



## 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:



**Over 3.3 million**  
**Australians**, including  
over 700,000 children, are  
currently living in poverty<sup>1</sup>



**40% of renters** believe  
they will struggle to pay  
rent over the next three  
months<sup>2</sup>



**54% of Australians**  
are currently facing  
uncomfortable  
financial levels



Since 1 July 2020, the Salvos  
have distributed over  
**\$100 million in financial  
assistance** to people in need

<sup>1</sup> [https://povertyandinequality.acoss.org.au/wp-content/uploads/2022/10/Poverty-in-Australia-2020\\_A-snapshot.pdf](https://povertyandinequality.acoss.org.au/wp-content/uploads/2022/10/Poverty-in-Australia-2020_A-snapshot.pdf) | <sup>2</sup> AustraliaNOW – February 23

Struggling to stretch their finances to afford even the most basic of necessities or utilities, 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. And celebrating Christmas – exchanging gifts, enjoying a hearty lunch or visiting family – is looking impossible. But you can help. 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. In short, you can help make it possible for those in need to celebrate Christmas this year.

Christmas is one of our busiest times of the year and, after a challenging year, we are expecting our services to be in high demand again. As we begin to prepare to provide support to thousands of people across Australia – from metros to country towns and everywhere in between – we are asking all Australians to consider standing with us.

Your support of The Salvation Army Christmas Appeal can help ensure nobody struggles alone.



Scan the QR  
code to:

**LEARN MORE**

[salvationarmy.org.au/christmas/get-involved-this-christmas](https://salvationarmy.org.au/christmas/get-involved-this-christmas)

# Your generosity ensures nobody struggles alone

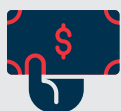
During the financial year 2021 – 2022, The Salvation Army:



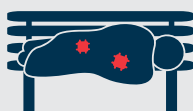
Assisted over 304,000 people and provided more than 1.86 million sessions of care to people in need



Supported more than 10,000 women and their children impacted by family and domestic violence



Distributed over \$32.6 million to Australians in need of financial assistance, with nearly \$15 million to households impacted by disaster



Assisted more than 37,500 people who were at risk of, or experiencing homelessness



Provided more than 1.52 million meals to people who accessed our homelessness services

## How you can help

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

And being able to keep the doors open and have teams ready to respond is only made possible because of the generosity of supporters like you. Christmas is the busiest time of the year for many of our centres 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 – who partner with us to make this possible.

**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.**



### 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

Many Aussie families might not have Christmas this year. Your donation will help keep Christmas alive for a struggling family.



### FOOD AND GIFT DRIVE

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