

The Big Difference

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

www.chobani.com.au/thebigdifference



FAQs

About Applying

Who can apply?

Not-for-profit organisations, Co-operatives and Social Enterprises working on a project that helps reduce food insecurity.

You don't need to be solely focused on food relief — as long as the project you're applying for contributes meaningfully to improving food access, you're eligible.

For more details, see our website and Guidelines [here](#).

Does our organisation need to be a registered charity?

Not necessarily. We welcome applications from charities, co-operatives, social enterprises, and other not-for-profit organisations. Check our [program Guidelines](#) for more information.

You must be able to provide appropriate documentation and demonstrate alignment with the program's purpose.

Can we apply through a third-party or use an auspice?

No. The program is designed to provide grants directly to the organisations delivering the work. Applications submitted through third-party or auspice arrangements will not be considered.

How do you define Food Insecurity?

The Food and Agriculture Organisation of the United Nations defines food insecurity as a lack of regular access to enough safe and nutritious food for healthy growth, development, and an active life. This may be due to food being unavailable or a lack of resources to obtain it. Food insecurity can range in severity from mild to severe.

I'm a social enterprise—am I eligible to apply for funding?

Yes, your social enterprise is eligible if:

- Your enterprise directly addresses food insecurity
- You reinvest more than 50% of profits from goods or services back into your core mission
- Profits are not distributed to private shareholders
- Profits are not donated to a separate charity or unrelated organisation
- You are not applying on behalf of another not-for-profit.

I'm a Co-operative, can I apply?

Only non-distributing co-operatives are eligible to apply. You must be able to demonstrate that you are operating as a not-for-profit organisation, where all profits are reinvested to further the co-operative's purpose, or in this case, a project related to addressing food insecurity. Co-operatives must also be registered as a co-operative under the National Co-Operative Law.

For more details, see our website and Guidelines [here](#).

Can I apply if my organisation is based outside of Victoria?

Yes — as long as the entirety of the project activities and services are delivered within Victoria.

Can I apply for more than one project?

No — we ask that you focus your application on a single project that best aligns with our program goals.

About the Projects

What kinds of projects will you fund?

We're interested in projects that go beyond short-term food relief. Your project must fit into at least one of these focus areas.:

- Build organisational capacity
- Support innovation and growth,
- Scale impact and reach,
- Strengthen organisational resilience.

For more details, see our website and Guidelines [here](#).

What projects won't you fund?

We won't fund:

- Direct purchases of Chobani products,
- Direct purchases of food (our focus is on long-term solutions, not emergency food relief),
- Projects that do not have full funding secured, or where secure funding cannot be demonstrated,
- Discriminate against or exclude members of the community,
- Political, religious, gambling, weaponry or military-related activities,
- Projects involving alcohol, drug or tobacco use,
- High-risk activities,
- General donations,
- One-off fundraising events, or public events,
- Projects which primarily fund staff wages or operational overheads,
- Academic research.

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How much funding is available?

We're allocating up to **\$100,000** in total, to be distributed among three grant recipients. Organisations can select the grant amount they believe is most relevant to their project needs, with the total funding to be allocated as follows:

- One between **\$10,000** and **\$20,000**
- One up to **\$30,000**
- One up to **\$50,000**

The selected amount should align with a project that can be completed by **December 2026**.

Should I include GST in my requested funding amount?

You should include relevant project costs inclusive of any GST, so we are able to fully consider the total funding amount required to implement the service or run the project or program.

When will funding be granted to successful organisations?

It is intended grant funds will be paid from November 2025, with projects completed by December 2026.

How to Apply

How do I apply?

Applications are submitted online via GoodGrants by **5:00pm AEST** on the closing date.

[Click here to apply.](#)

How do I create my BIG Pitch video?

You can film your BIG Pitch video on a smartphone, webcam or video camera.

Please ensure:

- Your video is shot in landscape mode and audio is clear before uploading,
- Your file is in an accepted format:
 - MP4
 - AVI (DivX, Xvid)
 - WMV (Windows Media Video)
 - FLV (Flash Video)
 - MPEG (MPEG-4)
- Alternatively, you can upload it to YouTube or Vimeo and provide the link.

Can I submit more than one BIG Pitch video?

No. We ask that each organisation submit one BIG Pitch video focused on a single project.

How will I know you received our Big Pitch?

You'll receive an automated email from no-reply@app.goodgrants.com or sender@app.goodgrants.com. Please make sure to save both email addresses, and don't forget to check your junk folder just in case.

If you have any queries regarding your application, please contact us at bigdifference@chobani.com.au

How can I access a copy of the application form?

You can view the application forms here.

[Stage 1: The Big Pitch](#)

[Stage 2: The Shortlist](#)

How can I best prepare for the Stage 2 questionnaire if shortlisted?

If you're shortlisted for Stage 2, you'll complete a more detailed questionnaire.

We recommend thinking clearly about:

- Your project's deliverables,
- How you'll measure success,
- How the project will make a lasting difference in addressing food insecurity.

You can access the [questionnaire here to help you prepare](#).

Can I attach additional supporting information such as photos and reports to my application?

There is no facility for attaching additional documents to the application. If we require more information to review the application, we will contact you.

Can you help us with our application?

If you have read the Guidelines, FAQ's and Terms and Conditions, and still have questions or need a hand during the application process, please reach out to us at bigdifference@chobani.com.au.

We're here to help.

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Program Timeline and Notifications

What is the timeline?

Stage 1: The Big Pitch

- Applications open: **Tuesday 15 July 2025** (9:00am AEST)
- Applications close: **Tuesday 19 August 2025** (5:00pm AEST)

Stage 2: The Shortlist

- Shortlisted applicants notified: **Tuesday 9 September 2025**
- Questionnaire completed by: **30 September 2025**
- Applicants to be interviewed notified by: **24 October 2025**

Stage 3: The Interviews

- Interview period: **Early November 2025**

The Finale

- Successful applicants notified: **November 2025**

How will applications be assessed and awarded?

Applications will be reviewed and assessed at each stage to determine the final selection for Interview and subsequent funding by Chobani Australia.

You will be notified as to the outcome of your application as soon as a decision is made. We ask that you refrain from contacting Chobani during the processing period.

How will I know if I am shortlisted?

You will receive email communications from Chobani. Correspondence regarding your submitted application will be sent from no-reply@app.goodgrants.com or sender@app.goodgrants.com to notify you of the status of your application. Please ensure you add this email address to your safe senders list.

Will the full amount applied for be awarded if my application is successful?

It is possible that the grant amount may vary from the original application request.

Should that occur Chobani will contact you to ensure the proposed project is able to proceed with the revised grant amount.

If our application is successful, is there a formal acceptance process?

To accept a grant, Chobani will provide a Funding Agreement for your organisation's review and completion.

How will our organisation receive the funds if our application is successful?

All successful organisation's bank accounts are validated as part of our processing. Following the provision of your signed Funding Agreement, grants funds are electronically transferred into your organisation's bank account.

Will I receive feedback about my application?

We're unable to provide detailed feedback to every applicant.

If you have questions about your application outcome, please contact us at bigdifference@chobani.com.au.

After Funding

If successful, what are the reporting requirements?

We'll check in at various milestones after your project begins:

- 3 months in, 6 months in, and at 12 months or upon completion of your project

You'll be asked to complete a short impact questionnaire at each checkpoint to share your progress, outcomes and any learnings.

When do projects need to be completed by?

It is intended grant funds will be paid from November 2025, and projects completed by December 2026.

What support will be provided beyond funding?

We're passionate about spotlighting the people and purpose behind your project.

As part of The Big Difference, we'll work with successful organisations to:

- Share your story,
- Build momentum,
- Amplify your work to help inspire others and attract future partners.

What happens if the proposed project is unable to be implemented due to unforeseen changed circumstances after the funds have been received?

If that occurs, as per the program [Terms and Conditions](#), you must inform Chobani immediately at bigdifference@chobani.com.au.

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About The Big Difference

Why is a yogurt company doing this?

At Chobani Australia, we believe food should be a source of connection, nourishment and dignity — not stress.

The Big Difference is part of our commitment to using food as a force for good and supporting community-led projects that tackle food insecurity across Victoria

Who is Workplace Giving Australia (Good2Give)?

Workplace Giving Australia is a not-for-profit organisation registered with the Australian Charities and Not-for-profit Commission and the Fundraising Institute of Australia, and who are members of Philanthropy Australia and the Community Council for Australia.

Workplace Giving Australia collaborates with organisations to make giving a part of everyday life, driving change by connecting with businesses, employees and charities to enable more giving.

Why would Workplace Giving Australia (Good2Give) contact my organisation?

Workplace Giving Australia provides grants services supporting the Program application process, assessment, validation and funds distribution. You may be contacted by them to provide details, including your organisation's bank details, for validation purposes.