

# What is the Red Shield Appeal?

## GIVE A NEW BEGINNING

The Red Shield Appeal is The Salvation Army's signature fundraising drive, and helps fund our vast network of social and community services.

Each year, The Salvation Army appeals to the Australian community for support to ensure we can continue to give hope where it's needed most. This is achieved through our social welfare and community service programs, including homelessness services, family welfare assistance, youth drop-in centres and support programs, drug and alcohol rehabilitation services and employment services.

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 — known as the Red Shield Appeal Doorknock weekend.



### The Red Shield Appeal supports schools seeking:

- Local community engagement and support initiatives
- To empower students to take social justice action
- Volunteer opportunities for students
- Tangible activities to support curriculum objectives

Get your school involved in the Red Shield Appeal at [salvationarmy.org.au](https://salvationarmy.org.au)



**RED  
SHIELD  
APPEAL**

# Ways to get your school involved

## RED SHIELD APPEAL IN-SCHOOL FUNDRAISING IDEAS

- Casual clothes day  
(or wear red for Red Shield)
- Theme day: crazy hair or pyjamas
- Bake sale
- Lunchtime food stalls  
(BBQ, hot chips, milkshakes or pancakes)
- Sleep-out
- Pie or cake drive
- School fete
- Car wash
- Op shop ball
- Walkathon
- Board game tournament
- Treasure hunt
- Lolly jar
- Lunchtime sports competition  
(students vs. teachers and charge  
a participation/spectator fee)
- Silent auction
- Trivia night
- Pizza/movie night
- Games week  
(lunchtime activities, eg. egg and spoon race)
- Photography/art exhibition
- School music concert
- School disco

Consider how you might be able to support The Salvation Army through an event your school already runs.

## VOLUNTEER FOR US!

Join a doorknock team or volunteer at a static location.

## JOIN US ONLINE!

Register your school on our online fundraising page. There's lots of ways for schools to participate in our online Red Shield Appeal activities, including school challenges. Contact your Salvos representative for more information.

## BRING LEARNING TO LIFE WITH THE RED SHIELD APPEAL

### Service-learning and community engagement

Engage students in tangible local service activities

### Social justice

Empower students to take social justice action and advocate for improved social outcomes

### Employability skills

Build skills such as customer service, cash handling and volunteer experience

### Support learning objectives

The Salvos Schools Education Team delivers schools workshops and provides learning resources to support school curriculum, including study of homelessness and financial hardship. Visit the Salvos Schools website to learn more

### Leadership

The Red Shield Appeal is a great opportunity for students to lead projects for their peers or local community

### Religious Education, Inter-faith and Ethics Classes

Participation in the Red Shield Appeal is great, hands-on opportunity for activities to support faith and ethics classes



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 [salvationarmy.org.au](https://www.salvationarmy.org.au)

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