

MOTIVATED BY LOVE

Dear Friends,

Love is the foundation of our faith. It is what moves us, stretches us and calls us to action. As followers of Jesus, we are invited to live generous, sacrificial lives — trusting God as our provider and allowing His love to flow through us to others.

This year's Self Denial Appeal is an opportunity for us, The Salvation Army Australia, to step out in faith and give — motivated by love. The theme draws from Paul's exhortation in 1 Corinthians 16:14 to "do everything in love". As Christians, we draw on the power of God's love to transform and empower both ourselves and others. This love underpins our service and generosity, and has the power to change lives, families and communities.

The 2026 campaign also reflects the international themes of The Salvation Army and the General's call, encouraging us to live out an active, confident faith in which we grow, care, contribute and commit — because God is love.

Thank you for your generous support of the Self Denial Appeal. Your giving — motivated by love — has helped reveal the hope of Jesus in places where resources are limited and the need is great.

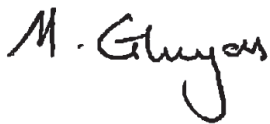
This year, you will see powerful stories from Fiji, Rwanda, Malawi and Sri Lanka — places where The Salvation Army is walking alongside young people, supporting families and helping communities grow in faith. These ministries often receive no government funding, yet they are vital in bringing transformation in Jesus' name. And they are only possible because of people like you.

As you consider your gift this year, I encourage you to seek God's heart, reflect on your blessings and give generously. For many, this means setting aside the equivalent of one week's salary — a bold, sacrificial act, motivated by love, that will leave a lasting impact. Whatever amount you give, let it be a reflection of faith and gratitude.

If you don't need a tax receipt, please consider giving to our Evangelical Mission Support fund. This ensures we can continue to support important ministries that rely on the generosity of people like you.

Let us reveal the love of Jesus through our giving. Let us trust God together. Let us be motivated by love. Grateful to you and for you.

Bless you,



Commissioner Miriam Gluyas
Territorial Commander
The Salvation Army Australia



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THE TRUSTEE FOR THE SALVATION ARMY (AUSTRALIA) SELF DENIAL FUND (FOR OVERSEAS AID) ABN: 52 609 689 893
THE TRUSTEE FOR THE SALVATION ARMY AUST SELF DENIAL FUND (FOR OVERSEAS AID) ABN: 15 562 601 404

SELF DENIAL 2026

