

	General information						First Impression		Interaction		Visual Design		Content	
	Competitive type	Location	Product offering	Website (URL)	Target Audience	Unique value proposition	Desktop website experience	App or mobile website experience	Features	Navigation	Brand Identity	Tone	Descriptiveness	
Kids giving back	indirect	Sydney	Hands-on and impactful volunteering programs for kids and families in Sydney, offering opportunities for children, teens, and families across NSW to get involved.	<a href="https://kidsgivingback.org/">https://kidsgivingback.org/</a>	Family, School, Corporations	A unique opportunity for all ages to engage in educational experiences that foster family involvement and instill the value of service in the next generation through Service Learning.	The testimonials and consistent use of real pictures add authenticity, showcasing your collaborations with large, credible corporations. However, I'd love to learn more about the final outcomes and results of these partnerships.	Web experience is great but Mobile feels like it's just rearrange of Web.			outstanding ( Kids friendly design, vivid colours )	genuen	Compelling one-liners for the hero section, tailored to each target audience.	
Oz harvest	Direct	Australia	A food rescue organization dedicated to fighting food waste through rescue, support, and advocacy. We focus on feeding, educating, and advocating for sustainable food practices.	<a href="https://www.ozharvest.org/">https://www.ozharvest.org/</a>	General public	Transforming the mindset around food waste, food security, and sustainability by halving food waste in Australia. We prevent surplus food from ending up in landfills by redirecting it to charities that help feed those in need. Our approach focuses on feeding, educating, advocating, and innovating for a more sustainable future.	The fact that \$1 can provide two meals is truly impactful and makes it easy to visualize the number of people I can help with my donation. The impact is both tangible and meaningful, especially when paired with a well-designed impact report that clearly demonstrates the difference my contribution can make.	smoth and nicer experience	Use It Up Campaign, dounload report	It is difficult to navigate back to the homepage from the impact report.	Great		youtube videos	
Our big kitchen	Direct	Sydney	Prepare meals for the disadvantaged, host related events, and support the growth of local businesses through incubation programs.	<a href="https://www.obk.org.au/">https://www.obk.org.au/</a>	Corporations School Programs Private Functions	Transforming the approach to food waste, food security, and sustainability by halving food waste in Australia. Surplus food is redirected from landfills to charities that help feed those in need. This mission focuses on feeding, educating, advocating, and innovating for a more sustainable future.	The use of original photos helps users easily envision the organization's history.	Some elements are misaligned, making it difficult to read the full sentences.			The design needs improvement; the logo feels outdated, and the text overlaid on images is hard to read.	showing why?		
mission australia	indirect	Australia	Nationwide services assist individuals in finding safe, affordable housing, support disadvantaged children and families, empower at-risk youth, and provide assistance to people with mental health challenges and disabilities, among many other initiatives.	<a href="https://www.missionaustralia.com.au/">https://www.missionaustralia.com.au/</a>	General public	Nationwide services that help individuals secure safe and affordable housing, support disadvantaged children and families, empower at-risk youth, assist people with mental health challenges and disabilities, and much more.	The website experience feels a bit dark and heavy.	The Instagram account is well-managed and consistently maintained.	Give monthly option is highlighted		The design is good but could be improved. The text hierarchy needs attention, as some sections have dense, unbroken lines of text. The black background with white text and underlines makes it hard to read, and the text spacing feels too tight.	a bit too dark	before / after	
eat up	Direct	Australia	Every week, they prepare and deliver thousands of fresh sandwiches and donated snacks directly to schools, providing support to the 1 in 5 Aussie kids facing hunger.	<a href="https://www.eatup.org.au/">https://www.eatup.org.au/</a>	General public, Corporations	Providing lunch for underserved children through a 1-hour activity where 10-20 volunteers come together to make thousands of sandwiches.	Bright, Fun and friendly	Look a bit busier than desktop, text heavy	downloadable report		The pastel colors create a youthful and soft feel, enhancing the overall design.		The feature of showcasing team members with their favorite sandwich adds a personal touch, making it feel special and relatable.	
Feed the children	indirect	US/Global	An anti-hunger nonprofit organization dedicated to delivering food and essential resources to children and families in need.	<a href="https://www.feedthechildren.org/">https://www.feedthechildren.org/</a>	School	A global organization committed to providing food, essentials, and hope in the fight against childhood hunger, with platinum-level transparency. Dedicated to ending childhood hunger and responding to disasters with swift support.	Display the individuals in need of assistance, along with real-time updates on donation amounts and their destinations in the bottom-left section. Include donation options for one-time or monthly contributions.	Great but desktop website looks much better.						
Healthy Kids Association	Direct	NSW	A health promotion charity and membership organization that collaborates with schools, canteens, government agencies, health professionals, food companies, and families to improve access to nutritious food and educate children and families on making healthy choices for a healthier life.	<a href="https://healthy-kids.com.au/">https://healthy-kids.com.au/</a>	School	School canteens across NSW and the ACT participate in the Healthy Kids Food Exhibition and Training Day, collaborating with governments to implement programs that promote healthy food choices. The Healthy Kids School Canteen Buyers' Guide is an essential resource for school canteen managers, helping them create healthier menus that align with state and territory canteen guidelines and policies.	Cute, but a bit busy	Looks better from mobile		When clicking on their social media icons, the links do not open in a new tab, which can be inconvenient for users who wish to continue browsing the site while exploring social media.				
ChopChop Family	indirect	US	A nonprofit publisher of cooking magazines, cookbooks, digital content, curricula, and learning decks. Our mission is to inspire and educate families to cook and enjoy real food together.	<a href="https://www.chopchopfamily.org/">https://www.chopchopfamily.org/</a>	EDUCATORS HEALTHCARE Business	The ChopChop Family brand, known for its magazines and cookbooks, also features the Eatable Alphabet, digital content, and cooking curricula, reaching over three million families globally. It offers printable recipes online, a subscription to the magazine, a shop for cookbooks or donations, and an app to enhance the cooking experience.	Hearing from kids is highly engaging, but the recipe page loads slowly and feels disorganized.	Tsxt heavy, not good			Cute and simple logo			