



BE THE HOPE

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 research data:



68%

of Australians said they had felt stressed or anxious at some point over the past week

(AustraliaNOW – Nov 25)



Over one in three

Australians admit they have had to dip in to their savings in 2025



One in six

Australian households have gone without basic essentials due to a lack of income or money over the past three months

(TSA Sentiment Tracker)



Over half (54%)

of Australians believe they will struggle to pay for at least one essential item in the next 3 months

(AustraliaNOW – Nov 25)

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

The Red Shield Appeal is The Salvation Army's biggest and most significant fundraising campaign, which funds our crucial programs and services. It enables us to provide much-needed support and care to people doing it tough across Australia. Over the past year, nationally, The Salvation Army provided more than 1.74 million sessions of care to people in need.

This year's Red Shield Appeal aims to highlight the hardship in the community, and how you can help.

Every day, Salvos on the frontline witness firsthand the challenges being faced by countless Australians — from rental unaffordability and mortgage stress, to financial hardship, mental health issues and much more.

Sessions of care

In FY25, nationally, The Salvation Army recorded an increase in the number of sessions of care provided to those in need.



Supported over 12,500 adults and their children impacted by family violence



Homelessness services provided **1 million nights of accommodation** to people at risk of, or experiencing homelessness



assisted nearly 11,000 people with financial counselling



220,000 sessions provided to those impacted by addiction



Provided more than **80,000 sessions of care** to **4800 young people**



How you can help

By supporting the Red Shield Appeal your help provides essential resources to assist vulnerable individuals at their most critical moments, delivering life-changing care to those who turn to the Salvos every day.

Your generosity empowers us to offer a comprehensive range of services—including accommodation and housing assistance, financial aid, food vouchers, case management, emergency relief, addiction recovery programs, advocacy, referrals, and local community initiatives.

Be the hope people need.

With your ongoing intervention, together we're providing immediate assistance, and also building long-term solutions that transform lives, inspire hope and offer a fresh start for everyone we serve.



Scan the QR code to:

[LEARN MORE](#)

salvationarmy.org.au/red-shield-appeal/get-involved/

GIVE NOW



DONATE

Financial support from the community — people just like you — through the Red Shield Appeal is vital for us to continue providing services



VOLUNTEER

Engage and connect with your neighbourhood by collecting donations which help to fund vital social services for vulnerable individuals and families.



FUNDRAISE ONLINE

Create an online fundraising profile individually or as a team and share to your networks to fundraise. Your donation tally will motivate your community to support your efforts.

