

## The Big Difference

Chobani Australia, 18-20 Quality Dr,  
Dandenong South VIC 3175

[www.chobani.com.au/thebigdifference](http://www.chobani.com.au/thebigdifference)



# Stage 1: The BIG Pitch

## Application Form

### Applicant Information

Applicant first name	
Applicant surname	
Applicant email address	
Applicant mobile number	
Applicant job title / Role within the organisation	

### Organisation Details

Organisation name			
Organisation trading name			
Organisation ABN <small>Please ensure this ABN is active. Your details will be reviewed at <a href="https://abr.business.gov.au/">https://abr.business.gov.au/</a></small>			
Organisation phone number			
Organisation address	Street		
	Suburb	State	Postcode

### Business Entity

Please select your organisation's entity type from the questions below:

- |   |  |
|---|--|
| <input type="checkbox"/> Not-for-profit entity – charitable organisation    | <input type="checkbox"/> Social enterprise   |
| <input type="checkbox"/> Not-for-profit entity - incorporated association   | <input type="checkbox"/> A co-operative operating as a not-for-profit organisation |
| <input type="checkbox"/> Not-for-profit public company limited by guarantee |  |

How many employees are part of your team?	
How many active volunteers support your work?	

### Director's Details

Director's first name	
Director's surname	
Director's email address	

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## Application Form

Your organisation

What is your organisation's mission? (50 words)

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Provide an overview of your organisation, including the work you do and the communities you support (150 words):

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## Website and Social Media

Please share your

Website	
Instagram handle For example, @chobaniau	
Facebook handle For example, @chobani	

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# Stage 1: The BIG Pitch

## Application Form

### The BIG Pitch

In a video up to **2 minutes**, tell us about your organisation and how a project, initiative, or project will make a BIG difference to address food insecurity.

You may consider including the following in your video to help us best understand your organisation and project:

- A brief overview of your organisation and mission
- Who you help and how you're currently making an impact
- The project you're seeking funding for: why it's needed and how the funds will be used
- The specific food insecurity challenge you're addressing and why this is the best solution
- Your intended impact and how you'll measure success
- What impact this grant will have on your organisation and how it will help you achieve at least one of the following:
  - **Build capacity** - strengthening your operations or services to better address food insecurity
  - **Drive innovation and growth** - developing new ideas, piloting new approaches, or expanding early-stage initiatives
  - **Scale impact / reach** - growing or replicating an existing model already delivering impact
  - **Organisational resilience** - creating sustainable improvements that help your organisation thrive long term.

Get creative! This is about making a **BIG difference**, so show us how we can be part of your journey.

### How would you like to share your BIG Pitch

- **Direct Upload**

Supported files types:

- MP4
- AVI (DivX, Xvid)
- WMV (Windows Media Video)
- FLV (Flash Video)
- MPEG (MPEG-4)
- MOV

- **Link**

Supported Services:

- YouTube
- Vimeo
- Instagram

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## Application Form

### Project Description

Project Name:

Please provide a brief description of how this project will help your organisation with at least one of the following (150 words):

- Build capacity
- Drive innovation and growth
- Help you scale
- Build organisational resilience

Please provide a brief written description of the project outlined in your video (150 words):

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How does your project address food insecurity? (250 words):

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## Application Form

### Project Timeline

Project start date	
Project end date	

### Application Experience

Please rate your application experience from a scale of 1 (poor) to 5 (excellent):	
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Please provide feedback in relation to completing the application, or explain why you gave the rating you did (100 words):

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### How did you hear about The Big Difference?

- |   |  |
|---|--|
| <input type="checkbox"/> Local Council                                      | <input type="checkbox"/> Word of mouth         |
| <input type="checkbox"/> Instagram  | <input type="checkbox"/> Grant listing website |
| <input type="checkbox"/> Facebook   | <input type="checkbox"/> Anotehr Charity       |
| <input type="checkbox"/> LinkedIn   | <input type="checkbox"/> Other                 |
| <input type="checkbox"/> Media / In the news (Television, newspaper, radio) |  |