

CEO Mr Peter Noble said, "We share our customers' and retailers' concerns over this tragedy and have been heartened by the number of calls from them urging us to develop a coordinated approach to our fundraising efforts. We have all been moved by the daily images of suffering and destruction; we view this as a practical way to demonstrate our core values of supporting and taking an active and leading role in our local communities. From a grass roots level many stores in our group have already commenced raising the much needed funds".

## FOODWORKS

Little things, big difference

IGA stores have launched into an aid program collecting \$1000 directly from each of the larger stores, \$500 from the IGA Everyday sites, and \$250 from the smaller Friendly Grocer IGA sites. The aim is a total somewhere around \$190,000 across Victoria.

Nationally the IGA group is working towards a long term project of sponsoring the rebuilding of a village, a water treatment plant or school facilities in a more personal and creative attempt to assist devastated areas.



Neil Vincett explained that through staff members in the IGA Sydney Head Office who have family members involved in the disaster areas, the IGA group is planning to back up the cash aid with substantial on the ground rebuilding.

While the Tsunami Appeal has heightened the support independents are willing to give in an emergency, we must also remember that there are several other worthy causes that we support throughout the year.

The Master Grocers involvement with GALA and Reach has seen \$100,000 donated last year to the great work this organization does with our young people. AUR's support of Reach individually amounts to a significant sum also.

The recent IGA Community Chest Community Chest presentation at the Royal Children's Hospital for 2004 raised \$455,000 dollars with the largest beneficiaries being -



1. CFA - \$290,000 for equipment and support of 238 Brigades.
2. Asthma Foundation Victoria - \$75,000 - for the creation of Asthma Friendly Schools.
3. Starlight Children's Foundation - \$50,000 - for the ongoing care of children and their families in the Starlight Express Room at the Royal Children's hospital.

Steve Shipp one of the award winning Champions, representing the IGA State Board, made the presentations to the three beneficiaries.

On a local note, donations this year from Victorian IGA stores raised just under of \$3 million with stores like Ritchies Community Benefit delivering a substantial part of the donation.

Michaels IGA added a disaster fund to the successful local Community Rewards program, as a result Michael was able to donate \$20,000, being the tally of customer points donated in two weeks, to the cause.

Michael Lorenz with a representative of The Australian Red Cross and all local CFA units receiving their Community Rewards cheques for \$15,000 as part of the wider store driven program for the past year totaling approximately \$80,000.

