

# FAQs for Schools

## The Red Shield Appeal

### What is the Red Shield Appeal?

The Red Shield Appeal is The Salvation Army's signature fundraising drive, which helps fund our vast network of social and community services. The Red Shield Appeal began in 1965 and is promoted under our most recognisable symbol — the red shield. Each year, The Salvation Army appeals to the Australian community for donations to ensure we can give hope where it's needed most through our social welfare and community service programs.

Vulnerable Australians rely on these programs every day. Our services range from providing shelter for people experiencing homelessness, assisting families in crisis through practical support and financial counselling, to guiding people through addiction to a clean, healthy lifestyle.

The appeal kicks off with official launch events around the country, where corporate and community leaders are invited to be our partners in mission.

### When is the Red Shield Appeal?

The Red Shield Appeal is an annual campaign particularly emphasised in May, however activities in support of the appeal can take place at any point throughout the year. Many collections and events take place on the last weekend in May each year — known as the Red Shield Appeal Doorknock weekend — but we want to ensure schools can participate multiple times and at any point throughout the year.

### Where do the funds go?

Funds raised through Red Shield Appeal activities held at your school will support local Salvation Army initiatives in your area.

Nationally, Red Shield Appeal funds help The Salvation Army deliver the following social services:

- Family welfare assistance
- Refuge for women and children in crisis
- Shelters for those experiencing homelessness
- Youth drop-in centres and support programs
- Emergency and disaster relief
- Drug and alcohol rehabilitation
- Disability programs
- Employment services and training programs
- Rural and outback chaplains
- Chaplains to emergency service personnel

### Who does the Red Shield Appeal help?

With the support of funds raised through the Red Shield Appeal across Australia, The Salvation Army provides:

- Over 880,000 crisis accommodation beds each year
- More than 300,000 sessions of care to those at risk of experiencing homelessness
- Financial counselling to more than 14,000 people through Moneycare
- Youth services for over 4500 young people
- Support to over 3000 people through aged care services
- Support to many thousands of household units effected by natural disasters such as bushfires and floods



**RED  
SHIELD  
APPEAL**  
**LEAVE NO  
ONE IN NEED**

# The Salvation Army

## What is the history of The Salvation Army in Australia?

On 5 September 1880, Edward Saunders and John Gore led the first Salvation Army meeting in Australia, from the back of a greengrocer's cart in Adelaide's Botanic Park. When Gore said, "If there's a man here who hasn't had a square meal today, let him come home to tea with me," little did he realise that within a century, The Salvation Army would feed hundreds of thousands of Australians each year.

Nevertheless, he was expressing the ethos of an organisation which, from its earliest days, was concerned for a person's physical as well as spiritual needs. In a climate where religion had failed to gain acceptance, Saunders, a railway worker, and Gore, a builder, presented themselves as ordinary men. Without theological training or the status of ordination, they invited their small audience to attend a meeting of The Salvation Army that evening.

A number agreed to attend, and Saunders and Gore formed themselves into a corps (church) under Gore's temporary leadership. After an appeal to London for officers to be sent, Captain and Mrs Thomas Sutherland arrived in 1881.

An Australian journalist described the rapid spread of The Salvation Army in its early days as "like a bushfire". What started under a gum tree grew deep roots and now The Salvation Army has over 350 established corps across Australia. These corps work hand-in-hand with our social services while drawing on the values of our heritage, fixing our vision on a better future and working towards transforming the lives of those in need.

To learn more about our rich history and heritage, visit: [salvationarmy.org.au/about-us/our-story/our-history](http://salvationarmy.org.au/about-us/our-story/our-history)

## Is The Salvation Army a religion or a mix of denominations?

The Salvation Army stands independently as a denomination of the Christian church alongside other churches, for example, the Anglican, Baptist and Uniting Church.

The Salvation Army started in the 1860s, when Methodist minister, William Booth, began reaching out to the masses living in poverty in London. Booth tried to introduce his converts to local Methodist churches, but the wider church at the time had lost much of its vision for what was then considered the "underclasses", and would not accept them.

So in less than 20 years, William and his wife Catherine established a new denomination of the Christian church — The Salvation Army. The Salvation Army, like any other church, is a community of people meeting in local neighbourhoods, regions or centres.

We are dedicated to sharing the love of Jesus by caring for people, creating faith pathways, building healthy communities and working for justice.

To learn more, visit: [salvationarmy.org.au/our-faith/our-beliefs](http://salvationarmy.org.au/our-faith/our-beliefs)

## School involvement

### We are a school with no religious affiliation, should we still support The Salvation Army?

All funds raised under the Red Shield Appeal go directly back into community support services, such as accommodation or provision of food.

The Salvation Army does not discriminate on the basis of ethnicity, religion, sexual orientation or gender in the delivery of its services. All Salvation Army social services embrace and work with people ONLY on the basis of need.

### Why should our school support the Salvos?

The Red Shield Appeal is a unique fundraiser as monies raised stay local and are used to support initiatives within your immediate community.

Participation is a way for your school to provide support to local community and bring comfort to those in hardship.

It is also an opportunity to engage students in meaningful activity that fosters empathy and encourages personal development. It stimulates important conversation regarding the provision of social services so that your students know how to seek support for themselves or others in times of struggle.

## What can my school do to support the Red Shield Appeal?

Schools can participate online, by hosting an event in-school, getting involved in volunteering or simply spreading the word. There are opportunities for individual students, classes, year levels and entire school communities to get involved.

Contact your Salvos representative to discuss how we can best support your school's ideas and your community on a local level.

## Can you recommend some youth support services for my student who is struggling?

Foremost, where appropriate, reach out to your Salvos representative to see how The Salvation Army may be able to support this student or family locally.

You can also use our online search tool to find their closest Salvation Army youth service: [salvationarmy.org.au/locations](https://salvationarmy.org.au/locations)

Further, you could share some of the following services with your students. Remind students of the importance of seeking support. Many of these services can be accessed anonymously.

- **askizzy.org.au**
- **eheadspace** 1800 650 890  
[headspace.org.au/eheadspace](https://headspace.org.au/eheadspace)
- **Lifeline** 13 11 14  
[lifeline.org.au](https://lifeline.org.au)
- **Kids Helpline** 1800 551 800  
[kidshelpline.com.au](https://kidshelpline.com.au)
- **1800 RESPECT** 1800 737 732  
[chat.1800respect.org.au](https://chat.1800respect.org.au)
- **Reach Out** [au.reachout.com](https://au.reachout.com)

## Interesting facts about The Salvation Army

### Early Australian film producers

Operating in Melbourne from 1897 to 1910, The Salvation Army Limelight Department was Australia's most important film production company in the early years of the twentieth century. Among its many achievements, the Limelight Department is credited with producing a major multi-media production, *Soldiers of the Cross* during 1900 and recording the birth of the Australian nation at Federation in 1901.

### The meaning behind SAO biscuits

It is thought that the name of the popular biscuit by Arnott's, SAO, stands for 'Salvation Army Officer'. This theory arose from the fact that Arthur Arnott, one of the five sons of William Arnott (company founder), was a Colonel in The Salvation Army.

### First doughnuts

Salvation Army officers from the Atlanta Red Shield Services in Georgia, USA are credited with creating the first ever recipe for doughnuts during World War I. There was a shortage of food, but rations included flour, oil and sugar. A sweet dough was made with the flour and sugar. This was deep fried in hot oil then rolled in sugar. It proved very popular with soldiers as it was a tasty improvisation on their rations.

### Invention of safety matches

Red-tipped safety matches were introduced by The Salvation Army in England during the 1890s, at a time when matches were still being produced using poisonous yellow phosphorus, which caused phossy jaw, a fatal disease prevalent in poorer factory workers.

To learn more, visit: [salvationarmy.org.au/about-us/our-story/interesting-facts/](https://salvationarmy.org.au/about-us/our-story/interesting-facts/)