



Christmas Appeal



Did you know?

The current economic climate has led to a steady increase in people facing hardship and the need for our services. According to government and research data:



94%

of Australians find it difficult to afford essential living costs such as housing.¹



1.5 million

renters in Australia are in poverty, with the poorest families left with no more than \$150 a week or \$21.50 a day.²



27%

Over a quarter of Australians are struggling to make ends meet.³



33%

of Australians are worried about losing their home and becoming homeless.⁴

Every 17 seconds, someone comes to The Salvation Army for help.

Christmas is one of our busiest times of the year and, after a challenging year and our teams work hard to go above and beyond to ensure Christmas is a time for celebration and not a time of crisis.

As we prepare to respond to the increasing demand for services this festive season – we look to our generous supporters – people like you - to partner with us so we can do more.

Struggling to stretch their finances to afford even the most basic of necessities vulnerable Aussies are facing heartbreaking decisions – choosing between buying food for the family, paying for a roof over their heads or seeking urgent medical treatment. Celebrating Christmas – exchanging gifts, enjoying a hearty lunch, or visiting family – is looking impossible for so many in our community.

By supporting The Salvation Army's Christmas Appeal, you will walk alongside people experiencing crisis, and through your generosity, ensure they receive respite from financial pressure and are connected to crucial support and year-round assistance.

You can help give some a new beginning.

Our work in financial year 2023 – 2024



250,000+ people assisted across all social programs



1.63+ million meals provided to people who accessed homelessness services



Provided 1.2 million+ nights of accommodation across all social programs



Nearly \$25 million of financial assistance provided in cash, gift cards and voucher etc.

1 and 2: Source: Russell, C., Verrelli, S., & Taylor, E. (2024). The Red Shield Report 2024: Cost of living squeeze. The Salvation Army, unpublished. 3: Source: TSA Sentiment Tracker 4: Source: 'Behind the Line: Poverty and disadvantage in Australia 2022', Bankwest Curtin Economics Centre Focus on the States Series, #9, March 2022 - Page 9

How you can help

Your financial support allows us to give families the flexibility to meet their unique needs, making it a more effective way to support them during Christmas.



Wishes
Share the Spirit
of Christmas

FUNDRAISE ONLINE

Make Wishes come true! Fundraise online together or donate to make Christmas brighter by providing tangible support to those who truly need it this year.

DONATE



DONATE

Many Aussie families might not be able to celebrate Christmas this year



FOOD AND GIFT DRIVE

Share the festive spirit with your schools, workplaces, community groups and teams by putting food and gift hampers together.



Scan the QR code to:

LEARN MORE

salvationarmy.org.au/christmas/get-involved-this-christmas



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