

The Big Difference

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

www.chobani.com.au/the-big-difference



FAQs

About Applying

Who can apply?

Not-for-profit organisations, non-distributing co-operatives and social enterprises are eligible to apply — as long as the project you're applying for **directly addresses food insecurity** and will be delivered within Victoria.

You don't need to be solely focused on emergency food relief to apply. What matters is that your project contributes meaningfully to addressing food insecurity — including by improving food access and strengthening the systems behind it (for example: capacity, tools, infrastructure, new approaches, scalable models, and long-term sustainability).

Previous Chobani The Big Difference grant recipients are not eligible.

For more details, see the website and Guidelines:
chobani.com.au/the-big-bigdifference

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. You must be able to provide appropriate documentation, have an active ABN, 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.

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 you are operating as a not-for-profit organisation (profits are reinvested to further the co-operative's purpose) and the project relates to addressing food insecurity. Co-operatives must also be registered under the National Co-Operative Law.

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

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.

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.



Southern Peninsula
Community Support

The Big Difference

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About the Projects

What kinds of projects will you fund?

We're interested in projects that go beyond short-term emergency food relief and contribute to lasting impact in addressing food insecurity. Your project must fit into at least one of these focus areas:

- Build Capacity (strengthen systems, tools, training or ways of working)
- New Ideas & Programs (test a new idea or pilot a new approach)
- Scaling Proven Models (expand or replicate a program already working well)
- Organisational Sustainability (sustainable improvements that help your organisation thrive long term)

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

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,
- Projects that discriminate or exclude,
- 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.

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

How much funding is available?

We're allocating up to **\$150,000** in total, to be distributed among **three to five recipients**. Organisations can select the grant amount most relevant to their project needs, with funding allocated as follows:

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

The selected amount should align with a project that can be completed by **December 2027**.

Should I include GST in my requested funding amount?

Yes. Include relevant project costs inclusive of any GST, so we can fully consider the total funding required to implement the project or program.

When will funding be granted to successful organisations?

It is intended grant funds will be paid from **November 2026**, with projects completed by **December 2027**.



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How to Apply

How do I apply?

Applications are submitted online via GoodGrants **between Tuesday 14 July 2026 (9:00am AEST) and close Tuesday 25 August 2026 (5:00pm AEST)**

[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?

[Stage 1: The Big Pitch](#)

[Stage 2: The Shortlist](#)

Please note we will not accept applications via email. All applications must be submitted via GoodGrants.

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,
- Your project budget,
- 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 function 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, FAQs 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 14 July 2026** (9:00am AEST)
- Applications close: **Tuesday 25 August 2026** (5:00pm AEST)

Stage 2: The Shortlist

- Shortlisted applicants notified:
Wednesday 16 September 2026
- Questionnaire completed by:
Tuesday 6 October 2026 (5:00pm AEST)
- Applicants to be interviewed notified by:
Tuesday 27 October 2026

Stage 3: The Interviews

- Interview period: **From W/C 2 November 2026**

The Finale

- Successful applicants notified: **November 2026**

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 with sender name 'Chobani Australia: The Big Difference'. 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 organisations 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 2026, and projects completed by December 2027.

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 Chobani Australia running a grants program?

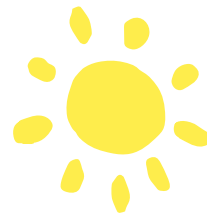
At Chobani Australia, we believe food should be a source of connection, nourishment and dignity — not stress. **The Big Difference** is one way we make **Good Food For All** tangible in Australia: backing practical, community led projects that address food insecurity across Victoria and strengthen the systems behind food access — from tools and infrastructure to scalable models and long term sustainability.

Who is Goodstack?

Goodstack is on a mission to revolutionise how the world does good by connecting companies, employees, and customers to causes through the largest purpose-driven network on the planet. Goodstack works with leading brands including Atlassian, Canva, Zoom, and TikTok to streamline nonprofit verification, employee giving and volunteering, customer donations, and grant management.

Why would Goodstack contact my organisation?

Goodstack 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.



Echuca
Neighbourhood
House