

# Annual Report **2024**



## Executive Summary

The One Box strives to materially impact food security in Australia, with an innovative and scalable model that goes beyond providing fresh food relief. Our weekly box of fresh produce provides nourishment, restores dignity and fosters connections between families, schools and community organisations.

### Fresh Food Relief, Done Differently

Committed to helping alleviate food insecurity since 2017, The One Box has evolved into a multi-faceted program consisting of:



#### THE ONE BOX (Core Charity)

Donating weekly fresh fruit, vegetables and bread to households experiencing hardship, via partner schools.



#### THE ONE BOX FRESH FOOD PROJECT (Social Enterprise)

Selling fresh produce at approximately 50% off RRP to community organisations who, in turn, support households in need.

#### In 2024, The One Box continued to deliver tangible results, helping us:

- ✓ Reach 2,500 households via 134 program partners – enabling regular and affordable access to fresh food
- ✓ Secure 14 grants and donations from local government and philanthropy, further propelling our program's footprint
- ✓ Strengthen ongoing partnerships to help shape a more inclusive food-secure Australia, backed by research and philanthropic investment
- ✓ Leverage The Fruit Box Group's supply chain and ongoing support to deliver a box of fresh produce with a retail value of \$25 for just \$12.61
- ✓ That means our impact allowed us to convert every \$1 donated to The One Box into almost \$2 worth of fresh food in the hands of recipients\*

### Looking Beyond

The One Box aims to deliver 120,000 boxes in 2025, scaling to 227,000 boxes by 2027. This ambitious target reflects our resolve to empower families with fresh food and opportunities for greater wellbeing. It serves as an open invitation for long-term corporate partnerships and collaboration to help create lasting impact.

\*Every \$1 donated turns into 0.63 kg and \$1.98 worth of fresh food.



# CEO Introduction

The One Box strives to provide as many weekly boxes of fresh produce to those enduring hard times. In that continuing process, we are building very valuable connections that are helping people find relief and sometimes guiding them towards a better circumstance.

Food insecurity is a simple label that we mistakenly believe is easily solved by food relief. But it takes much more and whilst the reasons for disadvantage are widely varied, the common theme is typically isolation and disconnection. By simply reaching out weekly with a box of fresh food, there is a community in the background that is telling people in need we have their back. And, independent research conducted by Monash Business School has and continues to show us there is a good chance this is all you need to make the difference.

Thank you to all our donors, supporters, school partners, the research team at Monash Business School, The One Box team and the families that are part of the program. Last year again we donated well in excess of 110,000 boxes supporting over 2,500 Australian households each week. Box by box, we continue going from strength to strength.



*Martin Halphen*  
CEO, The One Box



“Without The One Box, families would have no access to basics such as fresh produce and bread. The One Box ensures that their children can bring packed, nutritious lunches to school and not feel excluded or ostracised.”

*Social Worker*

# Humble Beginnings to Lasting Change

The One Box began as a small pilot program in 2017 with a simple yet powerful mission: to ensure as many people as possible have dignified, reliable and regular access to fresh, nutritious food.

What started as a CSR initiative of The Fruit Box Group quickly catapulted into a national charity – now providing weekly boxes of high-quality fruit, vegetables and bread to 2,500 households experiencing hardship. Leveraging The Fruit Box Group's supply chain and purchasing power, the team hand-packs fresh produce sourced directly from Australian farmers, distributing it through a trusted network of schools and community organisations. These partners are pivotal in identifying families who need support, ensuring our program reaches those who need it most while building trust and connection.

In 2020, The One Box partnered with Monash Business School to develop an independent social impact measurement framework. Ongoing research with Monash Business School continues to guide our approach, highlighting the program's comprehensive impact on mental wellbeing, food security, community connections and refugee resettlement.

Continuing to redefine food security, The One Box launched its social enterprise, the Fresh Food Project, in 2021 to make fresh produce more affordable and accessible for the broader community. Certified by Social Traders shortly after, the Fresh Food Project extends our impact beyond donated boxes – supporting community groups facing rising living costs and food insecurity, and bringing our mission to life in new, sustainable ways.

- ✓ Always fresh, never rescued
- ✓ Guaranteed and weekly support
- ✓ Scalable and locally responsive
- ✓ Promotes holistic wellbeing
- ✓ Strengthens community connection
- ✓ Restores dignity and self-esteem

## Our Year of Impact

In 2024, we continued to offer reliable support to families in need, helping bring communities together, one box at a time.

**112,000**  
boxes to **2,500**  
households

retail value of **\$25**

**134** program partners

over **1 million**  
kilograms of fresh  
produce purchased  
from Australian farmers

# The Fresh Food Project

In response to our community's growing demand for fresh food relief, The One Box launched the Fresh Food Project in 2021 – a social enterprise that provides community organisations, universities and councils with high-quality, fresh produce at approximately 50% off the recommended retail value.

Designed for both affordability and flexibility, the Fresh Food Project offers two models: *pre-packed* boxes for easy distribution and *bulk produce deliveries* to support food pantries and market-style stalls. This approach meets diverse community needs, allows people to take exactly what they need – meaning there's more to go around – and helps restore a sense of autonomy, dignity and choice.

The Fresh Food Project has grown through strong, ongoing collaborations with organisations such as Hope Centre, The University of Melbourne, RMIT and others. By extending support beyond primary schools, it provides reliable access to fresh food for students, families and the broader community. We're proud of the role the Fresh Food Project plays in easing food stress and strengthening local connections in diverse communities.

Certified by Social Traders in 2022, the Fresh Food Project is an impact-led initiative of The One Box. As more organisations purchase seasonal produce, any proceeds help grow our core school-based program – extending the reach and impact of fresh food relief across Australia.

"Since COVID-19, we have seen a dramatic increase in the needs of our local community, with rising living costs stretching people's budgets to the max. Time and again, The One Box recipients can't thank us enough for the help it offers. The money they save by being provided fresh fruit and vegetables weekly allows them to use this money elsewhere."

*Community Pastor, Hope Centre*



"University students can be particularly vulnerable to the cost of living as they try to balance working enough to cover their basic living costs, alongside attending classes and studying. With The One Box, we're able to provide 100 fresh fruit and veggie boxes to students per semester at the Brunswick campus. Students are extremely grateful to receive this fresh produce as its often what they cut back on when deciding how to spend their money each week."

*Compass Coordinator,  
RMIT Student Union*



# Multiplying the Impact – Grants & Donations



The One Box continues to transform fresh food relief, thanks to the ongoing support of multi-year donors and new grants.

**In 2024, we were grateful to secure fourteen grants and donations from local government and philanthropic organisations. Together, this funding enabled The One Box to donate nearly 13,000 fresh food relief boxes – creating hope and new opportunities for 320 families in need every week, across Australia.**

## City of Swan, Western Australia

We are deeply fortunate to have received \$19,440 from The City of Swan in 2024, allowing us to extend dignified fresh food relief to local families at Lockridge Primary School and Clayton View Primary School. Delivered weekly, the program has had a lasting impact – improving recipients' physical, mental and social wellbeing, while strengthening their connection to school and fostering a more inclusive, caring environment for all.

“The One Box has had a positive impact on the Lockridge school community by providing weekly healthy food to families in need. It alleviates food insecurity, ensuring that children have access to nutritious meals, which directly supports their health, wellbeing and academic performance. Additionally, it promotes healthy eating habits, empowering students and their families to make better food choices.”

*Lockridge Primary School*

Aligned with the City of Swan's vision for a thriving community focused on health, wellbeing, and quality of life, this grant is more than financial support – it's a strong endorsement of our model and a reaffirmation of the profound impact a seemingly simple box of fresh food can have. Scalable with continued support, this partnership underscores the power of community-led initiatives to build resilience and deepen social connections.



“At least you know that someone is caring for you, and to have this in your mind and to have this as a benefit, it's like your emotional health is getting on some normal level because you know that someone can be there for you.”

*Beneficiary*

## Multiplying the Impact – Philanthropic Partnership



### Sidney Myer Fund

The Sidney Myer Fund has been a steadfast supporter of The One Box since 2020, playing a pivotal role in our journey of alleviating food insecurity through a global pandemic and now, an escalating cost-of-living-crisis. Over the past five years, this multi-year partnership has assisted The One Box in expanding capacity nationally, distributing 5,948 fresh food boxes to 150 households every year, throughout the school term.

Sidney Myer Fund's unwavering commitment has propelled the growth of The One Box, and in turn, the health and community wellbeing of thousands of Australians. Multiplying impact one box at a time, their funding goes beyond financial support. It has provided the flexibility to swiftly respond to crippling food insecurity and financial strain during COVID-19, offering a deep sense of comfort and dependability to vulnerable families.

As a philanthropic partner, their generosity has helped The One Box consistently deliver quality, fresh food whilst improving operational capabilities. By streamlining our supply chain, The One Box was able to provide a box of fresh produce with a retail value of \$25 for just \$12.61 – further leveraging resources to reach more families in need.

We are honoured to receive renewed funding from Sidney Myer Fund through to 2029, enabling investment in organisational development and strategic planning, essential for our program's long-term sustainability. With every \$1 donated equating to 0.63kg of fresh food, their contribution will directly fund the distribution of over 2 million kilograms of fresh food across Australia.

**This enduring partnership not only reaffirms the strength of our collaboration but exemplifies the lasting, incremental impact multi-year grants can have in solving deep-rooted issues like food insecurity.**



# A Food Secure Future Corporate Partnership – Pace Farm



Access to fresh, high-quality food goes a long way, which is why we are thrilled to share the potential impact of our new corporate partnership with Pace Farm. As one of the country's largest egg producers, providing farm fresh nutritious eggs to Australians everywhere, every day – Pace Farm sets a powerful example of how purpose-led businesses can shape a more inclusive, food secure future.

Their generous \$50,000 donation to The One Box will fund the delivery of 4,000 fresh produce boxes to schools along the Eastern Seaboard – enabling 100 households to access fresh food they otherwise cannot afford. United by the belief that nutritious food is a right, not a privilege, our partnership showcases how value-aligned collaboration can nourish families, strengthen communities and offer hope to future generations.

We spoke with Pace Farm about why giving back to local communities matters – and what led them to support The One Box.





### Why did you choose to support The One Box?

At Pace Farm, supporting The One Box is a natural fit. The One Box's mission aligns closely with Pace Farm's vision of 'eggs for everyone', working towards ensuring all Australians have access to fresh, nutritious food.

Pace Farm is pleased to partner with an organisation that delivers tangible, lasting impact in communities across the country.

This partnership reflects Pace Farm's ongoing commitment to inclusivity and community wellbeing, and the company is excited to play a role in supporting families who are experiencing hardship.

### How do your values align with The One Box?

Pace Farm's values – care, passion, integrity, innovation, ownership and fun – guide everything we do. These values unite the Pace Farm team across all sites and are deeply embedded in how they operate.

Like The One Box, we believe that access to nutritious food is a right, not a privilege. Together, we're working to build stronger, more inclusive communities by making fresh, healthy produce more accessible to Australians, regardless of their circumstances.

The partnership with The One Box is more than just a donation – it's a reflection of Pace Farm's belief in creating real, lasting impact. By helping deliver 4,000 boxes of fresh food to families across a full school year, we're pleased to be contributing to better health and wellbeing for those experiencing hardship.

### How else do you support members of your community?

Pace Farm is dedicated to supporting the communities in which we operate.

This year, Pace Farm introduced its Community Grants Program which awards grants of up to \$5,000 for projects that foster inclusivity, enhance community facilities and improve services that make a lasting difference in people's lives.

The grants are open to community groups including charities, sporting clubs, schools, environmental organisations and community groups.

Along with this program, Pace Farm also proudly donate pallets of eggs to Foodbank. These donations total over 300,000 eggs annually, or about 150,000 meals across Australia.

The One Box established a research partnership with Monash Business School in 2020, led by Professor Ralph Kober, Associate Professor Dr Paul Thambar and Dr Zhiyun (Maleen) Gong. To date, a robust social impact framework measuring and communicating the impact of our program has been developed, alongside interviews, field studies and a growing body of research on the program's community impact.

The latest project, a Longitudinal Community Study, follows the same families in Victoria's Dandenong region over three years. Through a combination of interviews and surveys conducted since 2022, the study explores how regular access to fresh food shapes food security, wellbeing and resilience. While not limited to any one group, the research offers particular insight into the role The One Box plays in supporting families from refugee backgrounds as they establish themselves in a new community. Findings will be published in our fourth research report, due in late 2025.

### Emerging insight from this research:

- Strengthens our understanding of how The One Box fosters stronger connections between families and school communities
- Points to improvements in the mental wellbeing of recipients and their households
- Offers early insight into how consistent fresh food access can support families, including those from refugee backgrounds, as they settle into a new community
- Reinforces the role of weekly fresh produce in easing financial pressure for households

Building on this work, the latest phase of research quantifies The One Box's impact on recipients' level of food security, quality of life and financial resilience – further validating the value (including perceived value) of weekly fresh food support.

## A Word From Monash

Since 2020, Monash Business School and The One Box have joined forces to address the pressing, yet often overlooked, issue of food insecurity in Australia. We're proud of the real-world impact our research has had in supporting The One Box's mission to provide families with young children access to healthy, nutritious fresh food.

Our findings demonstrate the financial efficiency of The One Box model – with every \$1 donated providing almost \$2 worth of fresh fruit, vegetables and bread. We've also highlighted the broader health, social and economic benefits of the program. We hope our ongoing collaboration helps reduce food insecurity within the Australian community.



*Associate Professor Ralph Kober, Dr Paul Thambar and Dr Zhiyun (Maleen) Gong  
Department of Accounting, Monash Business School*



## Partners in Impact



The One Box was founded by The Fruit Box Group in 2017 with the belief that business can and should be a force for good. As our primary sponsor, The Fruit Box Group has donated \$2.6 million in kind and direct support over the years – enabling us to leverage their infrastructure, national logistics and procurement networks.

In 2024 alone, The Fruit Box Group's commitment helped us exclusively deliver over 32,000 fresh produce boxes, totalling 260,820 kilograms of nutritious food for 820 families experiencing hardship.

**More than a sponsor, The Fruit Box Group leads by example of how CSR goes beyond funding. By embedding The One Box into their operations and culture, they demonstrate how a value-led business can create meaningful, long-term community impact while uniting staff around a shared purpose.**

Representing the strength of aligned values, this partnership showcases what's possible when corporates and community organisations come together to scale fresh food relief – effectively and with heart.

### Contributions from The Fruit Box Group in 2024

**\$414,000**

**donated in 2024**

both in kind and via  
direct support



**\$819,720**

**worth of fresh food donated**

every \$1 donated = \$1.98 of fresh  
food in the hands of recipients



**260,820<sub>kg</sub>**

**of fresh produce donated**

every \$1 donated = 0.63 kg of fresh  
food delivered to families in need



**820**

**families supported  
weekly**

(RRP \$25) over a school year



**32,831**

**fresh food boxes**

procured at \$12.61 per box



# Thank You School Partners



Our team extends immense gratitude to the entire The One Box community. We are sincerely thankful to the schools and community organisations who continue to help us bring our vision and mission to life.

**VIC** Ardeer Primary School  
Albion Primary School  
Bell Park North Primary School Hub  
Bendigo Special Development School  
Broadmeadows Valley Primary School Hub  
California Gully Primary School  
Carlton Primary School  
Coolaroo South Primary School Hub  
Dallas Brooks Community Primary School Hub  
Dandenong North Primary School  
Dandenong Primary School Hub  
Dandenong West Primary School Hub  
Deer Park North Primary School Hub  
Dinjerra Primary School  
Doveton Primary School - Our Place  
Footscray North Primary School  
Glengala Primary School  
Glenroy Central Primary School  
Hampton Park Primary School  
Heatherhill Primary School  
Holy Eucharist Primary School  
Mount Ridley P-12 College Hub  
Northern Bay College - Family Centre (Goldsworthy)  
Northern Bay College - Hendy P-8 Campus  
Northern Bay College - Peacock Hub  
Northern Bay College - Tallis P-8 Campus  
Northern Bay College - Wexford P-8 Campus (Our Place)  
Quarry Hill Primary School  
Spring Gully Primary School  
Springvale Rise Heights Campus  
Springvale Rise Primary School Hub  
St Albans Heights Primary School Hub  
St Albans Primary School Hub  
St Anthony's Primary School Hub  
St. Peter's Primary School  
Stevensville Primary School Hub  
Sunshine Christian School  
Sunshine Harvester Primary School  
Westall Primary School - Our Place  
Woodville Primary School  
Wyndham Park Primary School

**ACT** Calwell Primary School  
Gilmore Primary School  
Isabella Plains Early Childhood School  
Karabar High School  
Monash Primary School  
Namadgi School  
Richardson Primary School  
Wanniassa School

**NSW** Canley Heights Public School  
Chifley Public School  
Emerton Public School  
Fairfield West Public School  
Gawura School  
Gosford East Public School  
Granville South Public School  
Hilltop Road Public School Hub  
Hornsby South Public School  
Lakemba Public School  
Minto Public School  
Parramatta West Public School Hub  
Redfern Jarjum College  
Regents Park Christian School  
Rydalmere Public School Hub  
Sarah Redfern Public School  
Smithfield Primary School  
St. Therese Catholic Primary School  
Telopea Public School  
Villawood East Public School  
Westmead Public School Hub  
Woodport Public School  
Queanbeyan East Public School  
Queanbeyan High School  
Queanbeyan South Public School  
Queanbeyan West Public School

**QLD** Acacia Ridge Early Learning Centre  
Bundamba State School  
Goodna Special School  
Inala State School Hub  
Ipswich West State School  
Kruger State School Hub  
Leichhardt State School

**QLD** Picnic Creek State School  
Richlands East State School  
Riverview State School Hub  
Staines Memorial College Hub  
Tivoli State School

**WA** Swan View Primary School  
Bramfield Park Primary School  
Clayton View Primary School  
East Maddington Primary School  
Forrestdale Primary School  
Gosnells Primary School  
Lockridge Primary School  
Midvale Primary School  
Moorditj Noongar Community College  
Winterfold Primary School

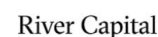
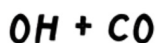
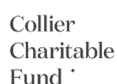
**SA** Brahma Lodge Primary School  
Burton Primary School  
Craigmore South Primary School  
Elizabeth Downs Primary School  
Elizabeth East Primary School  
Elizabeth Grove Primary School  
Elizabeth Vale Primary School  
Hampstead Primary School  
Ingle Farm Primary  
Karrendi Primary School Hub  
Mark Oliphant B-12 College  
Northfield Primary School  
Para Vista Primary School Hub  
Paralowie R-12 School  
Playford College Hub  
Salisbury Primary School Hub  
St Augustine's Parish School Hub  
St Brigid's School Community Hub  
St Mary Magdalene's School Hub  
Wandana Primary School



# Thank You Corporate Partners & Donors



The One Box gratefully acknowledges The Fruit Box Group for their continued support as our primary sponsor. We are thankful to all our donors and corporate partners, whose generosity helps make a lasting difference, one box a time.



# Financial Report Extract

## The One Box Group Limited (limited by guarantee) Statement of profit or loss and other comprehensive income for the year to 31 December 2024

		12 Months ended 31 Dec 2024	12 Months ended 31 Dec 2023
	Note	(\$)	(\$)
<b>Revenue</b>	3	1,308,375	1,448,866
<b>Expenses</b>			
Cost of produce		718,256	742,048
Advertising and promotion expense		35,043	68,184
Personnel expense	4	427,399	334,669
Depreciation expense	4	-	1,608
Management fee expense		-	-
Other expenses		308,177	294,027
<b>Total expenses</b>		<b>1,488,875</b>	<b>1,440,536</b>
Surplus/(deficit) before income tax expense		(180,500)	8,330
Income tax expense		-	-
<b>Surplus/(deficit) after income tax expense for the year attributable to the members</b>	<b>8</b>	<b>(180,500)</b>	<b>8,330</b>
Other comprehensive income for the year, net of tax		-	-
<b>Total comprehensive income/(loss) for the year attributable to the members</b>		<b>(180,500)</b>	<b>8,330</b>

## Statement of cash flows for the year ended 31 December 2024

		12 Months ended 31 Dec 2024	12 Months ended 31 Dec 2023
		(\$)	(\$)
<b>Cash flows from operating activities</b>			
Donations and revenue received		1,312,016	1,448,502
Payments to suppliers		(1,338,610)	(1,372,843)
Bank fees		(2,379)	(2,124)
Net cash from (used in) operating activities	13	(28,973)	73,535
<b>Net increase/(decrease) in cash and cash equivalents</b>		<b>(28,973)</b>	<b>73,535</b>
Cash and cash equivalents at beginning of the financial year		186,545	113,010
<b>Cash and cash equivalents at the end of the financial year</b>	<b>5</b>	<b>157,572</b>	<b>186,545</b>

The above financial statements should be read in conjunction with the accompanying notes.  
Visit [theonebox.org.au](http://theonebox.org.au) for the full version of our audited financial report and notes.



## How to Donate

Support The One Box in delivering over 120,000 fresh food relief boxes in 2025 – and help sow the seeds for healthier, more resilient communities across Australia.

- **Become a corporate donor and join a community of like-minded businesses championing a fresh, dignified approach to food relief**
- **Introduce workplace giving to boost staff engagement and retention, while empowering teams to support an innovative, purpose-driven cause**



**Scan to donate**

Every dollar makes a difference

For  
**every \$1**  
donated to The One Box,  
almost **\$2 RRP**  
of fresh food  
is received in the hands of  
**families** who  
need it most

**\$60**

Support a family  
for 1 month

Provides 4 boxes of  
fresh produce

**\$150**

Support a family  
for 3 months

Provides 10 boxes of  
fresh produce

**\$300**

Support a family  
for 6 months

Provides 20 boxes of  
fresh produce

**\$600**

Support a family  
for one year

Provides 40 boxes of  
fresh produce

Discover our impact at [theonebox.org.au](https://theonebox.org.au) or email [info@theonebox.org.au](mailto:info@theonebox.org.au)

### Our Team

Martin Halphen  
*Director*

LJ Ryan  
*Director*

Emily Wild  
*Program Manager*

Anna Savva  
*Brand Manager*

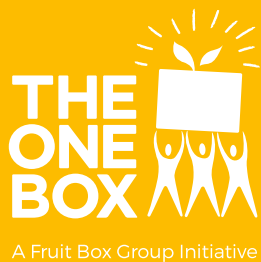
Richard Moshinsky  
*Director*

Brendan Shaw  
*Company Secretary*

Jessica Bram  
*Strategic Partnerships Lead*

Mallika Dutta  
*Marketing Executive*

*It's surprising how far  
one box can go*



[theonebox.org.au](http://theonebox.org.au)