities to prepare and deliver nutritious, culturally sensitive lunches to children who would otherwise go hungry at school.

The Challenge

Many disadvantaged communities in Australia face growing food insecurity, worsened by rising living costs and limited access to nutritious food. This leads to poor health, educational setbacks, and long-term social inequality, particularly among children.

The Impact on Children

Children in food-stressed households often suffer from poor nutrition, which can affect their development, learning, and mental health. The stress of food insecurity deepens social divides and perpetuates cycles of poverty.

Our Approach

Addressing food stress requires a **holistic, community-led response**. The Tukka Project provides access to nutritious lunches to kids in schools at no cost and early education on healthy eating - empowering individuals and communities to lead healthier lives.

FEEDING KIDS AT SCHOOL
SO THEY CAN LEARN AND
THRIVE

Its a tragedy that in Australia kids go hungry at school. The Tukka Project provides free nutritious lunches to kids at school with the help of our partners and volunteers. A healthy lunch ensures all kids can learn and achieve their potential.

- Almost 1 in 3 Australian households with kids have struggled with food insecurity over the past year*
- 1 in 5 children go hungry in Australia**
- Fear of stigma, embarrassment and shame are the main barriers for accessing food relief from a charity or community groups*
- Families are too embarrassed or ashamed for their children to participate in a school food program*
- Kids that go hungry at school suffer from:
 - inadequate nutrient intake
 - behavioral & social issues
 - lack of attention span & problem-solving skills
 - reduced academic outcomes

*Foodbank Hunger Report 2025
**www.foodbank.org.au/



**THE
TUKKA
PROJECT**

OUR MODEL

THE TUKKA PROJECT is a Brisbane-based nationally registered charity dedicated to building stronger communities through food, volunteering and inclusive community engagement. Our business model is structured around three core pillars that ensure long-term impact, operational efficiency, and strategic growth:



BUSINESS DEVELOPMENT & SUSTAINABILITY

This pillar focuses on securing funding, building strategic partnerships, and developing scalable programs that align with our mission. Through sponsorships, grants, and community collaborations, we ensure the financial health and social relevance of the Tukka Project while expanding our reach and deepening our impact.



PRODUCTION OPERATIONS

Our production operations encompass the planning, production and delivery of nutritious food-based initiatives, in a food safe environment. This pillar ensures quality, consistency, sensitivity and safety in everything we produce, whilst providing avenues for volunteer engagement.



BUSINESS OPERATIONS

This pillar supports the day-to-day running of the charity, including governance, compliance, administration, and stakeholder communication. Strong business operations allow us to remain transparent, accountable, and responsive to the needs of our community and partners.

Together, these pillars form a resilient and adaptable framework that empowers the Tukka Project to deliver meaningful outcomes while remaining true to its charitable purpose.

Kids Feeding Kids

The Tukka Project Kids Feeding Kids model transforms lives by providing student volunteers with practical life skills whilst providing nutritious lunches for kids who go hungry at school.

Eliminating Food Insecurity For School Kids

The Tukka Project feeds kids at school so they don't go hungry. This ensures they can learn & thrive.

Empowering Volunteers & Communities

The Tukka Project partners with communities, local businesses and volunteers to prepare and deliver nutritious lunches to kids at school.



WHY WE ARE UNIQUE

The Tukka Project engages volunteers from schools and other sources to prepare, cook and distribute nutritious meals to children experiencing food insecurity. Meals are provided in a manner to ensure dignity and prevent social exclusion.

Key Outcomes:

- Access to affordable, nutritious food for students and communities.
- Support for families facing cost-of-living pressures.
- Holistic, culturally sensitive solutions promoting healthy eating.
- Education on nutrition from early childhood onward.
- Empowerment through place-based delivery and local partnerships.
- Scalable model adaptable across Australia.

VISION

Our vision is to partner with like-minded individuals and organisations to help end food insecurity for school children across Australia.

WHO WE WORK WITH

We collaborate with communities, local businesses, and volunteers from schools and other organisations to prepare and serve nutritious meals to students in need. Our mission is to ensure every child is fed with dignity, enjoying lunch alongside their peers without feeling excluded.

Key Benefits:

- Delivering nutritious meals to schools for their students.
- Promoting lifelong wellness by educating children on healthy eating habits.
- Taking a holistic, community-driven approach to alleviate daily food-related anxieties among students.
- Supporting families in managing cost-of-living challenges.
- Empowering local communities through place-based delivery models.

HOW DO WE DO THIS

By partnering with schools and local communities, we use a **unique “Kids Feeding Kids” model** where we:

- Coordinate local resources, students, and volunteers to support meal preparation.
- Collaborate with community groups (such as bowls clubs) to access kitchen facilities for cooking.
- Supply all ingredients and materials needed to prepare nutritious meals.
- Deliver meals directly to students experiencing hunger at school.
- Foster community well-being and connection through shared purpose.

Since our founding in July 2024, **THE TUKKA PROJECT** has grown quickly through the generous support of local businesses, schools, and community organisations who share our mission to eliminate food insecurity among school children.

These partners have contributed resources, time, funding and expertise to help us deliver thousands of nutritious meals through our **Kids Feeding Kids** model. Their support has enabled us to :

- Launch and sustain school-based kitchen programs
- Develop culturally sensitive and nutritious menus
- Empower student volunteers with life skills
- Build a scalable, community-driven solution to hunger

We are deeply grateful to every organisation that has stood with us and our commitment to **dignity, empowerment and opportunity for every child.**

Together we are proving that **no kid should go hungry at school.**

WHY PARTNER WITH THE TUKKA PROJECT

By partnering with us, your organisation becomes part of a powerful movement that's changing lives one meal at a time.

Corporate sponsorship is more than just financial support; it's a commitment to community, education, and a better future for Australia's children.

Here's why your support matters



Make a Tangible Impact

- Directly help end food insecurity for school children across Australia.
- Every dollar supports nutritious, culturally sensitive meals delivered to kids in need.



Strengthen Community Connections

- Engage your employees and stakeholders in meaningful volunteer opportunities.
- Build goodwill and visibility in local communities.



Enhance Your Corporate Social Responsibility (CSR)

- Align your brand with a mission-driven initiative that promotes dignity, education, and opportunity.
- Demonstrate leadership in addressing child hunger and community wellbeing.



Tax-Deductible Contributions

- As The Tukka Project is a DGR registered charity, sponsorships and donations may be eligible for tax benefits under Australian law.



Boost Brand Reputation

- Showcase your commitment to social impact through co-branded campaigns and media exposure.
- Be recognised as a champion for children's wellbeing and education.
- Exposure through out active social media presence, community events, and school partnerships.



Support a Proven, Scalable Model

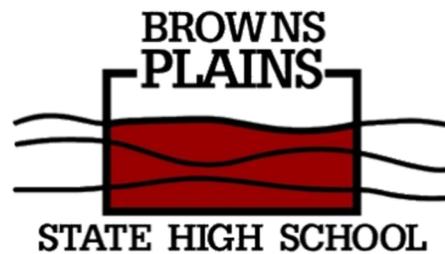
- Kids Feeding Kids empowers communities and schools to take action. Built on sustainable practices and volunteer engagement.



OUR PARTNERS



OUR CURRENT PRODUCTION HUBS



OUR LADY'S COLLEGE
ANNERLEY



St Columban's College
CABOOLTURE



St Thomas More College
Sunnybank

**THE
TUKKA
PROJECT**

TESTIMONIALS

HEAR FROM OUR PARTNERS AND SUPPORTERS

The impact of the Tukka Project is best expressed through the voices of those who've experienced it first hand. Our sponsors and supporting schools share how this initiative has enriched communities, empowered students, and aligned with corporate values.

"The Tukka Project has been an indispensable partner in supporting families facing significant cost-of-living pressures. By delivering healthy and nourishing lunch packs directly to our school for identified students, they alleviate financial burdens and ensure children have consistent access to the food they need to thrive."

— Principal, Seville Road Primary School

"Thank you so much for the lunches that you provide to our students in need. It certainly makes a big difference to their lives, their learning and their self-worth."

— Deputy Principal, Mansfield State High School

"The heart of The Tukka Project lies in its social justice model. By involving young students in the preparation and delivery of meals, empathy, compassion and a sense of responsibility are instilled. These children become ambassadors of kindness, demonstrating that even small actions can create a significant impact in our community. The collaboration between The Tukka Project and Our Lady's College exemplifies the power of collective action in creating positive change."

— Principal, Our Lady's College Annerley

OUR PRODUCTION HUB VOLUNTEERS:

The real measure of Tukka's impact is found in every student who walks into class with a full lunchbox and a little more confidence. At the heart of it? It's the passion of the volunteers showing up, caring, and quietly make sure no one is left behind.

"Someone gets to eat today because of me. It's like a gift in a lunchbox"

— Student Volunteer

No one wants to be the kid who needs help. They just grab their lunch and go. You'd never know who's getting what."

— Student Volunteer

"I feel like it's a gift you're sending to someone. You put your own energy in, and maybe they'll pass it on, too. It's about sharing love, honestly"

— Student Volunteer

"I would do this forever, it's not just about the food. It's about knowing you made a difference, even if it's just for one person"

— Student Volunteer

Through our Kids Feeding Kids model, we empower communities, schools, and volunteers to deliver nutritious, culturally sensitive meals to children who would otherwise go hungry.

Your corporate sponsorship directly supports education, dignity, and opportunity —ensuring every child has the chance to learn and thrive.

Join us in transforming lives - one lunch at a time

THE TUKKA PROJECT

CORPORATE SPONSORSHIP - CSR STRATEGY

Corporate sponsorship offers a strategic pathway for companies to meet their CSR objectives in Australia by visibly supporting community, environmental, and social initiatives. It enhances brand reputation, builds stakeholder trust, and fosters employee engagement—while aligning with ethical and regulatory expectations.

Sponsorships also demonstrates local impact, helping businesses connect meaningfully with Australian communities and differentiate themselves in competitive markets.

SPONSORSHIP OPPORTUNITIES

We typically seek multi-year partnerships to maximise continuity, impact and outcomes for schools and communities. Our preferred commitment is two years; however, we are equally open to one-year partnerships where that is the most appropriate starting point.

1 Platinum Partner - \$30,000+ annually

- Logo placement on all promotional materials and lunch packaging
- Featured partner on our website and social media
- Quarterly impact reports and co-branded community events
- Two employee employee volunteering days

2 Gold Partner - \$15,000+ annually

- Logo placement on select materials
- Recognition on social media
- Biannual impact reports
- Employee volunteering day

3 Silver Partner - \$10,000+ annually

- Social media shout outs
- Annual impact summary
- Recognition at volunteer appreciation events.

IMPACT METRICS

- Currently over 500 lunches are prepared and delivered weekly across participating schools.
- Volunteer students gain life skills and a sense of civic responsibility.
- Meals are provided at no cost to schools, preserving the dignity of recipients.

10,300

Total number
of lunches
produced in
2025

"When we feed a child, we nourish a future. Your support helps us turn compassion into action— one lunch, one smile, one life at a time."

- THE TUKKA PROJECT Team

THANK YOU FOR YOUR SUPPORT!

WE LOOK FORWARD TO PARTNERING WITH YOU

ALL DONATIONS OVER \$2 ARE TAX DEDUCTIBLE



darren@thetukkaproject.org
0437 229 417



rusty@thetukkaproject.org
0433 999 862



jodie@thetukkaproject.org
0424 751 670



www.thetukkaproject.org



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