

The Big Difference

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

www.chobani.com.au/thebigdifference



Application Guidelines

About The Big Difference

At Chobani Australia, we believe food should be a source of connection, nourishment, and dignity — not stress. But right now, too many people across Victoria are going without the food they need.

The Big Difference is our new grant program designed to support innovative, community-led solutions that go beyond emergency food relief.

We know incredible social purpose organisations are already on the ground, doing impactful work with limited resources. That's why we're stepping in to back local changemakers with targeted funding to strengthen and scale their efforts.

This year, we're investing **\$100,000 across three grants** to help organisations grow, build capacity, test new approaches, or improve their long-term sustainability.

Together, we hope to create measurable, lasting impact in the fight against food insecurity — and help ensure more people across Victoria have access to the food they need.

Key Dates

For the most up-to-date key dates, visit www.chobani.com.au/thebigdifference. The dates below are a guide and may be subject to change.

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

Stage 3: The Interviews

- Interview period: **Early November 2025**

The Finale

- Successful applicants notified: **November 2025**

Note: Shortlisted applicants (Stage 2) will need to demonstrate how their project can be completed by December 2026.

Contact Us

Email: bigdifference@chobani.com.au

URL: chobani.com.au/bigdifference

What Are We Looking For?

Food insecurity is a growing challenge across Australia — but there are incredible organisations already taking action in their communities.

Through **The Big Difference**, we're looking to support social purpose organisations working on projects that **reduce hunger and improve food access** in meaningful, measurable ways.

You don't need to be a food relief organisation to apply. What matters most is that the project you're seeking funding for **directly addresses food insecurity** — whether through innovation, improvements to operations or long-term capacity building.

We're looking for organisations that can demonstrate:

- Clear commitment to addressing food insecurity
- Strong understanding of the communities they serve
- Ability to deliver the proposed project and sustain its impact
- Capacity to track and report outcomes.

Your project must align with at least one of the following focus areas:

- **Build Capacity:** Strengthening your operations or services to better address food insecurity
- **Innovation & Growth:** Developing new ideas, piloting new approaches, or expanding early-stage initiatives
- **Scaling:** Growing or replicating an existing model already delivering impact
- **Organisational Resilience:** Creating sustainable improvements that help your organisation thrive long term.

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.

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Who Is Eligible?

Organisations are eligible to apply if they are a:

- Not-for-profit entity – charitable organisation
- Not-for-profit entity - incorporated association
- Not-for-profit public company limited by guarantee
- Co-operative operating on a not-for-profit basis
- Social enterprise

Eligibility for Social Enterprises

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.

Eligibility for Co-operatives

Only non-distributing co-operatives are eligible to apply.

To be considered, your co-operative must:

- Operate as a not-for-profit organisation
- Be a non-distributing co-operative, meaning profits must further your co-operative's purpose and shares are not issued to members
- Demonstrate that your work addresses food insecurity in the community
- Be registered as a co-operative under the National Co-Operative Law.

Organisations must also:

- Deliver the entirety of the project within Victoria (the organisation does not need to be registered or located in Victoria),
- Hold a valid Australian Business Number (ABN) — with correct, up-to-date information on the ABN Register <https://abr.business.gov.au/Search/Advanced>. Have a relevant Australian bank account in the organisation's name
- Have in place, an elected and identifiable committee or similar group clearly responsible for managing the organisation.

Who Is Not Eligible?

We're passionate about supporting grassroots organisations, but we're unable to fund:

- Individuals
- Sole traders
- Government institutions
- Unincorporated associations
- Educational facilities or institutions (e.g. schools, universities, early learning centres)
- Hospitals
- Sporting organisations.

The program is structured to make grants directly to successful organisations and therefore auspice arrangements will not be considered.

What Projects Won't We Support?

To ensure we're backing sustainable, community-driven solutions, we won't fund projects that:

- Involve the direct purchase of Chobani products,
- Fund the direct purchase of food (our focus is on long-term solutions, not emergency food relief),
- Don't have evidence of secured funding to cover the full project cost. If Chobani's grant won't cover the total amount, applicants must show confirmed support for the remaining funds (e.g., requesting \$20k toward a \$75k project with no other secured funding may not be eligible).
- Discriminate against or exclude members of the community,
- Involve political, religious, gambling, weaponry, or military-related activities,
- Include alcohol, drug, or tobacco use,
- Are considered high-risk activities (e.g., extreme sports),
- Are general donations without a specific project focus,
- Focus primarily on one-off fundraising or public events,
- Primarily fund staff wages or operational overheads (e.g., salaries or headcount),
- Are designed solely for academic research.

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Funding Available

We are offering three grants:

- One up to **\$50,000**,
- One up to **\$30,000**,
- One up to **\$20,000**.

We encourage organisations to apply for the funding level that best suits their project. **Big or small — what matters most is that your project is meaningful, achievable, and aligned with our goal of addressing food insecurity.**

Only one application per organisation will be considered each round.

Organisations will need to demonstrate they will have secured the full funding amount to complete their project, including any additional funding sources if the Chobani grant does not cover the full project cost.

Project Timeline

Funded projects must:

- Commence by February 2026, and
- Be completed by December 2026.

How to Apply

Applications will be accepted online through the GoodGrants portal.

Apply at chobani.com.au/bigdifference

Stage 1: The Big Pitch

Applications open 15 July 2025 (9:00am AEST) and close 19 August 2025 (5:00pm AEST).

In Stage 1, you'll submit a short video (up to **2 minutes**) introducing your organisation and your project.

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 the impact you're making today,
- The project you're seeking funding for — why it's needed and how the grant will be used,
- The food insecurity challenge you're addressing and why your solution is the right fit,
- Your intended impact and how you'll measure success,
- How the project will help you **build capacity, drive innovation and growth, scale your impact, or strengthen your organisational resilience.**

Get creative!

This is your chance to bring your project to life and show us how we can be part of your journey. But remember - the most important thing is that you can clearly show the need in your community and how your organisation is helping to tackle food insecurity.

To accompany your video, you'll answer a few short questions online, covering:

- Contact details,
- Organisation details,
- Director details,
- Overview of your impact and mission,
- Short description of your project,
- How your project addresses food insecurity.

You can download a sample form [here](#).

Video Requirements:

- Film in landscape mode,
- Ensure clear audio,
- File must be in an accepted format:
 - MP4
 - AVI (DivX, Xvid)
 - WMV (Windows Media Video)
 - FLV (Flash Video)
 - MPEG (MPEG-4)
 - MOV
- Alternatively, upload to YouTube or Vimeo and provide a link.

Stage 2: The Shortlist

9 September – 30 September 2025

Up to **20 organisations** will be shortlisted.

Shortlisted applicants will complete a more detailed questionnaire to deepen our understanding of their impact and project.

Note: Shortlisted applicants (Stage 2) will need to demonstrate how their project can be completed by December 2026.

Stage 3: The Interview

Early November 2025

Up to five organisations will be shortlisted and invited to attend an interview with Chobani's Social Impact Manager and General Manager, ESG. This interview will take place via Teams and will be your final opportunity to help us get to know you and your project..

The Finale

Successful applicants will be notified in **November 2025**.

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Assessment and Due Diligence

Chobani will review applications at each stage and will engage with Workplace Giving Australia to assist with due diligence for those in the final round.

Workplace Giving Australia is a not-for-profit organisation who work with businesses, employees, and charities to drive everyday giving.

Workplace Giving Australia will assist with the program's assessment and validation. You may be contacted by them to provide details, including your organisation's bank information, for validation.

Successful Applicants – Staying Connected

Our goal is to create real, lasting change — and we'd love to stay connected to celebrate your progress.

After your project kicks off, we'll check in along the way:

- **3 months in, 6 months in, 12 months or**
- **Upon completion of your project**

At each milestone, you'll complete a short impact questionnaire, giving you the chance to share your wins, learnings, and challenges.

This helps us celebrate your achievements — and learn how we can keep making a difference together.

Grant Funds Distribution

Successful applicants can expect to receive a Funding Agreement for your organisation's review and completion. Grant funds will be electronically transferred upon signing a Funding Agreement with Chobani.

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Application Terms and Conditions

1. These terms and conditions (“**Terms and Conditions**”) apply to Chobani Pty Ltd’s (ABN 53 096 731 467) (“**Chobani Australia**”) grant program, The Big Difference as further detailed in the Guidelines (“**Grant Program**”).
2. By submitting an Application you agree to be bound by these Terms and Conditions.
3. Capitalised terms in these Terms and Conditions have the following meanings:
 - (a) “**Applicant**” means the organisation that has applied for a Grant;
 - (b) “**Application**” means the content of the online form (including video submission) that an Applicant must complete and submit in order to be considered for the Grant;
 - (c) “**Eligibility Criteria**” means any eligibility criteria for Applicants set out in the Guidelines, as updated by Chobani Australia from time to time;
 - (d) “**Funding Agreement**” means a funding agreement between a successful Applicant and Chobani Australia on terms acceptable to Chobani Australia;
 - (e) “**Grant**” means any funds awarded to a successful Applicant under the Grant Program;
 - (f) “**Grant Webpage**” means the www.Chobani.com.au/thebigdifference/;
 - (g) “**Guidelines**” means the document titled “The Big Difference Guidelines” (available at www.Chobani.com.au/thebigdifference/) that sets out details of the Grant Program including Eligibility Criteria and the application, consideration and awarding process;
 - (h) “**Intellectual Property Rights**” means all patents, rights to inventions, copyright, trade marks, trade names and domain names, rights in goodwill, rights in confidential information and any other intellectual property rights, whether registered or unregistered and including all applications for, and renewals or extension of, such rights and similar rights which subsist now or in future anywhere in the world.
 - (i) “**Project**” means a project or activity in relation to which an Applicant submits an Application that directly addresses food insecurity and that aligns with the focus areas set out in the Guidelines; and
 - (j) “**Recipient**” means an Applicant that is successful in being awarded a Grant and has entered into a Funding Agreement with Chobani Australia;
4. Applications will only be considered from organisations which meet the Eligibility Criteria and in compliance with the Grant Webpage, Guidelines and these Terms and Conditions.
5. To be eligible for consideration for a Grant, an Applicant must submit its Application in accordance with the submission instructions, including providing details of the Project and all other requirements set out in these Terms and Conditions, the Guidelines, Grant Webpage and the Application, during the timeframe indicate on the Grant Webpage.
6. Applicants are responsible for the Applications they submit, including its content (such as text, images, photos and videos). Each Applicant warrants that:
 - (a) your Application will not be unlawful, fraudulent or could reasonably be considered to be in breach of any Intellectual Property Rights, privacy, publicity or other rights, defamatory, obscene, derogatory, pornographic, sexually inappropriate, violent, abusive, harassing, threatening, objectionable with respect to race, religion, origin or gender, or otherwise unsuitable for publication;
 - (b) you will obtain prior written consent from any person who is reasonably identifiable in the Application before submitting it;
 - (c) your Application does not contain viruses and will not cause injury or harm to any person or entity; and
 - (d) you will comply with all applicable laws and regulations, including those governing copyright, content, defamation, privacy, publicity and the access or use other’s computer or communication systems.
7. Chobani Australia may at any time verify the validity of Applications and Applicants and disqualify any Applicant that does not comply with these Terms and Conditions, the Grant Webpage and the Guidelines. Incomplete or illegible Applications will be invalid at our discretion.
8. Chobani Australia is not responsible for incorrect, incomplete, late or misdirected entries.
9. Decisions as to which Applicant will receive a Grant and the amount of any such Grant is at the sole discretion of Chobani Australia acting reasonably and by reference to the Eligibility Criteria. Correspondence relating to the decision process or the outcome is entirely at Chobani Australia’s discretion.
10. For the avoidance of doubt, Chobani is under no obligation to award any Grants.
11. Successful Applicants will only be awarded the Grant upon entering into a Funding Agreement.
12. A maximum of one (1) Grant per Applicant may be awarded.

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13. By providing information in an Application, Applicants consent to Chobani Australia using and disclosing that information (including to third parties) for the purposes of conducting the Grant Program, reviewing, processing and awarding the Grants and any other matter connected to the Grant Program.

14. As a condition of submitting an Application, each Applicant licenses and grants Chobani Australia, its affiliates and sub-licensees a non-exclusive, royalty-free, perpetual, worldwide, irrevocable, and sub-licensable right to use, reproduce, modify, adapt, publish and display their Application for any purpose, including but not limited to future promotional, marketing or publicity purposes, in any media, without compensation, restriction on use, attribution or liability. The Applicant consents to Chobani Australia using their name, likeness, image and/or voice in the event they are a Recipient (including photograph, film and/or recording of the same) in any media for an unlimited period without remuneration for the purpose of promoting this Grant Program, and promoting any products manufactured, distributed and/or supplied by Chobani Australia.

15. Chobani Australia may consult with and/or engage third parties for the purpose of reviewing Applications and conducting due diligence.

16. Chobani Australia is not liable for any additional, incidental, or related costs in connection with entering the Grant Program or being awarded a Grant.

17. If at any time the Applicant believes the Project can no longer be undertaken in the manner described in the Application, the Applicant must promptly advise Chobani Australia to discuss alternative options.

18. Chobani Australia is not liable for any additional costs incurred by the Applicant or any other party associated with the Application, the Project and/or the receipt of a Grant. In the event the total Project costs exceed the forecast amount and/or the notified Grant amount, Chobani Australia is not responsible for or obliged to pay any additional amount.

19. Chobani Australia may promote the Grant Program and report on the Project using information in the Application, additional information and media (including photos and quotes) obtained from the Applicant or otherwise available publicly, to its partners, customers, employees, Chobani Australia representatives and networks, and the community through internal and external communication channels, including but not limited to online and social media.

20. Subject to the rest of this clause 20, the Recipient may acknowledge the Grant Program and Chobani Australia's support of the Project in promotional and similar material however is not permitted to use the Chobani Australia logo or branding unless separate written permission has been obtained. Any proposed publicity (including social media posts, media releases or other promotion) regarding the Grant Program must be submitted to

Chobani Australia for review and approval, which will require a minimum of 10 business days.

21. The Applicant must not do or say anything or cause anyone to do or say anything that may prejudice or be detrimental to or cause damage to the name and reputation of Chobani Australia.

22. While Chobani Australia has taken care in producing the Guidelines, Chobani Australia makes no representations in respect of (and, to the extent permitted by law excludes all warranties in relation to) the accuracy or completeness of the information contained therein. To the extent permitted by law (including under the *Competition and Consumer Act 2010* (Cth)), Chobani Australia excludes all liability whatsoever for any loss or damage, howsoever arising out of reliance, in whole or in part, on the information, except where it is caused by Chobani Australia's fraud, wilful misconduct or gross negligence.

23. Nothing in these Terms and Conditions limits, excludes or modifies or purports to limit, exclude or modify any applicable statutory consumer guarantees (including those provided under the *Competition and Consumer Act 2010* (Cth)). Except for any liability that cannot by law be excluded, Chobani Australia (and its respective officers, employees and agents) excludes all liability for any personal injury, loss or damage (including loss of opportunity) whether direct, indirect, special or consequential, resulting from or arising in any way out of the Grant Program, except where it is caused by Chobani Australia's fraud, wilful misconduct or gross negligence.

24. Chobani Australia reserves the right to suspend or terminate the Grant Program at any time. Chobani Australia will notify Applicants of any decision to suspend or terminate the Grant Program and will also publish a notice on the Grant Webpage. The Grant Webpage and/or the Guidelines may be amended or replaced at the discretion of Chobani Australia. Chobani Australia will notify Applicants of any amendment to or replacement of the Guidelines and will also publish a notice on the Grant Webpage. Copies are available upon request by contacting Chobani Australia at bigdifference@chobani.com.au.

25. Chobani Australia is collecting personal information in order to facilitate the Grant Program. This personal information may be shared with other organisations and external industry experts to assist in assessing Applications. If an Applicant gives Chobani Australia personal information about another person, Chobani Australia relies on the Applicant to tell them that it is giving us their details and to let them know about our Privacy Policy. Personal information is handled in accordance with the Chobani Australia Privacy Policy which outlines how to access and/or correct personal information or to make a privacy related complaint. For more information, please visit https://www.chobani.com.au/wp-content/uploads/Privacy_Policy_Chobani.pdf.