



GLOBAL FOOD CRISIS INSIGHTS

CONTEXT



In September 2022, Compassion Australia surveyed a panel of supporters known as Compassion Collective, eliciting the following insights based on the answers provided by 368 respondents.

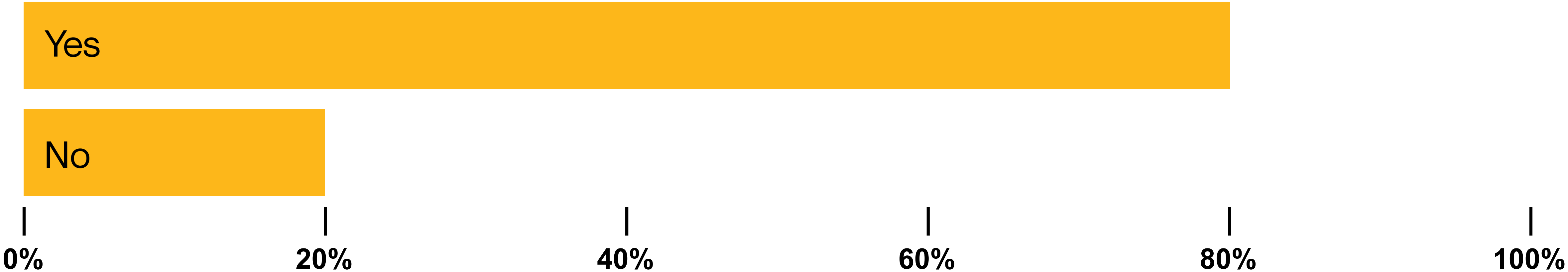


AWARENESS



“Before today, had you heard of the
global food crisis?”

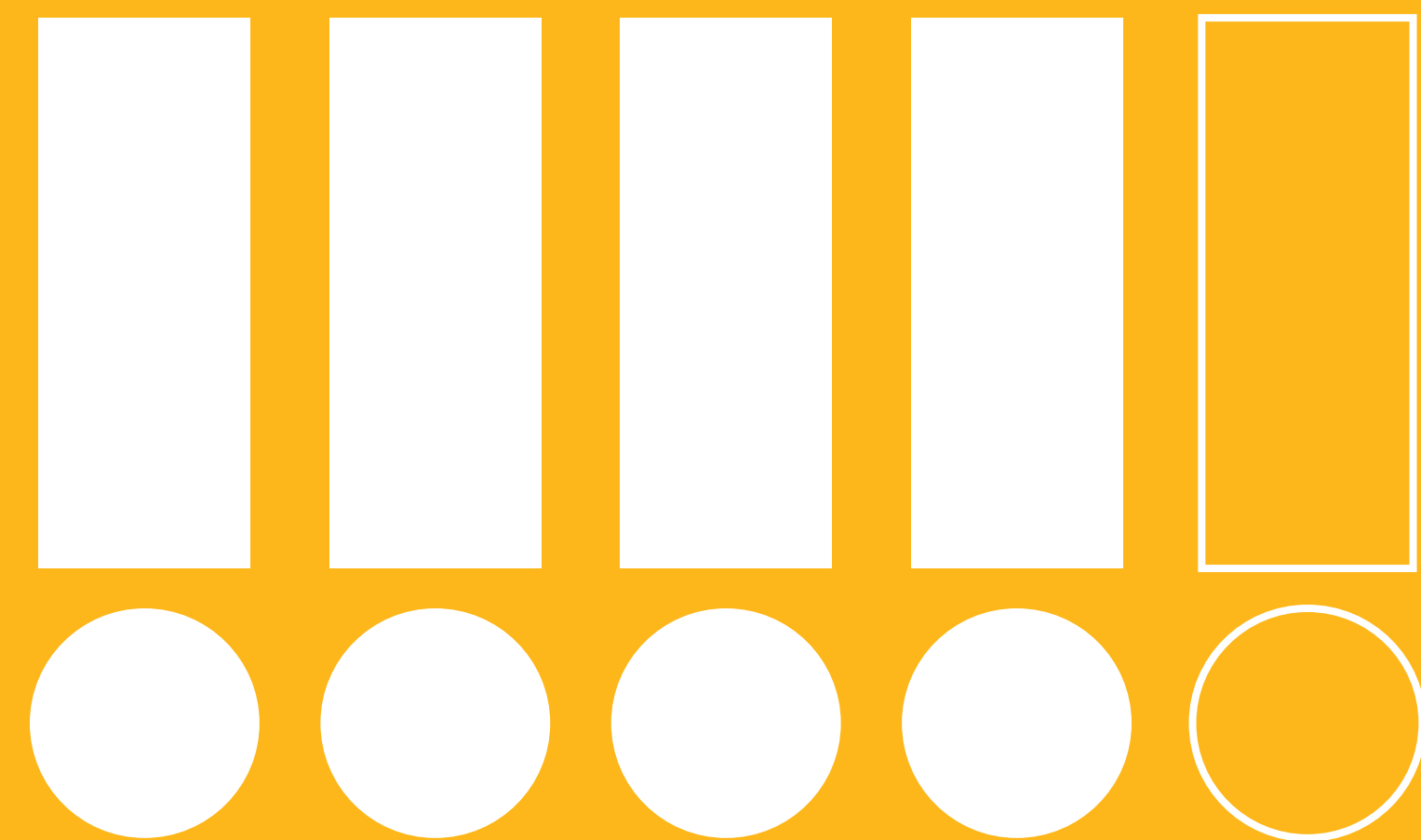
1.2 | RESULTS



1.3 | INSIGHTS



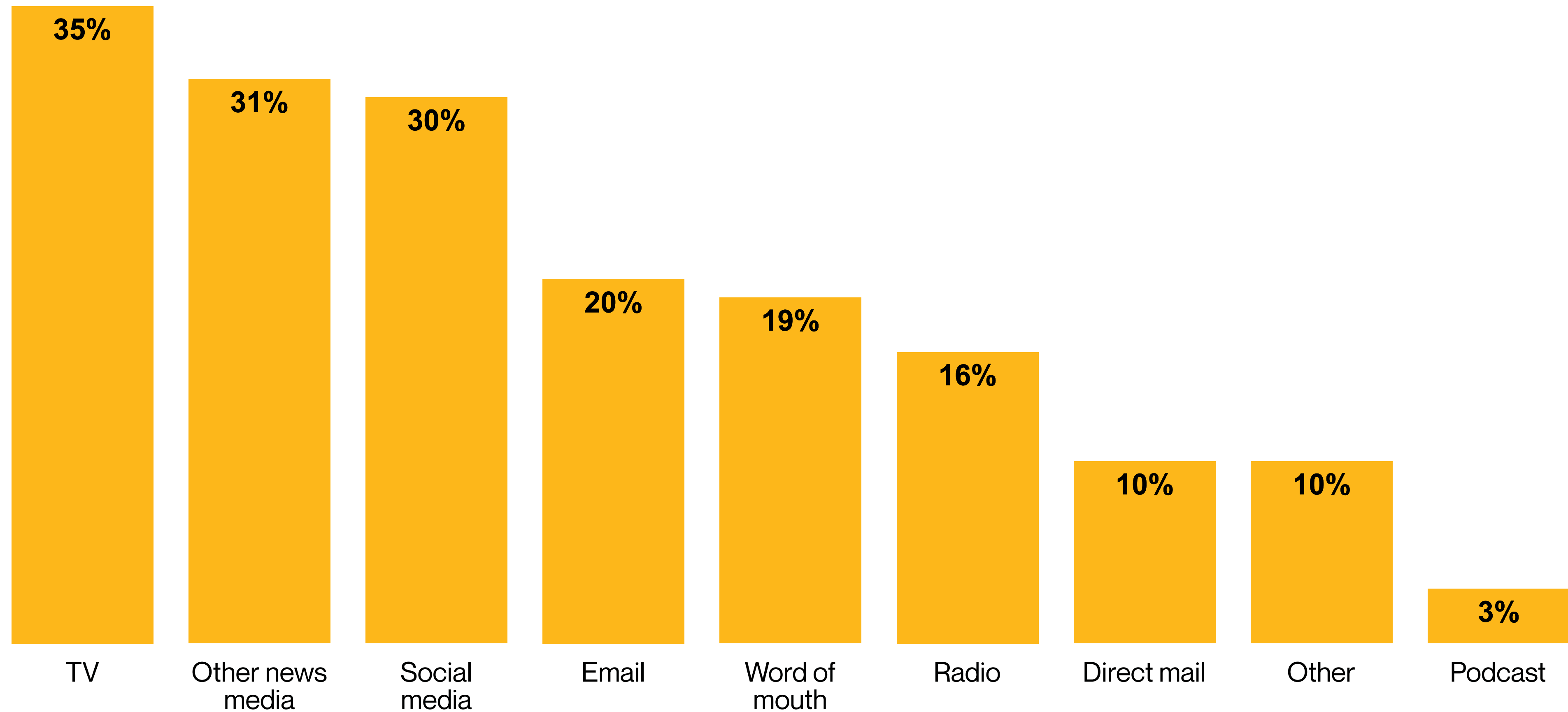
4 out of 5 respondents were already aware of the global food crisis.





“Where have you heard information about the global food crisis?”

2.2 | RESULTS



2.3 | INSIGHTS



The main awareness channels are;



TV



Other news media



Social media



“Please name any organisations you have heard communicating about the global food crisis”

3.2 | RESULTS



3.3 | INSIGHTS



Compassion was the most frequently recognised organisation for providing information about the global food crisis.





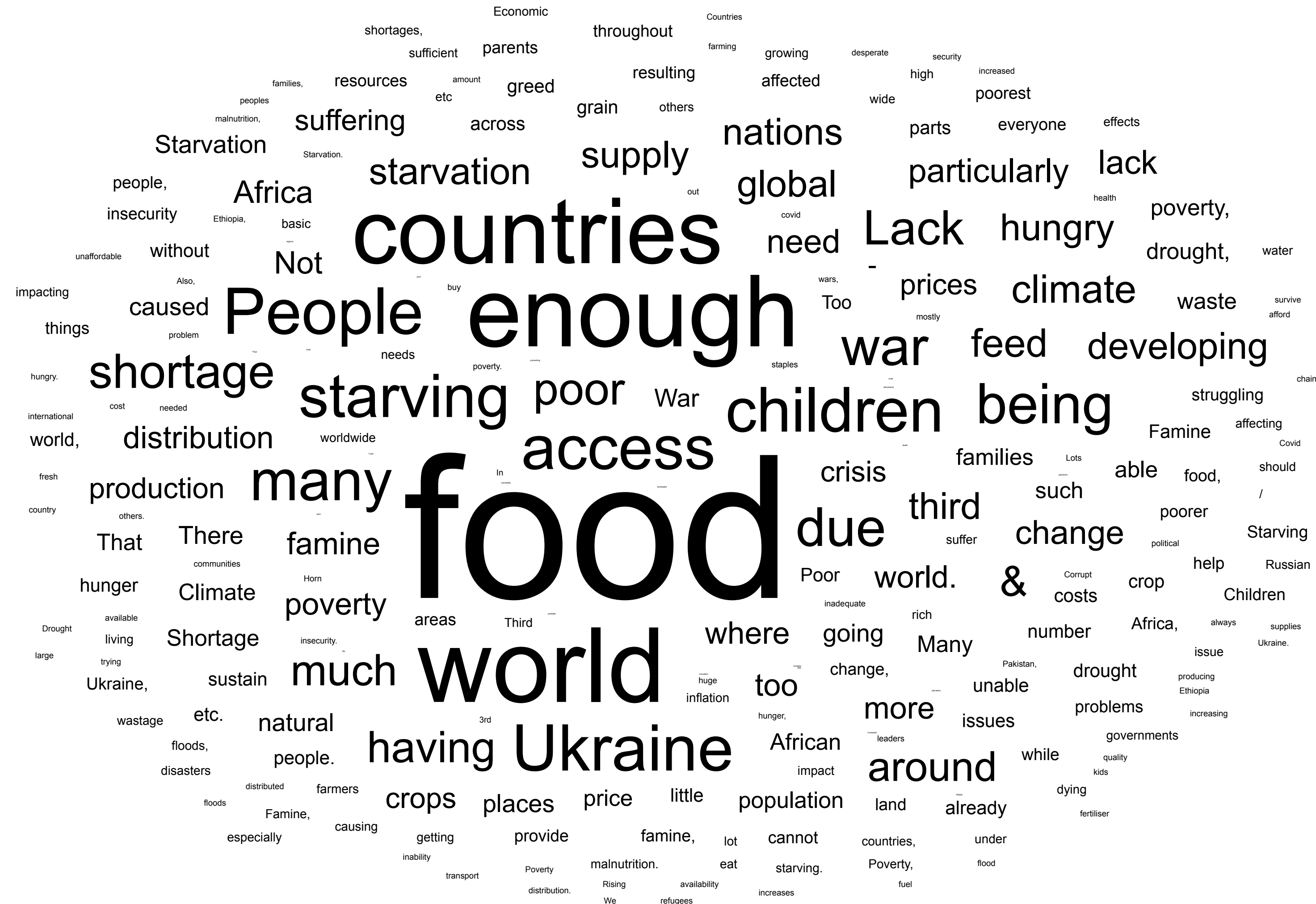
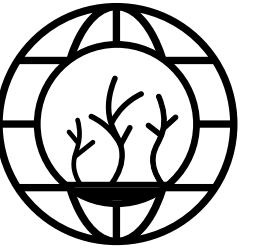
EXISTING VIEWS

4.1 | QUESTION



“When you think of the global food crisis, what comes to mind?”

4.2 | RESULTS



4.3 | INSIGHTS



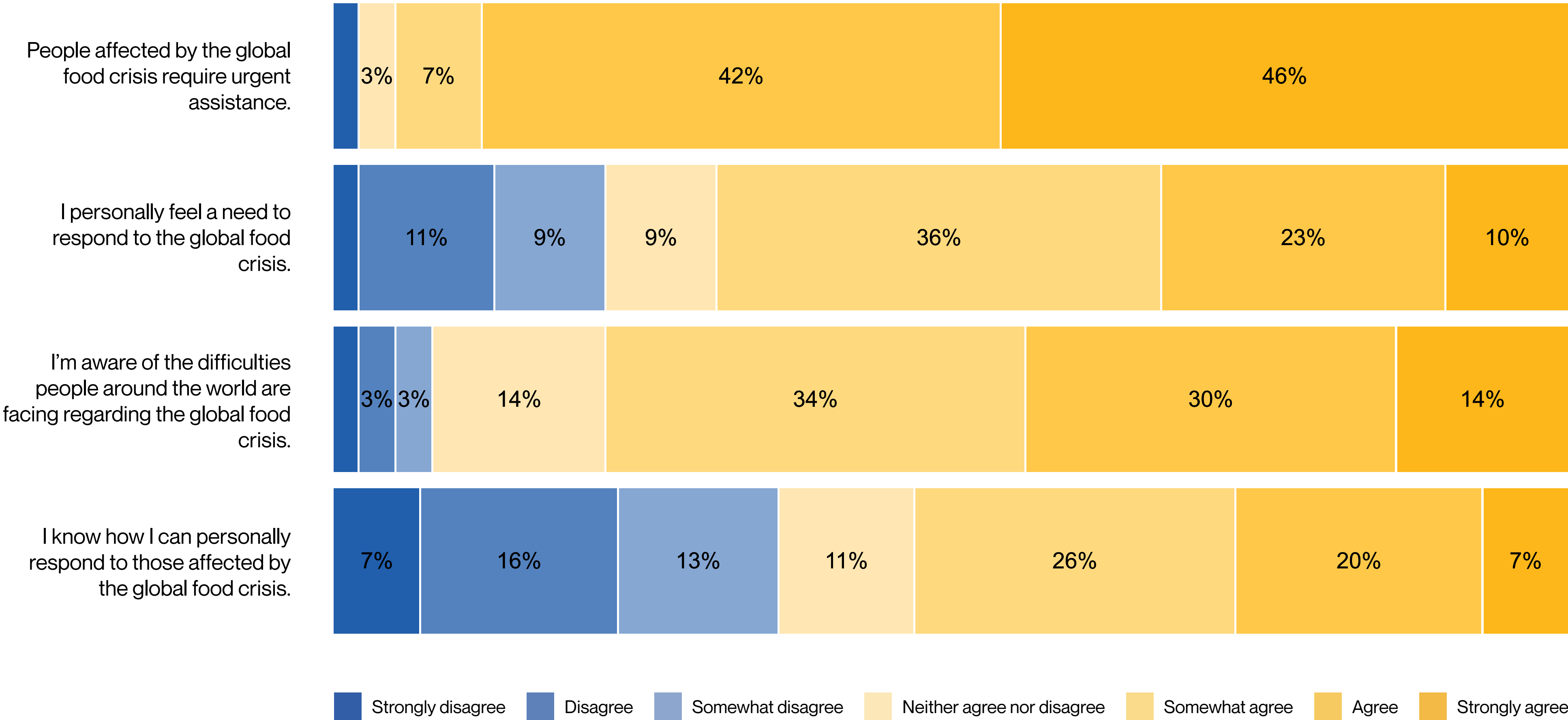
The most commonly cited words/themes associated with the global food crisis were;

- 1.** A lack of food / starvation
- 2.** Complex causes (Ukraine, Sri Lanka, COVID-19, climate change, etc)
- 3.** Corruption and mismanagement



“To what extent do you agree with each of the following statements?”

5.2 | RESULTS



5.3 | INSIGHTS



- 1.** 95% were in agreement that people affected by the global food crisis require urgent assistance.
- 2.** 78% agreed that they personally felt a need to respond to the global food crisis.
- 3.** 36% did not agree that they knew how to personally respond to those affected by the global food crisis.



DONATIONS



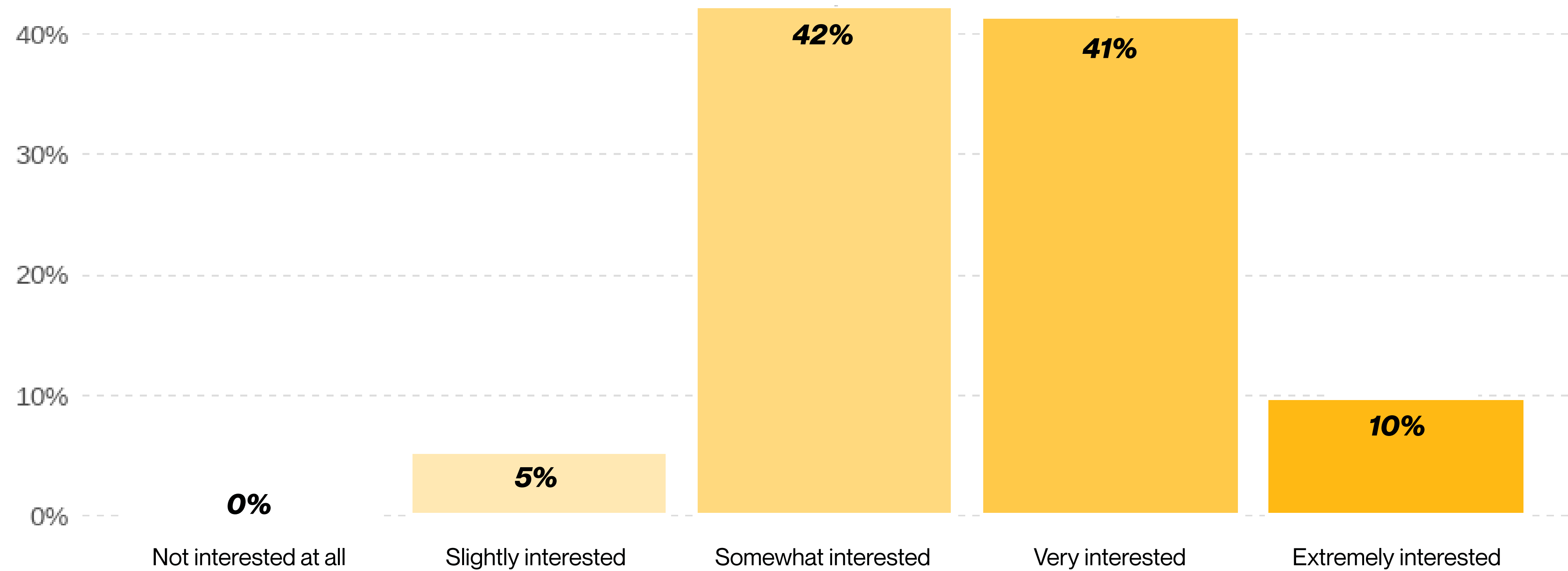
We presented three donation options to our supporters to gauge their comparative level of interest: (1) donating in general to the cause, (2) donating towards the region associated with their sponsored children, and (3) adding an extra monthly amount to their sponsorship.

6.1 | QUESTION

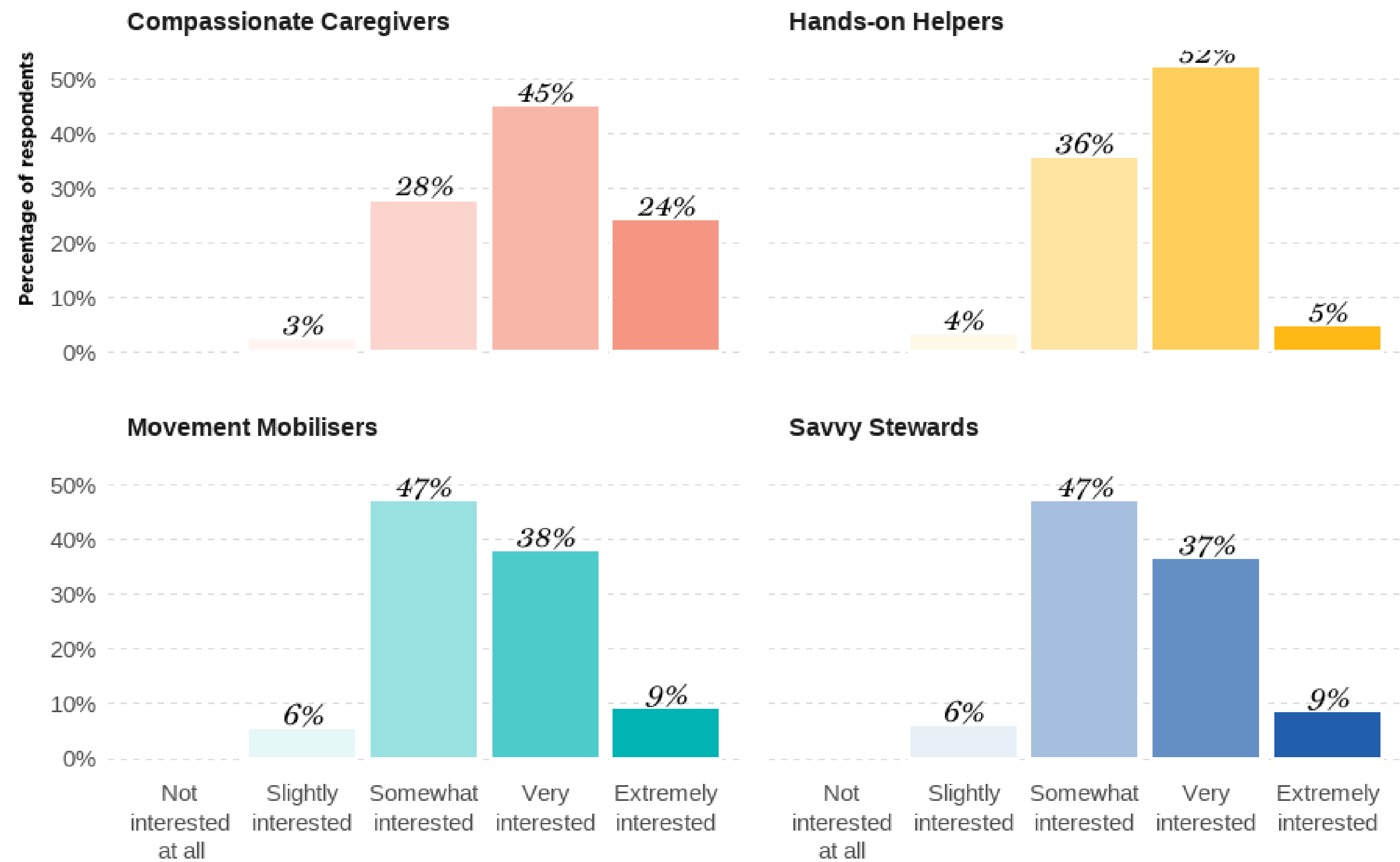


“How interested do you think Compassion supporters would be in donating to the global food crisis appeal in general?”

6.2a | RESULTS



6.2b | RESULTS



6.3 | INSIGHTS



This option was of **least interest** to our supporters of the three presented, nonetheless just over half were extremely or very interested.

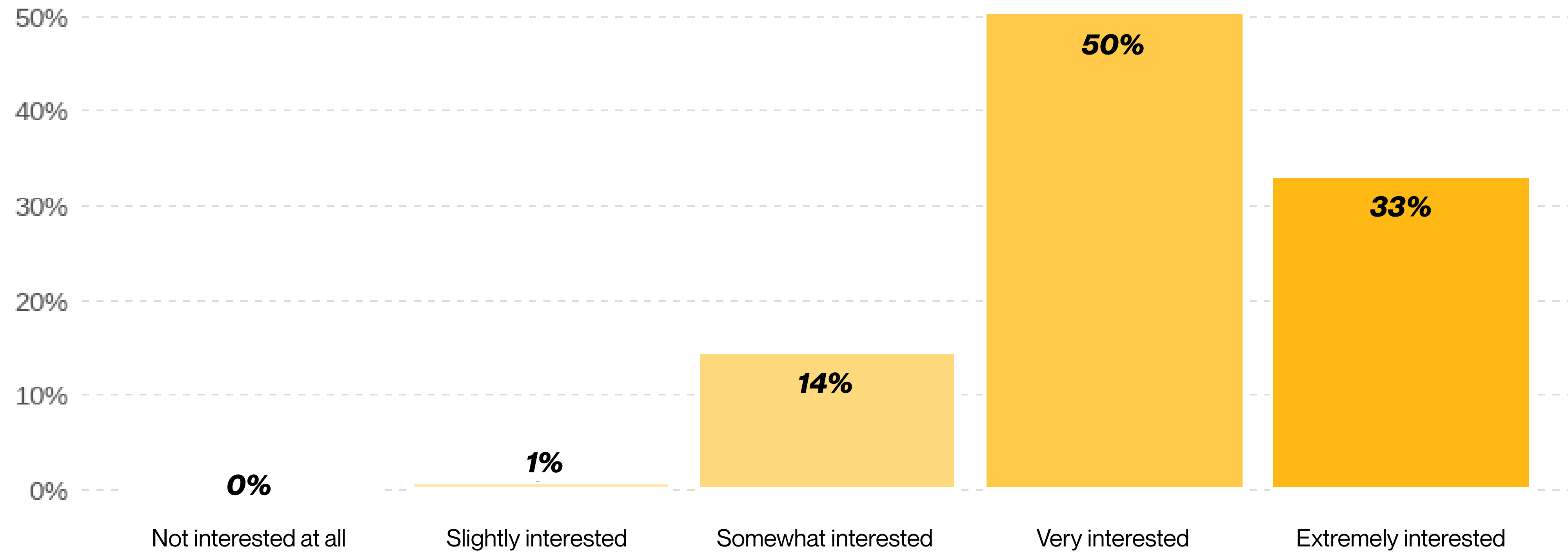
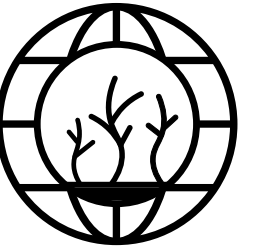
The ‘Compassionate Caregivers’ segment are the most likely to be interested in this offering.

7.1 | QUESTION

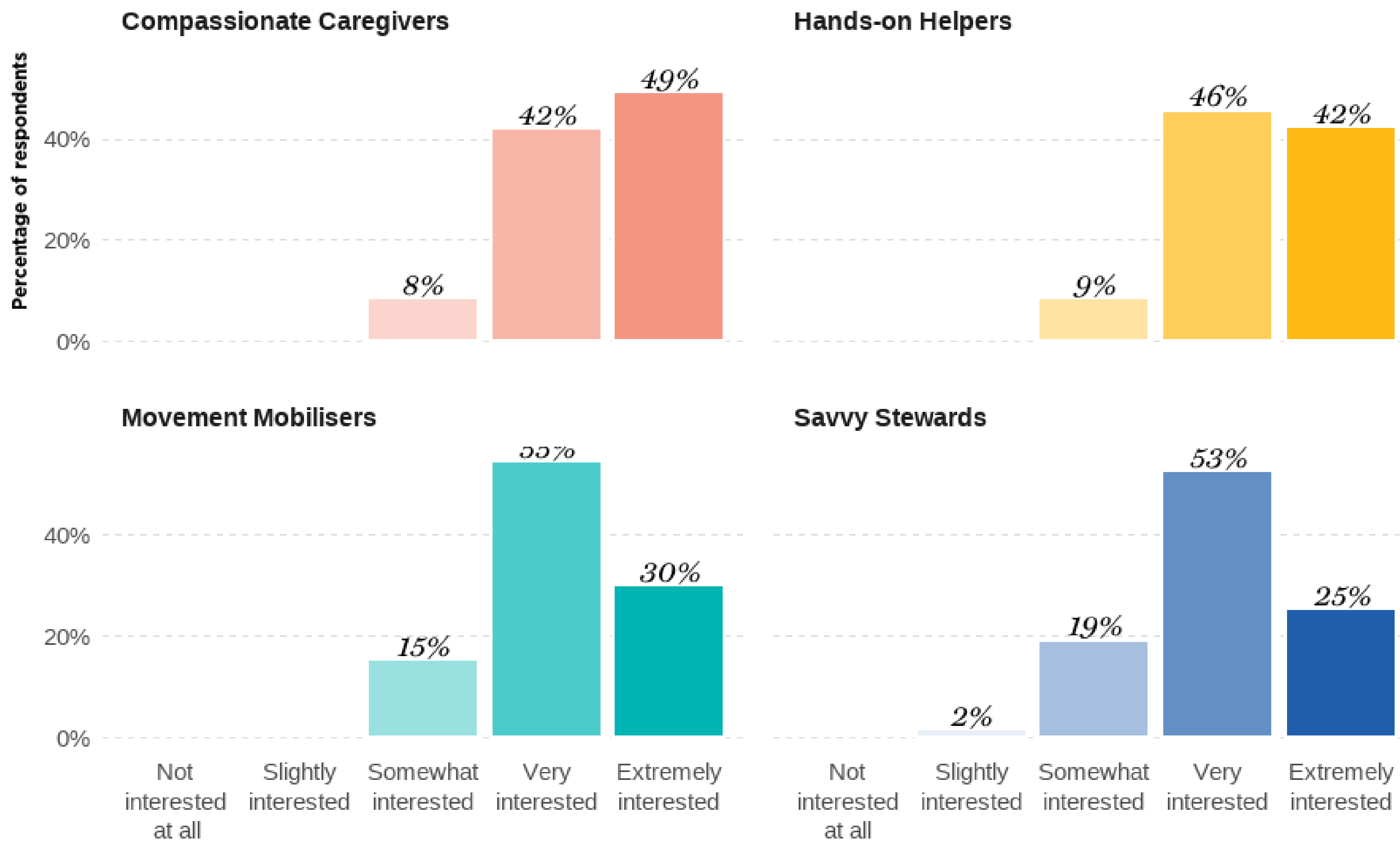


“How interested do you think Compassion supporters would be in donating to the global food crisis appeal if their donation specifically affects the region where their sponsored child is located?”

7.2a | RESULTS



7.2b | RESULTS



7.3 | INSIGHTS



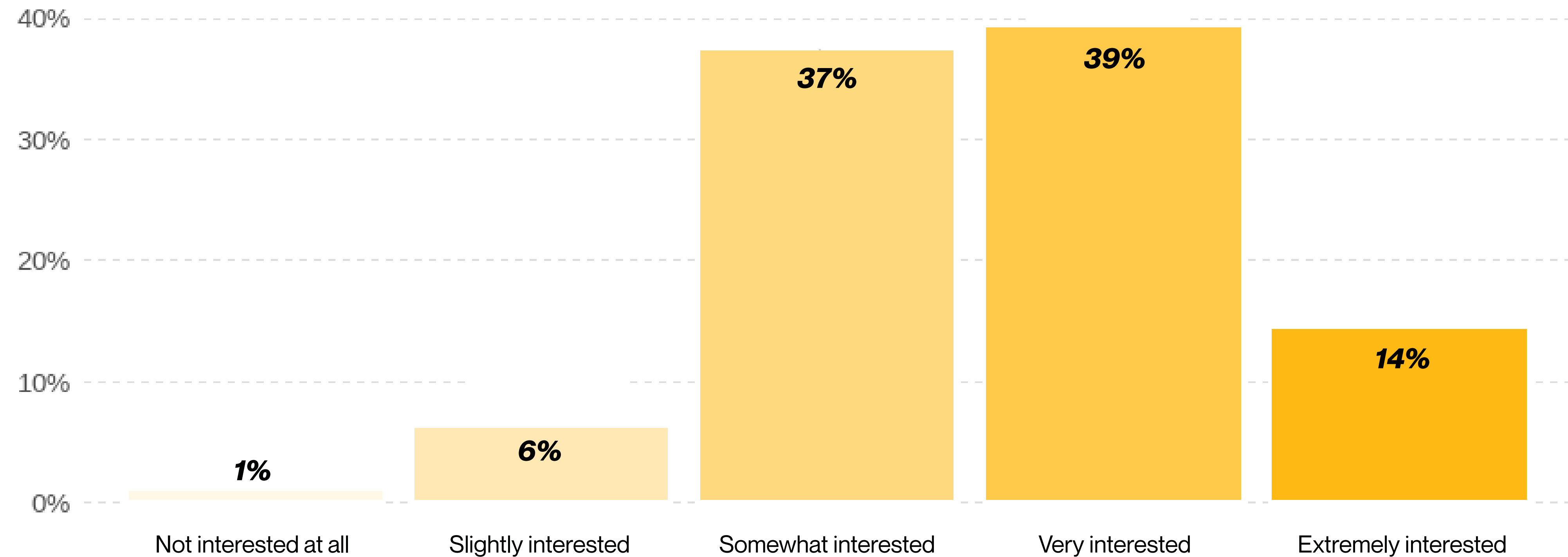
When the option was focused in to donate specifically towards the region in which a supporter's sponsored child is located, **interest increased**, with the proportion very or extremely interested rising from 51% in the option above to 83% here.

Again, 'Compassionate Caregivers' were the most interested in this option. However, all segments saw a sizeable increase in interest.

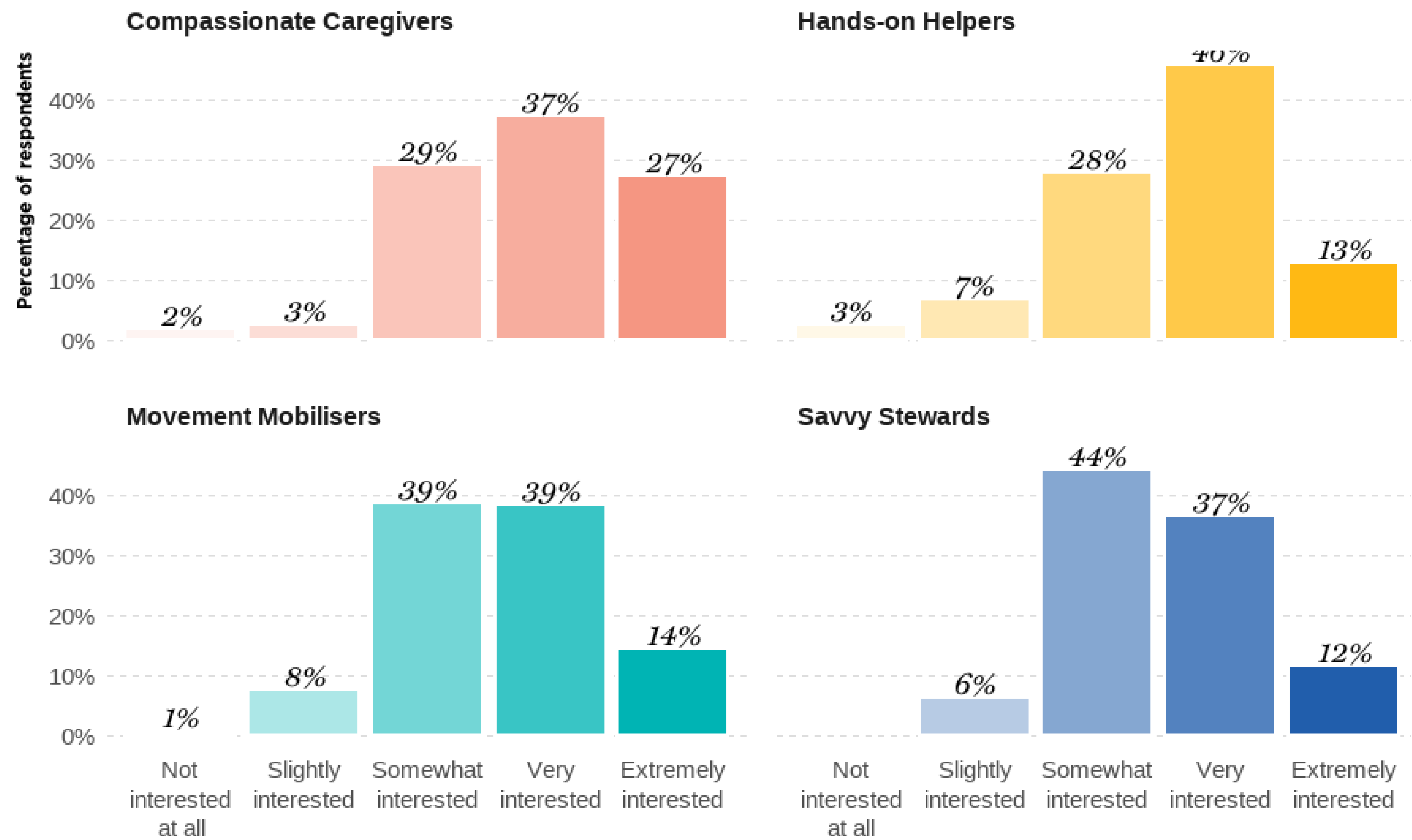


“How interested would you be in adding a small amount to your monthly sponsorship payments to fund disaster relief for the global food crisis?”

8.2a | RESULTS



8.2b | RESULTS



8.3 | INSIGHTS



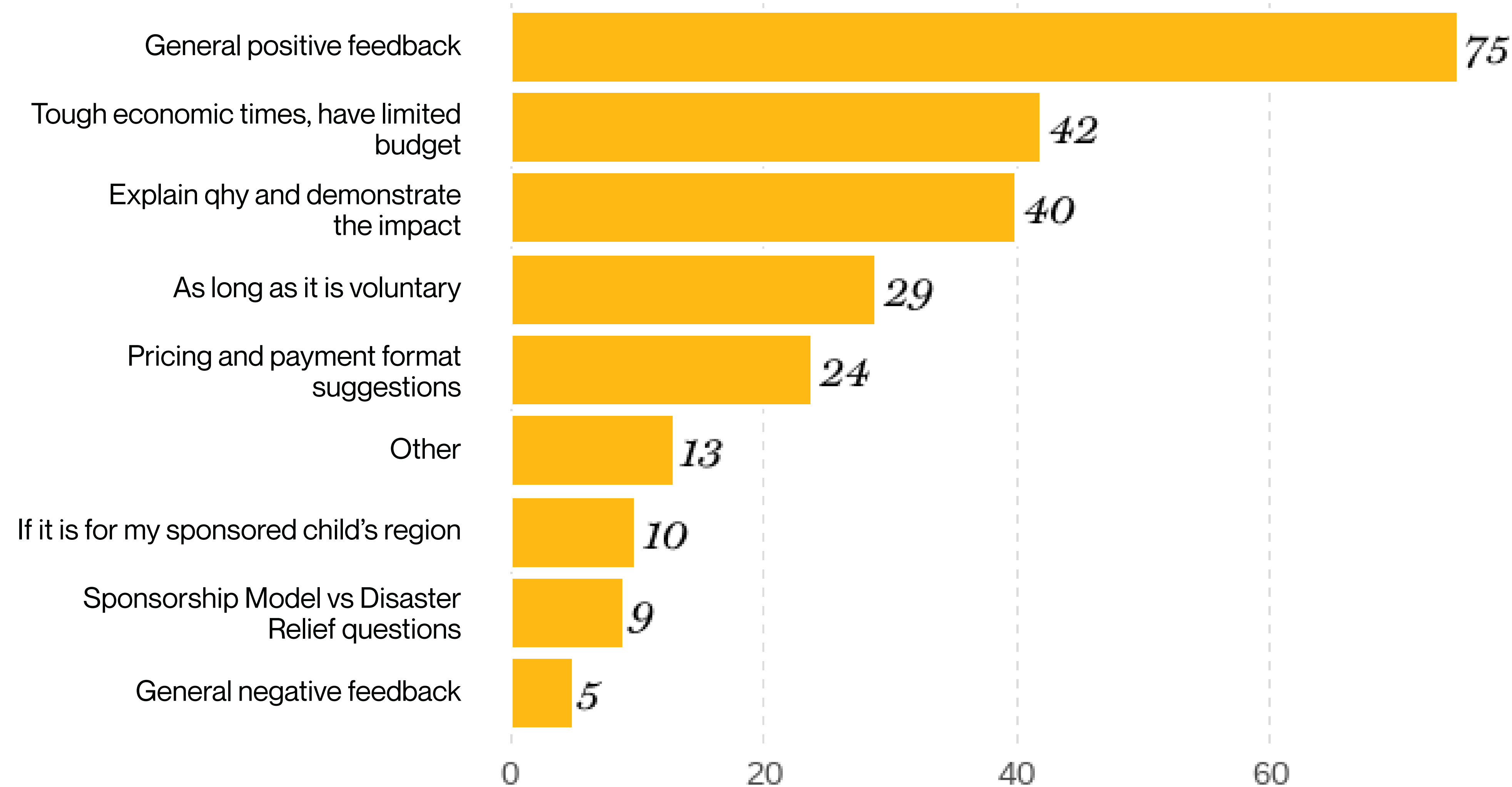
Overall, this option garnered only a slightly higher level of interest than the original general donation option, with **53% extremely or very interested**.

All segments had slightly higher interest in this offering than a general donation, except ‘Compassionate Caregivers’ which was slightly less.



“Do you have any feedback around Compassion asking sponsors if they would like to add additional support on top of their monthly sponsorship?”

9.2 | RESULTS



9.3 | INSIGHTS



- 1.** Generally positive towards option of adding a small monthly amount.
- 2.** Supporters want clear information as to the ‘why’, along with demonstrations of the impact of their support.
- 3.** Tough economic times and tightening of budgets would be a barrier to additional giving.

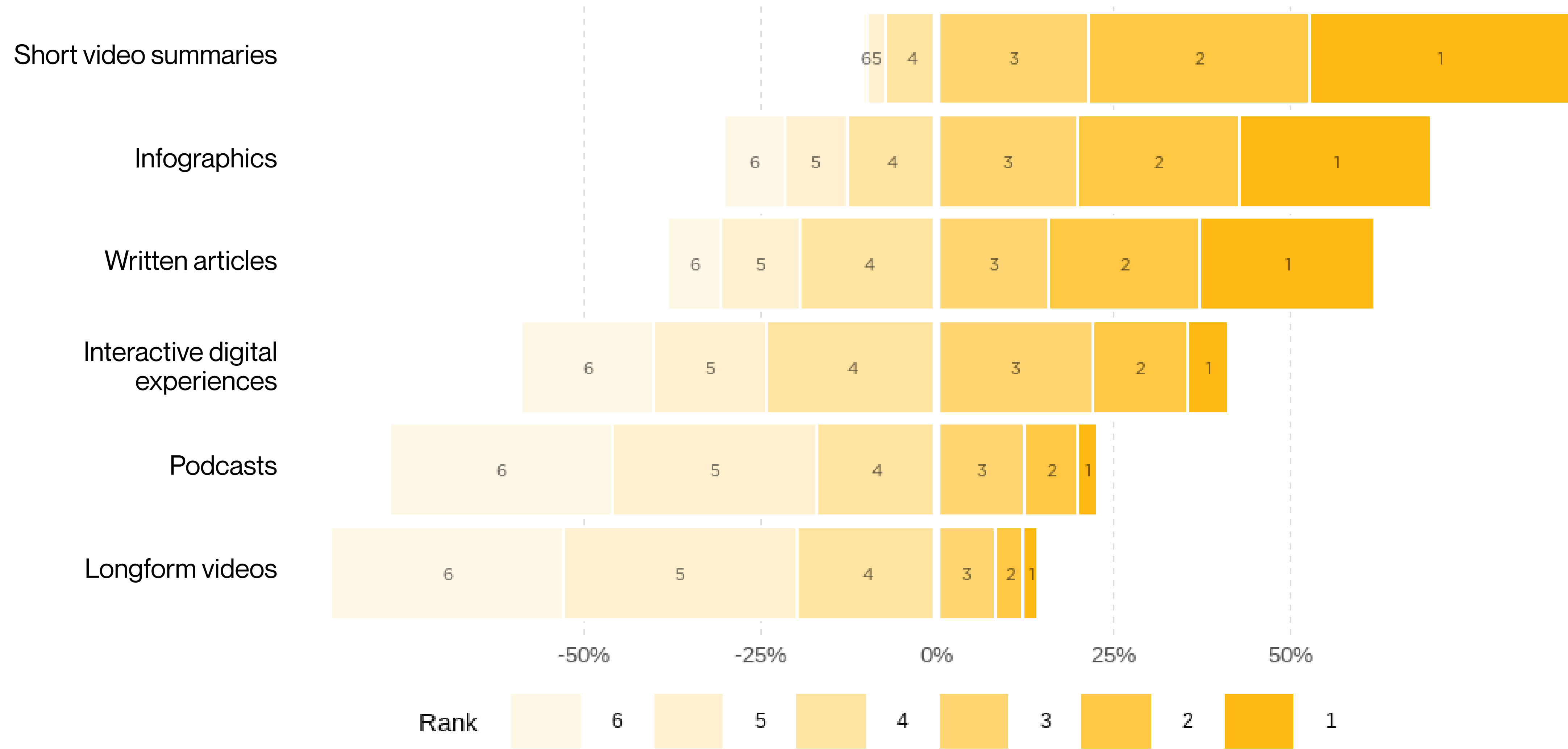


COMMUNICATION



“How can we best communicate to you
about the global food crisis?”

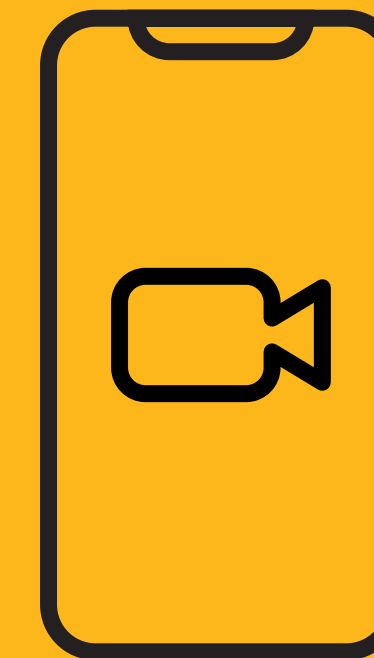
10.2 | RESULTS



10.3 | INSIGHTS



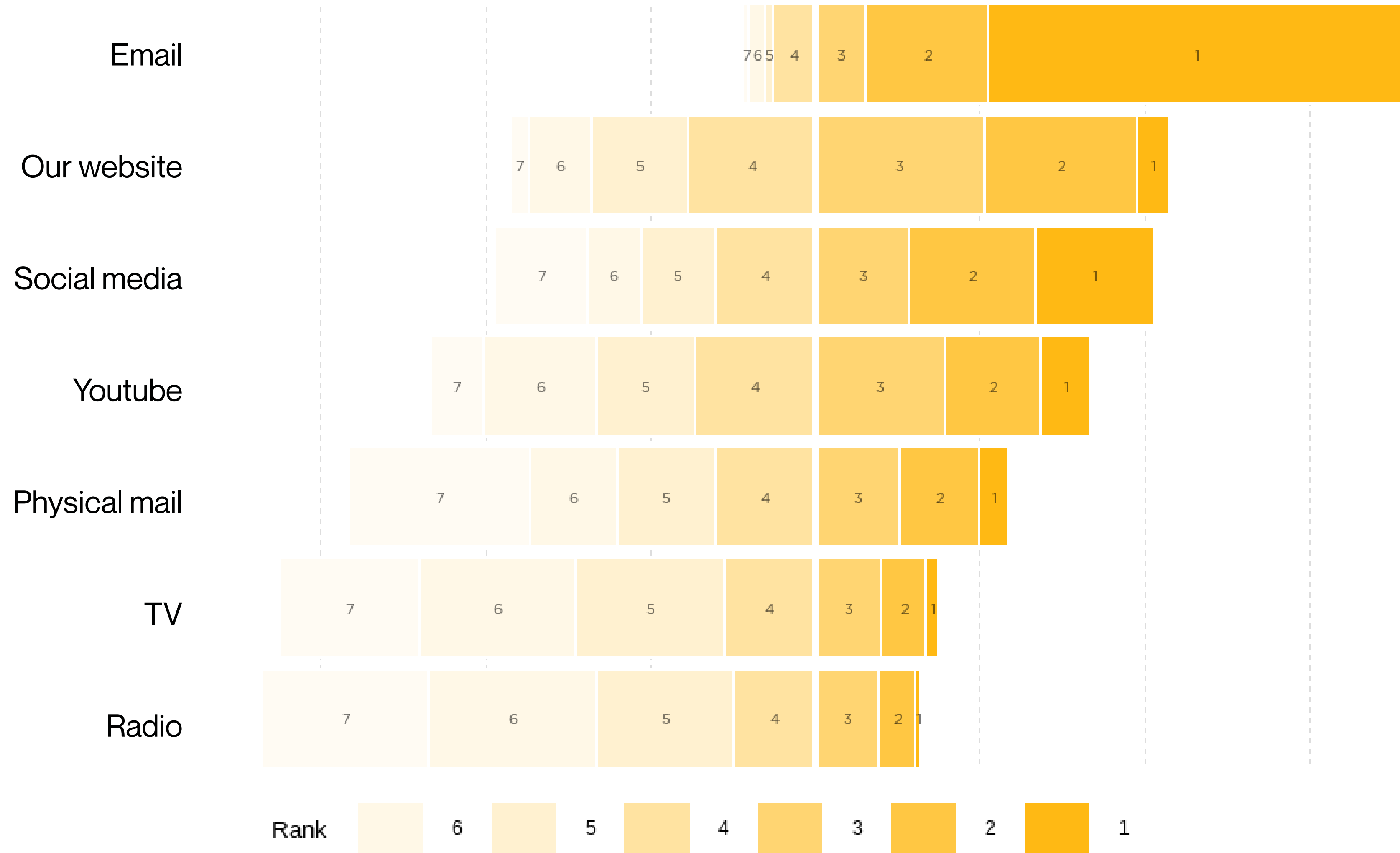
Short video summaries were the most popular format for communication. This was followed by infographics and written articles.





“How can we best deliver information and content about the global food crisis to you?”

11.2 | RESULTS



11.3 | INSIGHTS



Email was by far the **most popular channel** for communicating about the crisis.

It seems even though people are interested in more dynamic digital content, email still remains their preference as the channel to hear about and be linked to this content. The Compassion website and social media were also popular options. TV and radio were least popular.



“Do you have any other ideas for how you would like to learn about the global food crisis?”

12.2 | RESULTS



We received **159** individual responses. Some of the common themes were;

- 1.** A desire from many to hear specifically about how the global food crisis is affecting their sponsored children, the centres and regions they live in, and the Compassion program more generally.
- 2.** Personal stories of those affected.
- 3.** Information about how they can help, beyond just financially.
- 4.** Content and resources for the local church.
- 5.** Interest in short videos, data, infographics, and shareable social media content.
- 6.** A level of ‘disaster fatigue’ resulting in a desire for positive content, a focus on not just the problem but solutions and what progress is being made towards success.



GENERAL QUESTIONS



“What questions, if any, do you have about the **global food crisis**?”

Is there anything you want to know more about?”

13.2 | RESULTS



Unsure about the full scale of the crisis

I don't know enough about it, mainstream media hardly covers it

How it has affect my sponsored children's specific towns and projects

More info about which regions are being impacted the most. Details about causes (I have limited awareness)

I feel like I don't know anything (other than there isn't enough food in some parts of the world)

I'd like to know more about it and if there's anything I can do.

I would be interested to know the actual specific reasons for the food crisis.

Context with Compassion

What can people do to help?

Statistics on what it looks like - what places are affected, to what extent they are affected.

Understanding what is causing the food crisis?

Cause of crisis, factors leading up to crisis and ways to intervene other than natural disasters.

Specifically how it is impacting my sponsored child

What are governments doing about it? What is the UN doing about it?

In a world where there is plenty, why is there a food shortage?

What is being done to help with crops and animals for long term solutions

Why has happened, how is it different to previous crises, what countries

Which parts of the world/which countries are affected?

Is it partially due to the Covid-19 pandemic or due to other reasons?

I want to know how the ships of grain coming out of Ukraine now change things.

What else needs to happen to improve the situation?

The methods that are used to distribute necessary food and medicines to affected areas.

Epecially how the effects of war cause blockades of the humanitarian channels.

I think it is important to convey the multifaceted nature of the current situation and the likelihood of this being an ongoing long term situation.

How much is reliant on big corporations versus helping families and villages to be empowered to grow and nurture supplementary food.

How viable is it to create community gardens?

What are we doing to help people grow, produce food rather than just continually responding to crisis. Eg can we give suitable fruit tree saplings or seeds?

Which areas are most affected and is my child and family affected

How are the areas my sponsor children are located affected?

What caused the crisis?

What do governments and organisations need to do about it to enact long-term change?

Who is primarily affected in the global food crisis?

Which areas are most affected. How it's affecting children.

Specific facts and figures about what and where and whom

More info specific to where my sponsor children are. Regular updates.

Where are the affected areas?

What is causing the crisis?

How counties themselves are trying to respond

How is it impacting different countries, particularly countries Compassion works in?

What specific impact are we talking about here?

How is it also impacting the local church partner staff themselves while they're on ground zero trying to serve these children and families living in poverty that we're trying to help?

What are the different strategies at play by each country to tackle the crisis - both Government-specific and Compassion-specific strategies?

How is the global food crisis affecting the families and communities we are sponsoring?

How can we help?

Which countries are affected and why?

Just tell us what's happening in the areas we are sponsoring. Be specific and tell us why..

Can we help them plant gardens etc??

An interactive map showing countries and info would be great. I use a few things on the Compassion website when teaching topics for students.

Facts. History. Personal story

I like the idea of donating extra funds to assist.

Maybe a video

What factors are causing the food crisis?

More specific impacts/outcomes/experiences not just a general statement of there being a problem. What exactly is happening WHY is it happening what can we do as individuals to help apart from only donating money.

I feel almost 'paralysed' by scope of the problem! Which isn't helpful, so I might do nothing!

'Global' feels too big, how to bring it 'home' and more in my 'backyard'? If that's possible?

What countries does it effect the most?

What else can we do besides giving money?

It would be good to know how it is personally affecting my sponsored kids/their centres.

Particular regions

Locations specifically affected?

How much of an effect has the Russian invasion of Ukraine had on the crisis? What other factors have contributed?

Which countries are the most affected regarding food crisis?

What can I do?

What are the countries impacted as people may be surprised to know.

How has the food crisis worsened.

How people can help

What are the main barriers to a stable source of food for these people.

Statistics & areas affected

I would love to see a world map colour coded to show which countries are most at risk.

I would also like to see more photos of what life looks like in different countries for people who are suffering, to be able to help me to understand it better.

I'm interested to know what economists are recommending we do to avert this crisis and direct food more evenly and fairly since western nations have such excess.

Which countries are most affected?

What ways are we helping with this crisis?

What needs to happen beyond moving food around/giving people money?

What are the systemic issues/logistical challenges? What role will education play?

What countries are most affected? What factors contribute most to problems in particular countries? How many people in a particular country are affected?

What are the causes? Climate change? War,?

I don't know the specifics of what countries are most effected and how much.

Yes, I'd like to know more. I don't feel like I know enough.

What countries are affected? Why are these countries affected more so than others? How can we assist? Is it just money or is it the distribution of food? Providing food in the short term is okay but how can we help these people in the long term, so they are not subject to this over and over again?

13.3 | INSIGHTS



We received **196** individual responses. Some of the common themes were;

- I don't know much about it
- Where is it happening?
- Is my sponsored child affected?
- Tell me more about it / Explain why it is happening
- Tell me what I can do



“Do you have any questions about Compassion’s response to the global food crisis?”

14.2 | RESULTS



Which countries are we helping?
How does it align with Compassion's values?
What gospel opportunities might come from this response?
How are areas that Compassion operate in affected and how can Compassion help? Are there ways that Compassion can help other than just providing food aid?
How will an extra \$2 - \$5 per month from sponsors help with food insecurity?
What, if anything, are Compassion doing to bring food security to their areas of operation and elsewhere?
Will it still be delivered by local churches - practical love in Jesus' name?
Is Australia part of the global food crisis?
It really needs to start at the hub of the government of the nations that are suffering so that the crisis can be met at all the appropriate levels.
How much and for how long and to where?
Just keep Compassion members informed of how much was raised, and where it went to, and what on exactly
Is Compassion continuing to work through local churches where they already have a relationship eg are running a project, or is Compassion seeking other ways to channel monies or food. Is Compassion sending food or money or both?
How quickly can Compassion respond to the need if they have the resources?
Will they be working with other organisations that may already be on the ground?
I want to know how Compassion is going to adapt to it. We know what's coming due to climate issues- I want to know what Compassion is doing now so that our sponsored families will survive and thrive in the future.
How does compassion fit into the aid regarding food and medical supplies.
Compassion usually works through churches, under the supervision of a local representative. I assume food distribution would be the same, is that so?
How is the sponsorship program coping/responding? Given that we have resisted/moderated going down the path of short term disaster relief as our core activity, how does the Board/Leadership propose to navigate the difficult choices between short term relief and long term sustained development. That is, as in the past, how will we keep the 'urgent disaster now' from usurping/overwhelming/diverting our long term goals and strategies.
What partners or projects are being shown to be effective

I would like to know how the global food crisis is affecting where our sponsor children live
Can we help conserve water, teach agricultural skills
How affected are our children and in what nations
What is Compassion doing and how does it relate to our sponsorships?
I assume this assistance is covered by Critical Needs funds?
Accountability
What exactly is being done with donations for this? Stories, photos, videos
What specific actions is Compassion taking not only to address the present situation but also to provide ongoing support for the struggling nations?
What exactly is Compassion's plan to tackle this crisis?
How much fund is needed? A high-level breakdown of the fund usage will also be most appreciated.
What have you done already and what is the feedback
I want to know the strategy and Development-modelled thinking about how you plan to respond to this GLOBAL food crisis. You can't do it alone. So who else are you networking and partnering with? How are you using your expertise and evidence-based research to determine the best way to respond? How can you measure the specific impact of your response to ensure you're not trying to solve the problem with a method that's no longer working and instead ensure you're being agile in your response using methods that are actually working so I know my generosity is being used wisely. I also want to know real figures
It seems to me that once we start to go into other countries to preach the gospel we find the needs are so great they are almost impossible to meet. The food crisis must be getting worse each year as Compassion wasn't focused on food distributions 20 years ago.
What is Compassion doing about it specifically?
What does it mean for sponsored children and their families?
How is Compassion combatting it for my child and their family?
How much of the donation fits to the problem and how much is taken up in admin?
What is Compassions's response?
What difference will support make?
Is there anything to it beyond additional monthly donations? Are you taking one-off contributions too?
Is my sponsored child affected? Is the money already donated helping with food insecurity? If

not, why not? How would additional funds help with that the current donation isn't covering. It would be good to have answers for these anticipated questions.
How will you distribute the additional funds? Can donors influence where the money goes?
I guess only publicising the effect Compassion does have.
How is Compassion responding, directly and globally to food crisis?
What are you planning to do about it and how can sponsors be of help?
Is Compassion only looking after areas that have sponsored children or are they looking to widen their sphere of influence?
If there is a shortage of food, how are you managing to make sure the centres have enough food to feed the kids and provide for their families? Where is that food coming from? Is there food available but its just super expensive? Do you see this as a short term problem? If the war in Ukraine ends will the crisis be over in 12 mths?
Is our sponsorship supporting our sponsored child with food ?
How are children / families where my sponsor children are affected?
If I were to pay extra, how can my extra few dollars relieve the crisis? If countries aren't producing enough or can't buy enough for their population can a couple of dollars a month really help?
How is compassion helping and what are the key projects compassion are working on to support those affected.
Is any global government lobbying taking place to get aid to people.
How can individuals get messages about, are there any podcasts or have you done an episode of the good neighbour that gives more insight into this issue
How can Compassion facilitate a sustainable response to the Food crisis rather than hand outs.
What is their response?
Where will money go? What is the longer term plan for the response - how would things change (if at all) if the crisis improves dramatically or worsens? Is there a short video that we could share with friends/family?
How will we know if our donations are getting used directly to address the food crisis?
How will Compassion use this to glorify Jesus.
How is Compassion working in individual countries?
I don't know what Compassion's response is to the global food crisis.
Are you proposing long term/permanent increase in sponsorship like a levy?

14.3 | INSIGHTS



We received **179** individual responses. Some of the common themes were;

- What is Compassion doing? What are the strategy and plans, and how will the money make a difference?
- What is the global food crisis?
- Will this change Compassion's program model?

neighbour.
agency



Brand Experience
COMPASSION AUSTRALIA