



IGA Community Chest Promotion

1–21 May 2024



**Special
Olympics**
Australia

IGA and Special Olympics Australia



IGA has supported Special Olympics Australia for over 30 years.

IGA is our longest-serving partner. They are champions of inclusion.

Each May, IGA raises money for Special Olympics Australia through their Community Chest campaign.

Local clubs can receive a slice of these funds with a store visit.



Annual campaign



Community Chest is a national IGA promotion (except in Tasmania).

During the campaign period, **IGA donate a percentage of sales** of all products featured in the catalogue (excluding fresh food) to Special Olympics Australia.

The products are marked by the IGA Community Chest ticket.

The IGA catalogue reaches over 4 million households.



Look out for the Community Chest ticket!



**Special
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Australia**



Get involved!



- Pop into your local IGA store and have a chat to the Store Manager.
- Find out if the store is aware of the campaign and if they are planning on putting up promotional material– maybe even offer to help!
- If the store is not aware of our relationship with IGA...share the love!
- If you already have a relationship with your local store, you know the drill!
- Take this opportunity to ask how you can work together to fundraise. **All funds raised from your onsite activities are for your Club!**
- You may also be eligible to receive a \$1,000 grant from the national office.



*Special
Olympics
Australia*



Supporting material



All promotional activity will be digital.

Products featuring the Community Chest logo support Special Olympics Australia.

There will be hundreds of products and they will appear in the catalogue during the promotion period. You can find the digital catalogue at **iga.com.au/catalogue**

Special Olympics Australia will post via Facebook and Instagram. If you have local accounts, please share from our pages.



**Special
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Australia



Club grants



Each Special Olympics Australia club is eligible to receive a **\$1,000 grant**.

To receive a grant, a club must:

- conduct a store visit with a local IGA store during the campaign period
- send photos to fundraising@specialolympics.com.au
- adhere to all volunteer requirements, including Working With Children Checks.

Grant allocation may take up to 6 weeks after the campaign closes.



RITCHIES



How the locals like it™



Have fun! If you have any questions, please email
fundraising@specialolympics.com.au