

Your *Hope* in *Action*



YOUR REPORT FROM THE SALVOS AND THE PEOPLE YOU HELP

Winter 2024



INSIDE: Thanks to you...

...despair turned to hope for Cheryl

...struggling Australians have been given new beginnings

...the 60th Red Shield Appeal was a success



Dear Friend,

A very warm welcome to your July Hope in Action report.

I can't thank you enough for your continuing belief in our mission. You are part of a community united by faith, love and a determination to help fellow Australians in times of need.

The cost-of-living crisis combined with soaring rents has pushed increasing numbers of Australians into severe hardship and, in many cases, homelessness. In the first two months of this year, we saw a 25% rise in the number of people we assisted compared to the same time last year.

Your kindness and generosity have rarely been more needed than they are right now... so thank you.

What connects many of the stories you're about to read is the theme of new beginnings. And how, thanks to your giving heart, struggling Australians have been able to turn their situation around and find a way forward.

This is the worst housing situation we have experienced in a very long time, so we truly appreciate your continuing kindness and generosity.

God bless you,

Colonel Rodney Walters
The Salvation Army

YOUR IMPACT IN THE COMMUNITY

Hope

during
tough times

When life dealt Cheryl a series of cruel blows, it was the caring Salvos community that helped her through. Thanks to your support we helped Cheryl as she navigated grief, financial hardship, and housing insecurity. Now she's on the other side, she's determined to give back to others in need.

Tough times

When Cheryl's partner, Patrick, passed away suddenly, her life fell apart. *"I couldn't cope and I had a breakdown,"* she explains.

Cheryl was already struggling to make ends meet after recently losing her job and sense of purpose. Now she had lost her partner too. On top of all this, without an income she was also worried about losing her home. It was a very dark time for Cheryl.

Thankfully, the Salvos community were there to wrap their arms around her and support her through her grief and financial hardship.

Thanks to your generosity, we were able to support Cheryl with the funeral arrangements and costs.

Additionally, her Salvos Caseworker provided financial support and organised a place for her to call home. Cheryl was overwhelmed with relief. This was a huge turning point for her that changed everything.

“ Without the Salvos, I wouldn't be here. ”

- Cheryl



A new beginning

Having this support clearly means everything to Cheryl... *"I love coming to the Salvos Centre. The people accept me for me. Basically, the Salvos are my family."*

Thanks to the caring Salvos community – and support like yours – Cheryl has come through the other side. She's now been inspired to help others through volunteering with The Salvation Army. She loves volunteering at her local Salvos Store as well as at her local centre where she can prepare meals for those who are struggling. She makes sure everyone is aware of the incredible support available and shares how much it helped her.

As she says, *"I talk to people and help them out a little if I can. It feels good that I'm helping someone and they're walking away happy."*

Thanks to your support last year, we helped...



Distribute nearly \$25 million in financial support.



Over 250,000 people across all our social programs.

Thank you

for giving
new beginnings



Hayley and Cam

When Hayley and Cam were forced out of their home by their landlord, there was nowhere else they could afford. They lived in their car for months whilst Hayley was pregnant with their third child.

But thankfully, your Salvos support brought them a new beginning, starting with a home just 3 weeks before she gave birth. They have since settled in with their new baby and couldn't be more thankful.

“ We're so grateful to the Salvos for everything they did to help us get back on track again. ”

- Hayley



Jessica and Riley

As a single mum raising a child with a chronic health condition, life was already tough for Jessica. Then, out of the blue, Jessica and daughter Riley became homeless when they couldn't afford another rent increase and were evicted.

Thanks to caring supporters like you, we were able to find Jessica an affordable home that met Riley's needs, and was near her school.

“ I'm so thankful knowing there are people out there who donate to the Salvos. They're such a blessing. ”

- Jessica



Sarah

Sarah escaped a violent relationship and hoped to find a safe place for her and her young children. But every time she applied for a rental, she kept getting knocked back and rejected. They had nowhere to go.

But thanks to your support, they found safety in Salvos Emergency Accommodation. And a few months later, a more permanent place to call home.

Sarah has since completed a TAFE course and found a new job, whilst the kids have settled into their new home and new school.

“ I felt really lucky when I was told I was finally approved for a rental property. ”

- Sarah

Last year,
because of you...



Over 3000+
people were provided
with housing.



Nearly 320,000
sessions of care were provided
to people who were at risk of or
experienced homelessness.



123,000+ nights of
emergency accommodation
were provided for those
impacted by violence.

Celebrating

60 years



of the Red Shield Appeal

This year we celebrated the 60th year of the Red Shield Appeal. The community support was incredible.

We'd like to extend our heartfelt gratitude to all our supporters, Salvos Stores customers and volunteers who have made this milestone possible.

A very special thank you to our 60-year volunteers!

Red Shield Appeal volunteers who were with us at the beginning were honoured with a commemorative pin to honour six decades of unwavering service and commitment to our mission.

Thank you to everyone who raised and contributed vital funds for the Red Shield Appeal this year.

“People are very generous for which I am very grateful.”

- Robyn (pictured above), who has volunteered at every Red Shield Appeal.



Over 20,000 volunteer fundraisers participated in their local communities.



Over 27,000 Salvos Stores customers donated to the appeal.

Thanks to our amazing partners

We'd like to say a special thank you to our Red Shield Appeal Platinum Partners, Crown Resorts Foundation, Myer and Mercer, who contributed to the Red Shield Appeal. Thank you all for your exceptional support!



"Crown are incredibly proud to be supporting The Salvation Army's 60th Red Shield Appeal and helping communities who are doing it tough. Thank you to our guests and team members who united with us in extending hope and assistance to vulnerable Australians."

Ciarán Carruthers, Crown Resorts CEO.



"It's with great pleasure to once again be partnering with The Salvation Army for this year's Red Shield Appeal. We are extremely proud to work alongside The Salvation Army to bring hope to individuals and families in need."

Cathy Hales, CEO, Wealth, Mercer, Pacific



"We are extremely delighted to work alongside The Salvation Army and amplify the impact of the Red Shield Appeal donations, doubling efforts to uplift communities and drive positive change."

Lucy Hobson, Community Relations Advisor Myer Community Fund.



60 kilometres for 60 years

Salvation Army Officer, Major Bryce Davies, recently turned 60 and to mark the occasion he decided to run 60 kilometres with 60 friends to raise money for the 60th year of the Red Shield Appeal. The event raised more than \$2,500!

"I was fearful that 60 kilometres was just too far for me, and so I knew I would need a lot of encouragement." Bryce said.



Looking back at the past 60 years

Since 1964, the generosity of supporters like you has been providing hope for Australians experiencing hardship and crisis. To mark this special milestone, we've created a short video looking back on our 60-year history of the appeal and the incredible impact the Salvos community has made over the years, be that in response to natural disasters, national emergencies, or people's personal hardships.

Together, we have made a remarkable difference over the past 60 years and will continue to do so in the years to come.

Scan this QR code to watch the video.



Ray Meagher on why he supports the Salvos

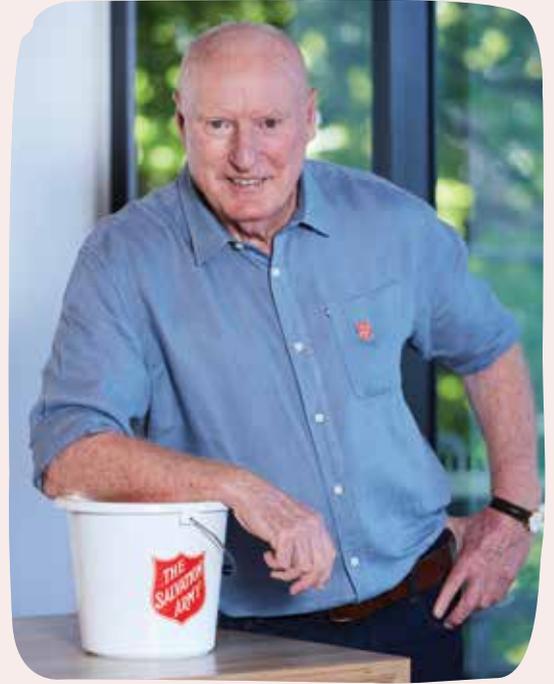
Ray Meagher, best known as Alf Stewart from "Home and Away," has been a long-time supporter and ambassador for The Salvation Army.

He has seen firsthand the positive impact your support has on individuals' lives and couldn't be more grateful.

According to Ray, *"It just seems to me that whenever there has been any sort of crisis, any sort of drama, anything where people were in need, the Salvos are always there."*

Ray urges everyone to support the Salvos, saying, *"It doesn't stay with the Salvos. It's passed onto people who have a need in the community."*

Thank you for supporting The Salvation Army this year and for your compassion and commitment to helping people in need.



Thanks to you last year
The Salvation Army provided...



1.67+ million sessions of care provided across all our social programs.



1.63+ million meals via homelessness services.



1.2 million+ nights of accommodation.



Nearly 820,000 crisis beds.



Employment support for 36,000 job seekers.



Financial counselling to more than 13,000 people.

Thank you



Give a new beginning

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