

good



BELIEVE IN GOOD

CONTENT GUIDE

How to use this manual

Use the key messages and suggested copy within this style manual as a guide for verbal and written communication with your audience.

Tone of voice

As is the work of The Salvation Army, copy pertaining to ‘believe in good’ should aim to be:

- Hopeful
- Positive
- Inclusive
- Genuine

How to use the tagline

The campaign tagline — ‘Believe in good’ — should be used in sentence case, with single quote marks when being referred to as a tagline/concept/phrase in body copy, e.g., ‘Believe in good’ can...OR...the phrase ‘believe in good’...

Quote marks are not required when using it as part of copy and not as a tagline on its own, e.g., ...we can believe in good for...

When used independently as part of a sentence, regular rules of writing apply for the tagline.

Some examples below:

- Lock up: The Salvation Army | Believe in good
- Believe in good — for yourself and others.
- Believe in good — for yourself and others — because you are made in the image of a good God.
- We can believe in good for all.
- We can believe in good for all people because we believe in a good God.
- The Salvation Army has a new brand expression, ‘Believe in good’, which represents our belief in a good God leading to good works.

To learn more about why we ‘believe in good’, visit our [campaign page](#).

CONTENTS

1	WHAT IS 'BELIEVE IN GOOD'?	4
2	WHY 'BELIEVE IN GOOD'?	4
3	KEY MESSAGES	8
3.1	CORPS	8
3.2	MISSION	8
3.3	YOUTH	10
3.4	KIDS	11
3.5	FUNDRAISING	12
3.6	MISSION ENTERPRISE	14
	Salvos Stores	14
	Salvation Army Housing (SAH)	15
	Employment Plus (EPlus)	16
	The Salvation Army Aged Care	17
	Salvos Funerals	18
	Eva Burrows College (EBC)	18
3.7	INTERNAL COMMUNICATIONS	19
4	KEY STATISTICS	21

1 WHAT IS ‘BELIEVE IN GOOD’?

“And we know that in all things God works for the good of those who love him, who have been called according to his purpose.” — Romans 8:28 NIV

The meaning of ‘good’ has become diluted in many everyday interactions, but not for the Salvos. We’ve always believed in the power of good. By highlighting the concepts of faith, belief and goodness, we look to inspire people to believe in themselves, do more good for those in need, as well as the wider community, and celebrate all that is good — especially in challenging times.

Therefore, our brand expression — ‘Believe in good’.

‘Believe in good’ ensures we can achieve these three important strategic imperatives:

1. No belief without good actions. No good actions without belief. Nothing that happens at The Salvation Army can be without an enduring belief in good.
2. Our mission is 365 days a year. We are accessible to those who want to help and those who need help, at all times.
3. Connect faith to the modern day.

A single-minded proposition

At The Salvation Army, we believe in good and encourage all Australians — including our officers, soldiers, corps members, volunteers, employees, corporate and government partners and donors who so generously support our mission — to work even more passionately in doing good for the good of others — spiritually, physically and emotionally.

Our belief in the power of ‘good’ arises from the understanding we serve a good God who gave us the timeless and transforming gift of Jesus. Our highest calling is to share this Gospel — the ‘Good News’ — in a world desperately in need of salvation and hope.

2 WHY ‘BELIEVE IN GOOD’?

At The Salvation Army, we are people who believe.

Many believe in God.

All believe in doing good that gives hope and transforms lives.

‘Believe’ and ‘good’ are more than just words for us; they are the fundamentals that underpin all that we do to fulfil our mission to help those in need.

The concept — ‘Believe in good’ supports our vision and shared purpose across The Salvation Army.

Our vision — Wherever there is hardship or injustice, Salvos will live, love and fight, alongside others, to transform Australia one life at a time with the love of Jesus.

Our common purpose — To unite the movement through a common language, to give people a collective understanding of how The Salvation Army supports everyone.

Through this concept, we aim to evolve our brand to unite our organisation and demonstrate relevance for young and emerging audiences, collectively promoting a sustainable future.

Christian rationale

The Salvation Army is unique as a faith organisation, with its wide and diverse network of employees, volunteers, partners and supporters/donors, its web of corps and faith expressions, community outreach and care programs such as Moneycare and Doorways, mission expressions such as Salvos Stores, Aged Care, Salvos Funerals, Salvos Housing, Employment Plus and more, as well as marketing, editorial, internal communications and community, corporate fundraising departments, Wills and bequest teams, HR, IT and Property, to name a few.

In 2023 and beyond, The Salvation Army needs a new and powerful rallying call that will take it into the future with real power and purpose, and aid us to not only strengthen our existing relationships with supporters, but also engage with new and younger generations who believe in the work we do. Built on the foundational idea of ‘faith in action’, the call to ‘believe in good’ has grown.

It is a modern phrase, encompassing all The Salvation Army is and seeks to do. It is simple, memorable, positive and hopeful. While suitable for donors, partners, volunteers, employees and others, it offers ample scope for strong faith messaging.

As Christians and Salvationists, we ‘believe in good’, because we believe in the love and goodness of God. While the Bible does say that no one is good, only God, Christians — often teased as ‘do-gooders’, are still biblically called to do good. Hospitals, laws, schools, charities, slavery abolition — so many things that our society calls ‘good’ were built on the belief in doing good that followers of Jesus hold.

The culmination of God’s goodness is the timeless gift of Jesus who transforms the lives of those who believe in him and who then carry the goodness of God to others. The phrase also gives ample scope to talk about the fact that we are not good in ourselves, but only made good — right — through the sacrifice of our good God in Jesus Christ.

Words matter

There is a deep message just in the words ‘believe’ and ‘good’.

In a world where doubt, anger, negativity, and cynicism are prevalent, ‘believe/belief’ is a word with strong, deep, positive, hopeful connotations. Synonyms for believe include words such as accept, trust, credit, understand, faith, assurance, conviction.

This is in contrast to words such as disbelief, distrust, disagreement, dismiss, deny, uncertainty, ambiguity, doubt, confusion.

Synonyms for the word ‘good’ — which we are working to bring to the forefront of people’s minds — include acceptable, excellent, great, wonderful, favourable, positive, marvellous, satisfying, superb, admirable, honourable.

A selection of Bible verses for ‘God is good’*

- Oh, give thanks to the Lord, for he is good! For his mercy endures forever. (1 Chronicles 16:34)
 - O give thanks to the Lord, for he is good. His loving-kindness lasts forever. (NLV)
- Oh, taste and see that the Lord *is* good; Blessed *is* the man *who* trusts in him! (Psalm 34:8)
 - Find out for yourself how good the Lord is. Happy are those who find safety with him. (GNT)
 - Examine and see how good the Lord is. Happy is the person who trusts the Lord. (ICB)
- The Lord is good to all, and his tender mercies are over all his works. (Psalm 145:9)
 - The Lord is good to everyone. He showers compassion on all his creation. (NLT)
- No one is good but One, that is, God. (Mark 10:18)
- I believe that I will see the Lord’s goodness in the land of the living. (Psalm 27:13, ISV)
- But the fruit of the Spirit is love, joy, peace, longsuffering, kindness, goodness, faithfulness, gentleness, self-control. Against such there is no law. (Galatians 5:22–23)
 - But the Holy Spirit produces this kind of fruit in our lives: love, joy, peace, patience, kindness, goodness, faithfulness, gentleness, and self-control. There is no law against these things! (NLT)
- Then God looked over all he had made, and he saw that it was very good! (Genesis 1:31, NLT)
- Whatever is good and perfect is a gift coming down to us from God our Father, who created all the lights in the heavens. He never changes or casts a shifting shadow. (James 1:17, NLT)

A selection of Bible verses for ‘Doing good’*

- Depart from evil and do good; seek peace and pursue it. (Psalm 34:14)
- For we are his workmanship, created in Christ Jesus for good works, which God prepared beforehand that we should walk in them. (Ephesians 2:10)
 - God planned for us to do good things and to live as he has always wanted us to live. This is why he sent Christ to make us what we are. (CEV)
 - God has made us what we are. In Christ Jesus, God made us new people so that we would spend our lives doing the good things he had already planned for us to do. (ERV)
- Let your light so shine before men, that they may see your good works and glorify your Father in Heaven. (Matthew 5:16)
 - Make your light shine, so others will see the good you do and will praise your Father in heaven. (CEV)
- But do not forget to do good and to share, for with such sacrifices God is well pleased. (Hebrews 13:16)
 - Remember to do good and help each other. Gifts like this please God. (NLV)
- But you, friends, must not become tired of doing good. (2 Thessalonians 3:13, GNT)
- Each of us should please our neighbours for their good in order to build them up. (Romans 15:2, CEB)
- So you see, faith by itself isn’t enough. Unless it produces good deeds, it is dead and useless. (James 2:17, NLT)
- Just as the body is dead without breath, so also faith is dead without good works. (James 2:26, NLT)

*NKJV unless indicated.

Key phrases for ‘Believe in good’/goodness/good

- Believe in the goodness of others
- From goodness springs hope
- Believe in the ripple effect of good
- Let goodness inspire action
- Good has the power to change
- Good means respect and dignity for all
- Goodness in mission
- Good is part of the Salvos. Good is about making a difference to the lives of those in need.
- We believe in good every day
- We have faith in goodness
- We have hope in goodness
- Good is powerful
- Good is part of humanity
- Good is with everyone; good is for everyone
- See good, do good

Campaign lines:

- Good lends a hand, a shoulder, an ear
- Good never picks and chooses who it helps
- Good is more than a default response
- Good makes time for everyone
- Good accepts you for you
- Good never runs out and never ends
- Good doesn't leave anyone behind
- Good goes out of its way
- Good creates more good

3 KEY MESSAGES

On the following pages is a selection of key messages and phrases for core areas of The Salvation Army. Please make use of these when creating copy for a variety of audiences.

3.1 CORPS

Core message

Believe in, show and share the love of Jesus with the local community, offering connection and practical care, journeying with people as they experience the goodness of God.

Touchpoints

On site, team members

General key messages

- Believing in God is believing in good. Our God is good to all (See Psalm 145:9)
- All good things/gifts come from the hand of God. (See James 1:17).
- Doing good flows from our faith—faith without doing good lacks power and life. (See James 2:14–26).
- God prepared us, through Jesus, for good works. (See Ephesians 2:10).
- The fruit of God’s Spirit includes ‘goodness’. We want to be filled with the Spirit and show godly fruit. And we pray for the same experience for others. (See Galatians 5:22–23b)
- Faith, hope and love flow from God’s goodness. Believe in good!
- We give thanks to the Lord, for he is good... (See 1 Chronicles 16:34b)
- We believe in the power of God’s goodness to bring good to a hurting world.
- Our belief in a good God encourages us to do good things because we want to share his love with others.
- Where there is darkness in the world—causing sadness, heartache and a sense of feeling lost—we have the privilege of believing in the Good News of Jesus Christ, which transforms lives and bring hope, light and love.
- As people in your community struggle with [editable: addiction/violence/cost of living/mental health], you can believe in good for their lives and share the hope we have in Jesus.
- No one is beyond the saving power and love of God—believe in good for yourself and others.

3.2 MISSION

Core message

Believe in the good that God’s transforming power—through Jesus—can, and will, accomplish across our corps and faith communities, social programs, mission and community engagement services.

Touchpoints

On site, team members

General key messages:

- God is pleased as we do good and share (see Hebrews 13:16)
- God's people are to maintain good works, to meet urgent needs. In this way we/they are fruitful. (See Titus 3:14)
- We are to work for the good and edification of others. (See Romans 15:12)
- Doing good changes lives for the better – not only for the recipient, but also for the giver.
- What the world needs most is goodness, hope and love. God is, and gives us, all those things.
- Goodness is the antidote to darkness and despair. Believe in good!
- Goodness makes life worth living. Believe in good.
- Nothing satisfies like doing good for others in need.
- We believe in the power of God's goodness to bring good to a hurting world.
- Our belief in a good God encourages us to do good things because we want to share his love with others.
- As people in your community struggle with *[editable: addiction/violence/cost of living/mental health]*, you can believe in good for their lives and share the hope we have in Jesus.
- As people in your community struggle with *[editable: addiction/violence/cost of living/mental health]*, you can believe in good for their lives and share hope.
- No one's trials are too hard for the love of God – believe in good for yourself and others.
- Here at the Salvos, we believe good things are ahead of you. Talk to us today so you can believe in good for you, too.
- Share God's goodness with those who so desperately need it.

Supporting phrases:

- Good news for all people
- Dwell in his goodness
- Let goodness guide your path
- Abound in goodness
- Overwhelming goodness, never-ending peace
- Filled with the Spirit's goodness
- Found in his goodness
- Bringing God's goodness to your community
- Bringing God's goodness to people in need
- Believing in God's goodness brings hope
- Moved by his goodness

3.3 YOUTH

Core message

Create intentional avenues for young people to explore opportunities, build support networks, contribute to their communities, start or continue a faith journey, and believe in the good they can achieve.

Touchpoints

Direct marketing, printed collateral, video, digital, resources, events

Audience-specific key messages:

Adults

- We believe in the power of God's goodness to bring good to a hurting world.
- Everyone deserves to experience and know the good love of Jesus—we are called to bring his goodness to people from all backgrounds and all walks of life.
- Encourage youth to believe in the good that comes from a relationship with Jesus.
- Encourage youth to see the potential they have to make the world around them a better place when they believe in good and do good deeds. Offer practical examples or opportunities for action.
- Our belief in a good God encourages us to do good things because we want to share God's love with others.
- We believe in the good that is inside of you because you are made in the image of God.

Youth

- Even when life is tough or the world around us looks broken, the Bible assures us that we can believe in God's goodness, and we can bring that goodness to others in difficult situations. "I believe that I will see the Lord's goodness in the land of the living" (Psalm 27:13, ISV).
- When God made the world, he declared it to be "good" (Genesis 1:31). Sin broke that. But, as God's people, we can help restore creation and humanity through our good actions. Believe in the good we can bring into this broken and hurting world through the love of Jesus.
- "But you, friends, must not become tired of doing good" (2 Thessalonians 3:13, GNT). Believe in (and do) good when you:
 - Help a friend who is hurting
 - Say kind words to someone
 - Fundraise for a cause you care about
 - Volunteer at your church
 - Pray for someone
 - Live out God's commands from the Bible

3.4 KIDS

Core message

Nurture children and families in their Christian faith and, through experiencing God's love in community, help children feel confident, valued and equipped for the future. Nurture and guide kids to grow and succeed in life, and believe in the good that comes through a relationship with Jesus and an ongoing connection with The Salvation Army.

Touchpoints

Digital, publications/print, resources, events

Audience-specific key messages:

Adults

- We believe in the power of God's goodness to bring good to a hurting world.
- Everyone deserves to experience and know the good love of Jesus—we are called to bring his goodness to people from all backgrounds and all walks of life.
- Encourage children to believe in the good that comes from a relationship with Jesus.
- Encourage children to understand they can make the world around them a better place when they believe in good and do good deeds. Offer practical examples or opportunities for action.
- Our belief in a good God encourages us to do good things because we want to share God's love with others.
- We believe in the good that is inside of you because you are made in the image of God.

Kids

- Where sin takes hold in the world—whether in a person's life, or in a group or community, or even a nation—bad things happen and there is sadness, and a loss of hope. But God is good, so we have a big reason to believe in good things like love, kindness, friendship and family.
- When you love God and you share his goodness with the people around you by doing good deeds, you help them to believe in good, too.
- You can make the world around you a better place when you believe in good and do good deeds, for example:
 - Saying encouraging words to your parents, teachers, siblings and friends
 - Sitting with the kid who is alone
 - Picking up rubbish
 - Sharing your toys
 - Inviting someone to play
 - Raising money for something you care about

- Donating toys or clothes you no longer use
- Standing up for what is right
- Reading the Good Book (the Bible)

3.5 FUNDRAISING

Core message

Believe in the good that fundraising can achieve by unlocking supporters' generosity and journeying with them to enable The Salvation Army's mission.

Touchpoints

Paid/owned/earned media, events

General key messages:

- Believe in the goodness of helping those in need. Support the Salvos and transform lives today.
- Every day, thousands of Australians find themselves in crisis for a number of reasons. Your support of The Salvation Army can do a world of good and help those who need it most.
- The Salvation Army sees firsthand the social crises impacting people across Australia. Through your belief in the good work of The Salvation Army, you can ensure hope and help to those in need.
- Rising costs of living are pushing vulnerable Aussies into greater hardship. Your belief in good can provide wraparound services and tailored support, and help people find a way forward.
- Believe in the good your donation can do to transform lives. Help the Salvos deliver care and hope to vulnerable Aussies.
- When you support The Salvation Army, you support the good work of giving hope and help to those who need it most. Please give generously.
- Believe in the good your donation/dollar can do. Support the Salvos today.
- Good is helping Aussies in need, be it those facing homelessness, hardship or life-changing crisis. Support the Salvos and make a difference.
- Through the generosity of supporters like you, The Salvation Army can do the good work of helping people in need.
- Salvos believe in the goodness of humanity—people like you who care for those in need.

Audience-specific key messages:

Individuals/communities

- Believe in the good your donation/dollar can do. Support the Salvos today.
- Salvos believe in the good we can do when we come together—people like you who care for those in need.

- By supporting The Salvation Army, you have chosen to believe in the good work of helping those in need. Thank you.
- Your belief in the Salvos has the power to change lives for good. Please consider donating today.

Middle donors/major donors

- Big or small – every cent has the power to do good. Believe in the power of your generosity and support the Salvos today.
- Your generosity has the power to do a world of good for those doing it tough. Support the Salvos and transform lives today.
- Your belief in the good work we do can bring about real change. Support the Salvos and help bring hope to those who need it most.
- Through your support of the Salvos, you continue to do a world of good in the lives of those facing hardship or crisis. Thank you for your ongoing support.

Corporate/Corporate social responsibility programs

- Our partnership has the power to transform lives. When hardship/disaster/crisis strikes, your belief in the good work of the Salvos brings hope in times of need.
- Believe in the good your can do when you support the Salvos. Inspire your colleagues/employees/staff to be part of a movement that brings hope and help to vulnerable people across Australia.
- Put your faith in the good work we do in action. Donate to/volunteer with/ support the Salvos and help those facing homelessness, violence or crisis today.
- Your decision to walk alongside The Salvation Army enables us to continue our work of doing good – helping those most vulnerable in communities everywhere. Thank you for your support.
- We're grateful for your partnership with The Salvation Army and doing a world of good for those in need.

Trusts/Foundations/Philanthropy

- In these challenging and uncertain times, your belief in the good the Salvos do across Australia allows us to support people and their communities not just now, but long into the future. Thank you.
- Our shared belief in doing good has the power to transform lives. Your support of The Salvation Army can make a lasting difference in the lives of those facing hardship or crisis.
- Your compassion and support make a lasting difference in the lives of people in hardship across the nation. Thank you for believing in good. Thank you for believing in the Salvos.
- Your commitment to helping those facing homelessness, crisis or violence is the good we need more of. Thank you for walking alongside us and choosing to transform lives with your compassion.

Gifts in Wills/Bequests

- A gift in your Will today has the power to transform lives, now and in the future. Leave behind a legacy of good by supporting the work of the Salvos.

- Your generosity today will enable the Salvos to do a world of good long after you're gone. Please consider leaving a gift in your Will and providing hope and help to vulnerable Aussies now and in the future.
- Leave a legacy of good and make a positive impact in the lives of Aussies in need. Your gift will enable The Salvation Army to fulfil their mission of helping those in need, and endure your belief in compassion and hope for years to come.
- Through a gift in Will, your loved one's legacy can continue our good work of supporting those in need for years to come.
- Journey with the Salvos through your generosity. A gift in your Will means your compassion and care will continue doing a world of good for future generations.
- Your belief in good can be your legacy for years to come. Support the mission of the Salvos to help those facing hardship, crisis or hopelessness now and in the future.

3.6 MISSION ENTERPRISE

*Salvos Stores, Salvation Army Housing (SAH), Employment Plus (EPlus),
Salvos Aged Care, Salvos Funerals, Eva Burrows College (EBC)*

Core message

Believe in the good that all mission enterprises can deliver by generating surpluses to enable The Salvation Army's mission and have a positive impact in the communities we are part of.

Touchpoints

Paid/owned/earned media, on site

General key messages:

- Your support of <insert mission enterprise name> can do a world of good for those who need it most.
- Good is helping Aussies in need, be it someone facing homelessness, hardship or crisis.
- Believe in the good your support of <insert mission enterprise name> can do.

Salvos Stores

Audience-specific key messages:

Customers/local community (shoppers and item donors)

- When you shop at Salvos Stores, you ensure The Salvation Army can do a world of good for those facing hardship or crisis.
- Good for your pocket, and good for the planet — shop at a store that believes in good for all.
- Believe in the good your donated items can do for those in need. Support the Salvos today.
- Your decision to shop at Salvos Stores today has the power to do some real good in the lives of those facing hardship — now and in the future. Thanks for stopping by.

- Your support of Salvos Stores has the power to do a world of good for those most vulnerable in communities across Australia.
- Good is believing in sustainable shopping that also transforms lives. Visit Salvos Stores today and make a difference.

Government/agencies

- Your decision to collaborate with Salvos Stores enables us to fulfil our mission of caring for those most vulnerable in communities across Australia. Thank you for your support.
- We're grateful for your partnership with Salvos Stores and doing a world of good for those in need. Thank you.
- Our shared belief in doing good has the power to transform lives. Join Salvos Stores and help make a difference.

Corporate partners

- As an organisation that partners with Salvos Stores, we are thankful for your support in doing a world of good for Aussies in need.
- Believe in the good your can do when you support Salvos Stores. Inspire your *<insert colleagues/employees/staff>* to be part of a movement that does good for the planet, and those in need.

Volunteers

- Your valuable contribution enables Salvos Stores to do the good work of not just helping people in need, but also our planet. Thank you for all you do.
- By believing in good and putting it in action, you have helped transform lives. Thank you for your sustained efforts in helping Salvos Stores ensure we continue to carry out our mission every day and help those in need without discrimination.

Salvation Army Housing (SAH)

Audience-specific key messages:

Tenants/potential tenants

- Believe in good for yourself and your family. Contact SAH to find out how we can help you move towards independence.
- At SAH, we believe that the good work of supporting people with shelter and safety can change the trajectory of their lives.
- Good is assisting those faced with housing hardship, and supporting them towards safety and independence. Find out how we can help you believe in good for yourself.

Local community/community groups

- At SAH, we believe everyone deserves a secure place to call home. Your support can help us do more good for those facing housing hardship.

- Your belief in the good work of SAH has the power to transform lives. Thanks for believing in us.
- Support SAH and help us do a world of good for those facing hardship or disadvantage in communities across Australia.

Government/agencies

- Your commitment to helping those facing homelessness or hardship is the good we need more of. Thank you for walking alongside SAH and choosing to transform lives with your compassion.
- It is our shared belief in doing good that makes a world of difference to the lives of those in need of shelter and safety. Thank you for your support.

Building partners

- In these uncertain times, your belief in the good work SAH do ensures we can support people and communities in need, now and into the future. Thank you.
- Through your practical support and faith in our efforts, you enable SAH to do a world of good for those facing hardship or crisis.
- We're grateful for your faith in the good work we do to help those facing housing hardship or disadvantage.

Employment Plus (EPlus)

Audience-specific key messages:

Local community/community groups

- Good is supporting people in their search for a job that brings a sense of purpose and helps them move towards an empowered life.
- Your support of Employment Plus helps us do a world of good for people, their families and their communities.

Job seekers

- At EPlus, we believe in the good that comes from supporting jobseekers — people just like you, in your quest for meaningful opportunities and an empowered life.
- Good is a future that ensures stability, safety and purpose. Connect with us and find out how EPlus can help you find opportunities that help you move forward.
- Good is equipping jobseekers with the tools they need to succeed in their search for fulfilling and purposeful employment. Find out how we can help you believe in good for yourself.

Potential employers

- Our shared belief in doing good — helping people find employment, and a sense of purpose and fulfilment — has the power to transform lives. Thanks for your support.
- Your commitment to empowering people and changing lives through meaningful and fulfilling employment is the good we need more of. Thanks for journeying with EPlus and helping people find success.

Government/agencies

- In these uncertain times, your faith in and support of the good work we do can make a difference in the lives of those looking for opportunities for a stable and successful life.
- It is your valuable support that enables us to do the good work of assisting job seekers and employers find the right fit, and enduring success.

The Salvation Army Aged Care

Audience-specific key messages:

Local community/community groups

- At Salvation Army Aged Care, we believe good is caring for people in a way that is respectful, person-centred and comfortable.
- Your faith in the good that we do – providing care that is unique, comprehensive and comfortable, and welcoming of all – encourages us to excel in what we do. Thank you for your support.

Customers

- We believe good is providing care that is comprehensive, comfortable, and tailored to your needs.
- At The Salvation Army Aged Care, we believe in the goodness of providing comprehensive care and wraparound support that ensures residents feel respected, loved and heard.
- Good is collaborating with you to understand your needs and tailoring care that suits your lifestyle.
- Through our variety of offerings, we strive to do the good work of caring for people at all stages of their lives with respect, dignity and compassion.

Government/agencies

- We are grateful for your trust and belief in our good work of caring for people at all ages and stages of life. Thank you for your support.
- Your commitment towards the good work of caring for people, and supporting them live their years with respect, dignity and comfort makes a real difference, not just for them but their families. Thank you.

Suppliers

- Through your good work and collaboration, together we can ensure quality care and comfort for people at their point of need, without discrimination.
- Our shared belief of doing good by providing quality care and comfort, ensures we can fulfil our purpose of serving people with respect and dignity as they age.

Salvos Funerals

Audience-specific key messages:

Local community/community groups

- Good is a funeral service that caters to everyone without discrimination, and with respect, dignity and care at one of the most significant times in people's lives. Connect with Salvos Funerals to find out how we can help you or your loved ones.
- By choosing to journey with Salvos Funerals, you are supporting the good work of the Salvos in the community, helping those facing hardship or crisis.

Customers

- Good is a funeral service that is affordable, personalised and meaningful.
- Good is a funeral service provider that is upfront and transparent, with no hidden costs
- At Salvos Funerals, we believe good care is an affordable funeral service that is welcoming of all cultures and beliefs, and ensures you and your loved ones receive respect and holistic support in your time of need.

Government/agencies

- We are grateful for your trust and belief in our good work of caring for people and their loved ones at their time of need, with respect, dignity and utmost care.
- Your commitment towards our good work—helping families bid goodbye to their cherished ones, as well as supporting the cause of the Salvos to help those in need—has the power to impact lives, now and into the future. Thank you.

Corporate partners

- When you support Salvos Funerals, you support the good work of not only providing vital comfort to people in their time of grief, but also hope and help to those in need.
- Believe in the goodness of helping people bid a fitting goodbye to their loved ones, all while supporting the mission of The Salvation Army to help those facing hardship and crisis.
- Thank you for believing in the good that comes from providing comfort and care to people in their time of grief. Thank you for believing in Salvos Funerals.

Eva Burrows College (EBC)

Audience-specific key messages:

Students/prospective students

- Good is a cutting-edge service that encourages and empowers you for life, mission, and service through nationally recognised and accredited courses. Connect with Eva Burrows College and see how you can be part of good.
- At Eva Burrows College, we believe good is following your passion—be it leading a team, serving your

community, or sharing the Gospel of Jesus. Join us and do more of what good means to you.

- We believe in training up officers to share the good news of Jesus and carry out his good works.
- Our theology training can support you in your good works carried out through the love of Jesus.

Government/agencies/corporate partners

- Your support of our good work in preparing people to follow their passion – be it higher education, serving their communities or sharing the Gospel of Jesus – holds the power to transform lives and futures. Thank you.
- Be part of the good work that helps people turn their passion into their purpose and profession. Connect with us to find out how.

3.7 INTERNAL COMMUNICATIONS

Core message

Believe in the good work that internal communications can bring to our people to enable The Salvation Army's Mission

Touchpoints

Publications, Salvos Central, Salvos Link, other newsletters

General key messages:

- As members of The Salvation Army – employees, volunteers, members of our faith community and those on the frontline, it is our collective belief in good that inspires us in all we do each day. Let's continue to create a lasting impact in the lives of those we support.
- In these uncertain times, we can continue to bring hope across Australia by doing the good work of serving people and communities in need.
- Good is helping Aussies in need, be it those facing homelessness, hardship or crisis. Let's do some good together.
- Through your valuable work in supporting the mission of The Salvation Army, you have made a tangible difference in the lives of thousands of Aussies doing it tough. Thank you for believing in good.
- As part of The Salvation Army, we see firsthand the social crises impacting people across Australia. Through your good work and collaboration, together we can ensure hope and help to those in need.
- As Salvos, we believe in the power of good – working together to help those facing homelessness, violence, financial hardship and more, without discrimination.

Audience-specific key messages:

Officers

- As Salvationists, it is our belief in good that encourages us show up each day and help those in need.

- As people in your communities struggle with disadvantage/financial hardship/mental health, you can believe in good for their lives and support them in their hour of need.
- As officers of The Salvation Army, we are all connected through our belief in doing good to create positive change in the lives of those facing disadvantage or crisis.
- Through compassion and care, we help people build confidence and resilience, and use that as a step to move towards independence and hope.

Employees

- It is your valuable contribution and support that enables The Salvation Army to do the good work of assisting people and communities in need or facing hardship. Thank you for all you do.
- Through your valuable work in supporting the mission of The Salvation Army, you have made a tangible difference in the lives of thousands of Aussies doing it tough. Thank you for believing in good.
- All our efforts and contributions—no matter how big or small, have the power to do a world of good and change lives. Let's do some good today.
- At the Salvos, we believe transformation can happen when we do good—helping someone through a small bump in the road or a full-blown crisis. Let's work together and change lives.

Volunteers

- It is your valuable contribution and support that enables The Salvation Army to do the good work of assisting people and communities in need or facing hardship. Thank you for all you do.
- Your belief in and dedication to the good work of the Salvos helps us fulfil our aim to help vulnerable Aussies facing hardship, disaster or crisis.
- By believing in good and putting it in action, you have helped transform lives. Thank you for your sustained efforts in helping the Salvos ensure we help those in need without discrimination.

Suppliers/agency partners

- We're grateful for your partnership with The Salvation Army and doing a world of good for those in need.
- As an organisation that works closely to support the mission of The Salvation Army, we are thankful for your support in doing a world of good for Aussies in need.
- Our shared belief in doing good has the power to transform lives. Your support of The Salvation Army can make a lasting difference in the lives of those facing hardship or crisis.
- Your decision to walk alongside The Salvation Army enables us to continue our work of doing good—helping those most vulnerable in communities everywhere. Thank you for your support.

4 KEY STATISTICS

Below is a collection of statistics to complement campaign communications. These statistics should be used as is, with the time stamps. Please ensure you are using the most recent statistics included within the latest TSA annual report.

Hero stat

- Every 17 seconds, someone is helped by the Salvos.

Supporting stats

- In FY2022, The Salvation Army provided over 1.86 million sessions of care across all social programs
- In FY2022, The Salvation Army provided over 1.52 million meals to people who accessed homelessness services
- In FY2022, The Salvation Army supported more than 11,000 people facing addiction to alcohol and other drugs and gambling at rehabilitation services
- In FY2022, The Salvation Army Provided nearly 760,060 crisis beds to people who experienced homelessness
- In FY2022, The Salvation Army helped more than 500 young people learn how to drive
- In FY2022, The Salvation Army dispensed over \$32.6 million in financial assistance to people facing hardship, crisis or disaster
- In FY2022, The Salvation Army assisted more than 4000 young people needing support
- In FY2022, The Salvation Army supported over 37,500 people at risk of or experiencing homelessness
- In FY2022, The Salvation Army provided more than one million bed nights to people in need of accommodation
- In FY2022, The Salvation Army assisted more than 16,500 households impacted by disaster such as bushfires, floods and cyclones
- In FY2022, The Salvation Army more than 10,000 women and children who experienced family and domestic violence
- In FY2022, The Salvation Army supported over 12,500 people through financial counselling
- In FY2022, volunteers contributed more than 6.5 million hours across programs and services of The Salvation Army (including Salvos stores)
- In FY2022, The Salvation Army supported over 50,500 job seekers find employment