



**RED  
SHIELD  
APPEAL**

Giving hope  
to those in need

**A guide to Workplace Giving  
for Employers**





# About The Salvation Army

Since 1865, The Salvation Army has been reaching out to people who are suffering, and providing much-needed hope. You can find us in city streets, on rural properties and in suburban centres. Our people are on the ground at all times of the day and night, bringing hope to those who need it most: hope for people who are experiencing homelessness or escaping violence; hope for people trapped in addiction or battling mental illness; hope for people affected by disasters or financial troubles. Basically, hope for anyone feeling hopeless. That's what The Salvation Army is – a group of people motivated by a message of hope.

# Who we help

Wherever there is hardship or injustice, Salvos will live, love and fight, alongside others, to transform Australia one life at a time. In line with our national vision and mission we focus on the greatest areas of need within the following social and community service areas:

By focusing on these key areas nationally, we are able to maximise our resources and make significant, visible, measurable differences that improve lives for communities and individuals.

The Salvation Army actively works to empower people beyond their circumstances. The values and principles that drive us will always remain at the heart of what we do.



# Our services

## HOMELESSNESS SERVICES

The Salvation Army has a long history and strong capacity to respond to the immediate needs of those experiencing or at risk of homelessness. While our services and programs vary in offering and size, they are united by a singular vision: by ending homelessness, we transform lives and communities, restoring hope and dignity wherever there is hardship or injustice.

## YOUTH SERVICES

The Salvation Army's network of youth services offers targeted programs that engage youth across Australia as they transition to independence. These programs include youth homelessness services, driver training, educational programs, drug and alcohol addiction support, youth justice programs, mental health programs, counselling, chaplaincy, advocacy support, creative arts and multimedia.

## FAMILY AND DOMESTIC VIOLENCE SERVICES

The Salvation Army is committed to upholding every person's right to be safe, empowered and free from violence. Through early intervention and prevention services, we support survivors and their children to feel safe, while holding perpetrators to account

## ADDICTION RECOVERY SERVICES

The Salvation Army offers a range of recognised services and programs that enable and support recovery from alcohol, drug and gambling addictions.

## CHAPLAINCY

Salvation Army chaplains provide counsel and comfort to Australians in need at homelessness services, prisons, family and domestic violence services and to emergency personnel. Our rural chaplains and flying padres are the cornerstones for connection for farmers and small communities in many of Australia's most remote regions. Chaplains provide one-on-one support, financial assistance, attend community events, give gifts at Christmas and conduct weddings and funerals.

## EMERGENCY AND DISASTER RESPONSE SERVICES

The Salvation Army Emergency Services (SAES) have served Australian communities for more than 40 years. Whether it's a natural disaster or a missing person search, SAES volunteers are among the first to arrive on the ground, providing support to victims and emergency personnel on the frontline. The Salvation Army is committed to staying for as long as it takes for local communities to recover.

## COMMUNITY SERVICES

Every week, 280 Salvation Army community support services and emergency relief centres assist thousands of Australians experiencing hardship. These services help alleviate poverty by addressing immediate needs, such as food, shelter, clothing and utility assistance. Additionally, our services connect clients with long-term support programs to build capacity and resilience through financial counselling and case management.

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Community services,



# Every gift brings hope to those in need

For young Owen, being in youth detention felt like “paradise” compared to being homeless.

At the age of just 13, a family breakdown left Owen sleeping rough in a public toilet at Wollongong train station. “I had no idea what to do – I was yet to grow a beard or learn how to shave, let alone learn how to survive on the streets,” he says.

Owen had never experienced a stable, loving home. He and his mother had always been on the move, never settling down for long enough to establish roots. He says his stepfather had regularly bashed them both. His older brother was in prison for a serious crime. Life was chaotic, and drugs and alcohol were always around.

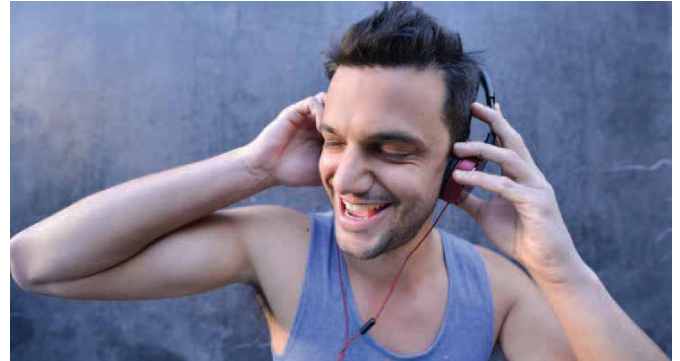
Owen had a major fight with his mother one night and left home. He had no food and no money. Nothing but the clothes on his back.

“You have never felt fear until you feel that feeling of nothingness – the feeling of being so lost even though you know where you are,” he says. Every night for three months, Owen hid in the disabled toilet at the train station, carefully locking the door.

He slept on the cold, dirty floor but was constantly woken and kicked out by rail workers and police. Remarkably, Owen initially tried to keep going to school, but he had nowhere to shower and no clean uniforms. His classmates bullied him because he was dirty and smelled. Completing homework was out of the question, and he soon gave up on school.

Owen turned to drugs to escape the misery of his predicament. He quickly became addicted and committed crimes to fund his habit. “This lifestyle got me locked in detention centres more often than I’d like to admit. I was so depressed, scared and alone that I didn’t care. In fact, it was a free meal, a bed and a roof over my head. It was paradise compared to living on the streets,” he says.

Every time Owen walked out of detention, he would be healthy, drug-free and alert. But soon the pain would come flooding back. The vicious cycle of drugs, crime and imprisonment in detention centres would start again. But then, in Owen’s words, “something magical happened”.



Owen, 2018

After yet another stint in detention, Owen was sent to The Salvation Army’s Oasis Youth Support Network in inner Sydney instead of being left to his own devices like before. At Oasis, thanks to our supporters, he could finally get the help he desperately needed to rebuild his self-worth, while receiving a warm bed and regular meals. Oasis’ leaders, Salvation Army officers Paul and Robbin Moulds, would become his greatest supporters. It quickly became clear to Paul and Robbin that Owen loved music. They saw that he was never without his headphones and discman.

Owen particularly enjoyed the music of rappers Eminem and Tupac because he could relate to their struggles. Owen was encouraged to join the Oasis music program to write rap songs about his own tough journey. He had the chance to create and record his own music. This culminated in a life-changing opportunity to tour NSW schools, performing his music to more than 6,000 students and raising awareness of youth homelessness. This profound experience – of being nurtured and giving to others – turned Owen’s life around.

He is employed and has become a mentor to homeless young people. “The Salvos gave me everything I needed – food in my belly, a bed to sleep in; a safe place to live away from feeling lost and scared, to actually have a hope. They are my family,” he says. “They have literally loved me back to life.”

*Today, Owen is going from strength to strength, thanks to supporters like you who enable The Salvation Army to help people like Owen.*

# About Workplace Giving

In today's society, many of us take for granted some of the most essential basic necessities such as food, shelter and clothing. Unfortunately for many Australians, these essentials are out of their reach for themselves and/or their family.

In 2018/2019 The Salvation Army provided:

- 470,159 beds for people experiencing homelessness
- 1,707,598 meals for people who were hungry
- 247,860 food vouchers
- 16,885 clients with financial counselling
- 12,000 Australians with emergency and disaster relief

The Salvation Army's Workplace Giving program is just one simple, and easy, way you can make a difference in someone's life.

Our Workplace Giving program is designed for employees to make small, regular financial donations from their pre-tax pay. It's simple and extremely effective. Organisations can also choose to boost the impact of their employee's workplace giving donation by matching their donations.

## Match your employees donation

**You can also match, double or triple match!  
The choice is yours.**

Many organisations choose to match their employee contributions – whether it's monthly, quarterly, half-yearly or annually. It's a great way to encourage charitable giving in your workplace and for your company to make an even greater positive social impact.

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*“EVENT Hospitality & Entertainment has been giving to the Salvos through WPG since 2005. We are proud to be partnered with an organisation that has always been there for those struggling with hardship in our communities. We can always count on the Salvos to be there when Aussies are in crisis.”*

EVENT Charity Partner Manager

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## Why offer workplace giving?

There are many reasons why Workplace Giving is one of the best ways to give to The Salvation Army:

- We are a registered charity and deductible gift recipient entity (DGR) which means your donations are tax-deductible.
- We are a large, reputable organisation with a long-standing history of supporting vulnerable people
- Every gift makes a difference. No matter the size of your contribution, every dollar counts towards helping someone in need.
- It eliminates the need for employees to collect receipts and wait until the end of the financial year to claim tax credits.
- It's a win-win-win for business, employees and The Salvation Army.
- Employers enjoy greater staff engagement, retention, productivity, reputation and social impact.
- Employees give in a smarter, tax-effective way and build a sense of pride in their employer
- Businesses can further enhance the impact of their workplace giving program, engagement strategy and corporate social responsibility by incorporating volunteering, skill-sharing and in-kind support.

## Did you know...

- Introducing a workplace giving program increases employee engagement?
- Over 60% of employees are happy to be automatically included in their company's workplace giving program?
- Australians see business investment in the community as one of the most important drivers of trust?

## Signing up is Simple!

Contact your Corporate Partnership Relationship Manager or simply visit [www.salvationarmy.org.au/get-involved/corporate-support/workplace-giving/](http://www.salvationarmy.org.au/get-involved/corporate-support/workplace-giving/) complete the online form and we will contact you with the next steps. Need help setting up your Corporate Social Responsibility Program? Feel free to contact us.

**[corporatepartnerships@salvationarmy.org.au](mailto:corporatepartnerships@salvationarmy.org.au)**

### COMMITMENT TO RECONCILIATION

The Salvation Army acknowledges the Traditional Owners of country throughout Australia and recognises their continuing connection to land, waters and community.

We pay our respects to them and their cultures; and to elders both past and present. Our vision for reconciliation is to be a faith movement committed to equity, freedom and the righting of injustice.



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

To find out more, please contact your personal Salvation Army Relationship Manager or email [corporatepartnerships@salvationarmy.org.au](mailto:corporatepartnerships@salvationarmy.org.au)