



THE  
SALVATION  
ARMY  
AUSTRALIA

# Impact Report 2021



*Creating hope  
through connections*



*“There is no reward equal to that  
of doing the most good to the most  
people in the most need.”*

– Catherine Booth,  
Co-founder of The Salvation Army

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## MISSION

The Salvation Army is a Christian movement dedicated to sharing the love of Jesus.

We share the love of Jesus by:

### CARING FOR PEOPLE

Being there when people need us most

We offer care and compassion as a sacred encounter with transformative potential

### CREATING FAITH PATHWAYS

Taking a holistic approach to the human condition that values spirituality

We graciously share the Good News of Jesus and grow in faith together

### BUILDING HEALTHY COMMUNITIES

Investing ourselves in relationships that promote mutual flourishing

We find the wholeness God intends for us in community

### WORKING FOR JUSTICE

Tackling the social systems that harm creation and strip away human dignity

We join God's work to build a fairer world where all can thrive

## VISION

Wherever there is hardship or injustice, Salvos will live, love and fight, alongside others, to transform Australia one life at a time with the love of Jesus.

## VALUES

Recognising that God is already at work in the world, we value:

### INTEGRITY

Being honest and accountable in all we do

### COMPASSION

Hearing and responding to pain with love

### RESPECT

Affirming the worth and capacity of all people

### DIVERSITY

Embracing difference as a gift

### COLLABORATION

Creating partnerships in mission

## THE INCLUSION STATEMENT

The Salvation Army Australia acknowledges the Traditional Owners of the land on which we meet and work and pay our respect to Elders, past, present, and future. We value people of all cultures, languages, capacities, sexual orientations, gender identities and/or expressions. We are committed to providing programs that are fully inclusive. We are committed to the safety and wellbeing of people of all ages, particularly children.





# From our leaders

The Salvation Army's work in the community is about connecting with others to see transformation born out of hope. And, as a faith-based movement, we believe that hope comes from God.

As Australia takes tentative steps out of COVID-19, we are incredibly grateful to our supporters for enabling us to maintain vital connections with the most vulnerable in our communities under such challenging and unprecedented circumstances.

The pandemic and a series of natural disasters around Australia amplified deep social issues that Salvos work every day to address – financial hardship, homelessness, and domestic and family violence, which have all increased over the past year. By connecting clients with empowering programs and services, The Salvation Army provides the wraparound supports needed to regain stability and hope for a better future.

Those supports are often underpinned by our faith communities that provide a place of belonging and spiritual hope and reflect the deep heart of Christ, which drives us as a movement.

The generosity of time and the financial commitment provided by businesses, philanthropic trusts, individuals and everyday Aussies make it possible for The Salvation Army not only to transform lives with the love of Jesus but to save

them. You have strengthened that vital connection between those in need and our hope-giving services.

The stories of transformation and care shared in this 2021 Impact Report demonstrate the breadth of services Salvos can provide thanks to you. Through community programs, disaster management, refuges and more, the positive impact of your support is evident on the pages within.

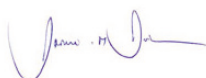
Thank you for placing your faith in The Salvation Army over the past year and journeying with us as we live out our mission and ministry by caring for people, creating faith pathways, building healthy communities and working for justice.

Our Vision Statement says, "Wherever there is hardship or injustice, Salvos will live, love and fight, alongside others, to transform Australia one life at a time with the love of Jesus.

And why do we do this? In the Bible, 2 Corinthians 5:14 states: "For Christ's love compels us ..."

Working alongside you, we will continue to grow and adapt in an ever-changing social landscape, providing holistic care and seeking long-term solutions for vulnerable Australians right around the country – creating hope through connections to leave no one in need.

God bless you all,





**Commissioners Janine and Robert Donaldson**  
National Leaders  
The Salvation Army Australia

**Colonel Winsome Merrett**  
Chief Secretary  
The Salvation Army Australia



# Governance

The Board is responsible for providing governance oversight to the Australia Territory in accordance with Australian law, all requirements under International Headquarters' Orders and Regulations, and the principles of theology, mission, integrity and compliance.

The Board is also responsible for strategically positioning the territory so that it has a sustainable, major influence on Australian society, and to provide advice and assistance to the Trustees.

Although chaired by the Territorial Commander, the Board is accountable to the General for its responsibilities.

Board membership for the period 1 July 2020 to 30 June 2021 is as listed:

- Commissioner Robert Donaldson, Chair
- Colonel Geanette Seymour, Alternate Chair
- Richard Grellman AM, Lead Independent
- Greg Couttas
- Desley Hargreaves PSM
- Commissioner Janine Donaldson
- Colonel Winsome Merrett
- Adrian Appo OAM
- Felicity Natoli
- Captain Lydia Hong
- Captain Colin Reynolds

Due to the COVID-19 pandemic, the Board has had limited in person contact during the 2020-21 period, with all meetings other than the April 2021 meeting held online. In April 2021, the Board met in person in Sydney and visited several mission expressions in the NSW/ACT Division including, Rockdale Corps, Sydney Congress Hall and William Booth House.



Commissioner Robert Donaldson (Chair)



Colonel Geanette Seymour (Alternate Chair)



Mr Richard Grellman AM (Lead Independent) (Chair, Professional Standards Committee)



Mr Greg Couttas (Chair, Audit and Risk Committee)



Ms Desley Hargreaves PSM (Chair, Quality and Safety Committee)



Commissioner Janine Donaldson



Colonel Winsome Merrett



Mr Adrian Appo OAM



Ms Felicity Natoli



Captain Lydia Hong



Captain Colin Reynolds

## **BOARD COMMITTEES**

### **AUDIT AND RISK COMMITTEE**

The purpose of this committee is to ensure the integrity of the financial statements, the risk management framework and the system of internal controls, such that these align with The Salvation Army's values and meet its legislative and regulatory obligations.

### **NOMINATIONS COMMITTEE**

The purpose of this committee is to fairly and objectively identify and nominate suitably qualified candidates for appointment to the Board.

### **PASTORAL COMMITTEE**

The purpose of this committee is to improve the depth and breadth of the spiritual life of The Salvation Army in Australia; and to guide the movement so that it operates in accordance with its God-given mission to: "share the love of Jesus by caring for people, creating faith pathways, building healthy communities and working for justice".

### **PROFESSIONAL STANDARDS COMMITTEE**

The purpose of this committee is to define and promote within The Salvation Army a world's best-practice response to allegations of abuse and ensure The Salvation Army is actively enhancing child safety within the Australian community.

### **QUALITY AND SAFETY COMMITTEE**

The purpose of this committee is to define and promote a culture of continuous quality improvement and consumer safety that aligns with The Salvation Army's values and meets its legislative and regulatory obligations.



# Our national focus

The past year saw significant ongoing change for The Salvation Army as we continued to fully integrate the two former territories into one Australia territory. The year was filled with many challenges and opportunities as we redefined our mission in contemporary Australia, focused our mission in areas where we could have the most impact, as well as continued to restructure the movement to be able to do that.

The extra demands of COVID-19 demonstrated The Salvation Army's ability to quickly, creatively and collaboratively adapt to a dramatically changing environment. Our frontline staff continued to deliver services to those who were most vulnerable, serving with compassion and respect. In line with our national vision and mission, there has been increasing levels of effective holistic and integrated mission delivery across our territory in our areas of key focus:

- Homelessness
- Family and Domestic Violence
- Youth Services
- Alcohol and Other Drugs
- Strategic Emergency and Disaster Management
- Community Services (financial inclusion and poverty alleviation)

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 achieves its vision through its mission. When we care for people, create faith pathways, build healthy communities and work for justice, we see lives transformed with the love of Jesus.

In 2021, there continues to be a deliberate intention to equip and encourage Salvos to continue to live out our vision and mission – strengthen the Army's voice on national issues, focus our efforts and enhance our measurement to ensure our resources have the greatest possible impact, grow our partnerships to leverage the strengths of our strategic alliance and empower people beyond their circumstances – the values and principles that drive us will always remain at the core of what we do.



# The Salvation Army's key social and community service focus areas

## HOMELESSNESS

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.

## FAMILY AND DOMESTIC VIOLENCE

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.

## 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.

## ALCOHOL AND OTHER DRUGS

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

## STRATEGIC EMERGENCY AND DISASTER MANAGEMENT

The Salvation Army Emergency Services (SAES) has 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 (FINANCIAL INCLUSION AND POVERTY ALLEVIATION)

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





# How we measure impact

The social services sector is becoming increasingly focused on outcome measurement. This shift empowers service providers to better understand their services' impacts, improve service design and delivery, and better engage funders.

Measuring outcomes enables The Salvation Army to gain insights into the changes in individuals, families and communities because of their interaction with services and the organisation. It is not about collecting more data; it is about collecting the right data. Developing an ethical, trauma-informed and culturally sensitive framework is the outcome measurement principle here at The Salvation Army.

The Stronger Communities project (which has evolved from the Strength in Numbers project) commenced in 2019 and aims to measure the impact that Army services have on people's lives. On a national scale, the project involves six key areas: homelessness, family and domestic violence,

Alcohol and Other Drugs (AOD), Moneycare financial counselling, Doorways (Emergency Relief and Case Work) and Youth Services. For each key area, this essentially involves measuring changes in people's circumstances due to their engagement with their services nationally. This informs practice, strengthens learning and continuous improvement, and provides insights for resource allocations to areas of greatest need, impact and expertise.

For The Salvation Army as an organisation, the project seeks to produce a simple, repeatable and meaningful collective measure of outcomes across the key areas under the Army's four overarching outcome domains: Wellbeing and Spirituality; Individual Capability; Life Circumstances; and Social Connectedness. This provides an organisation-level indication of how the Army progresses in "transforming Australia one life at a time, with the love of Jesus" across its different key areas.





## THE SALVATION ARMY OUTCOMES MEASUREMENT FRAMEWORK

### Our mission

The Salvation Army is a Christian movement dedicated to sharing the love of Jesus by:



**CARING FOR  
PEOPLE**



**CREATING FAITH  
PATHWAYS**



**BUILDING HEALTHY  
COMMUNITIES**



**WORKING FOR  
JUSTICE**

**This mission informs the outcomes we want to measure.**

### Our outcome domains

The Salvation Army uses sector-specific frameworks and best practice to promote change across the following outcome domains:



**WELLBEING AND  
SPIRITUALITY**



**INDIVIDUAL  
CAPABILITIES**



**LIFE  
CIRCUMSTANCES**



**SOCIAL  
CONNECTEDNESS**

**By measuring these outcomes we determine our impact and the extent to which we are achieving our mission.**

### Our collective impact

The Salvation Army measures and evaluates the impact of our work in fulfilling our mission and this information is used to improve our services:



**PRACTICALLY  
(CARING FOR PEOPLE AND  
WORKING FOR JUSTICE)**



**SOCIALLY  
(BUILDING HEALTHY  
COMMUNITIES)**



**SPIRITUALLY  
(CREATING FAITH  
PATHWAYS)**

**Our outcomes measurement framework enables greater accountability and supports our continuous improvement. It is a significant milestone on our journey towards understanding and appreciating our full impact.**

Pilot outcome measurement on a state-based level (as part of the previous Strength in Numbers project) was conducted in 2017-18 for Moneycare and Doorways. These pilots were used to improve services and further refine the process and tools for national outcome measurement implementation. In 2019, Moneycare completed its national implementation framework and has continued to collect data nationally since then. In 2020, Doorways Emergency Relief (not including Case Work) completed its first national outcome measurement report (see case study below).

For most other key areas, the project took a pragmatic approach in developing a national outcome measurement framework, starting with a review of existing data from October 2019 to June 2020. The project was on hold due to COVID-19 but recommenced for the next stage in November 2020. In this stage, the research team is working closely with key stakeholders from five key areas to address data issues and develop a national outcome measurement framework.

Developing an outcome measurement framework on a national scale takes a considerable amount of time and resources. Moreover, the project progresses at a different pace for each key area with varying levels of complexity and readiness. Therefore, the completion of the project for each of the key areas is likely to happen well beyond 2021. The road map (right) illustrates an overview of the national outcome measurement journey that each key area goes through.

## IMPLEMENTATION ROAD MAP FOR INDIVIDUAL EXPRESSIONS



### CASE STUDY - DOORWAYS EMERGENCY RELIEF

The first national study to measure Doorways Emergency Relief assistance outcomes was completed in May 2021. The study's objective was to primarily measure service satisfaction and short-term outcomes (including referral pathways) based on community members' experience with workers on the phone and at local Doorways centres (not including casework). It also investigated Emergency Relief recipients' preferred way of accessing assistance to give insight into the national Doorways Practice Evaluation and Service Redesign. The current national pilot study draws on previous pilot outcomes measurement work within Doorways Emergency Relief Services in ACT, QLD and NSW (Kurti et al., 2017; Lensun et al., 2020; Hendrickson et al., 2020).

### METHODS

An online survey was distributed in seven waves from 16 October 2020 to 26 February 2021 via SMS using Qualtrics, an online survey platform. A total of 5855 people who received Emergency Relief assistance between 1 September

2020 and 10 January 2021 were randomly selected and invited to the survey. A total of 1172 completed survey responses were received, a response rate of 20 per cent.

### PARTICIPANTS

It is important to note, mainly due to COVID-19, that the sample was not representative of people who traditionally accessed Doorways Emergency Relief. Instead, the sample reflected those who were struggling the most during the COVID period. For instance, international students were overrepresented in the sample, and 95 per cent of them were impacted by the pandemic, reflecting how this group was significantly affected by job losses and were ineligible for government benefits. Other overrepresented demographics included women born overseas, with a primary language other than English, with employment issues, with no income, with a wage, and living in private rental accommodation.

## FINDINGS

### SERVICE SATISFACTION AND OUTCOMES



Service satisfaction rating was high: approximately nine out of 10 respondents felt welcomed, that their issues were understood and were satisfied with the service received from both phone and centre workers.



More than 80 per cent of participants agreed that the assistance helped them provide food for their families, feel an increased sense of hope, feel a sense of safety and relieve stress and anxiety.



A significantly smaller proportion, 62 per cent, agreed the assistance helped them manage their budget, 55 per cent agreed that the assistance helped them pay rent or bills, and 39 per cent agreed that the assistance helped them participate in community activities.

### REFERRAL PATHWAYS



More than 80 per cent of participants agreed that the assistance helped them understand the Army's available services and access relevant services.



Of the 46 per cent of participants who reported being referred to appropriate services, almost two-thirds had connected with some or all the suggested services.



Those who had not connected to referred services commonly reported that they faced barriers to access, such as lack of time, transport, disability, and caring responsibilities or no present need for further assistance.



Only one in four participants reported they were invited to attend activities at the centre, which could reflect social-distancing requirements and lockdowns during 2020.

### ACCESS TO EMERGENCY RELIEF



Close to two-thirds of participants accessed Emergency Relief by phone.



Participants seemed to prefer the method most available within their state because it was familiar.



Qualitative responses revealed that online form and over-the-phone assessments were preferred mainly due to accessibility and convenience. Meanwhile, most of those who selected face-to-face assessment indicated that they preferred in-person communication as it was more personal and easier to be understood. Visiting a centre was also considered as providing better emotional support for some participants.

For the full report, please contact [research@salvationarmy.org.au](mailto:research@salvationarmy.org.au)





When COVID-19 forced a last-minute postponement of the Sydney Red Shield Appeal launch, a positive solution was at hand. With much of the food already prepared for the event, organisers ensured it didn't go to waste, with the team spending the day packing and delivering 400 meals to Salvation Army Homelessness services in the city.

## Alongside others

The past year has been a time of uncertainty and immense hardship for many Australians. The Salvation Army has been agile and responsive during this unpredictable period and has continued to reach out and assist thousands of vulnerable people in desperate circumstances. Throughout the pandemic, The Salvation Army's social and community services have provided critical services to assist people:

- At risk of, or experienced homelessness
- Affected by family violence
- Who lost their job, or experienced hardship
- Without food or unable to afford basic essentials
- Who struggled with addiction
- Impacted by drought and bushfires, and
- Who were isolated or lonely

During COVID-19, The Salvation Army has observed a change in client profile and shift towards new and emerging groups seeking assistance.<sup>1</sup> People who would typically manage under normal circumstances have reached out for help, many for the first time. Over the past twelve months, an increased proportion of people employed, those with no income, were international students and younger Australians accessed assistance at The Salvation Army.<sup>2</sup> Given the current economic climate and challenges ahead, The Salvation Army is anticipating increased service demand in the following months.

Critical frontline workers have continued to provide outreach and in-person support to people in need during COVID-19, while many staff, Officers and volunteers connected with people and delivered services via online platforms throughout lockdown. This has provided new opportunities for people to engage and connect with The Salvation Army. This hybrid approach embraces and utilises face-to-face interaction and virtual delivery methods and will provide quality, flexible and accessible services into the future.

















<sup>1</sup> TSA, (2020). SAMIS Moneycare and Emergency Relief client services data analysis.

<sup>2</sup> Ibid.

**NUMBERS THAT COUNT**

Our most essential measurement is the impact of our work, yet the numbers also matter, telling a story of their own. In the 2019–20 financial year:

*Statistics provided by The Salvation Army Australia, Research Team, covering July 2019 – June 2020.*

 <p><b>1596</b> CORPS (CHURCH) RUN COMMUNITY SUPPORT ACTIVITIES</p>	 <p><b>53,902</b> SESSIONS OF SUPPORT FOR PEOPLE EXPERIENCING FINANCIAL DIFFICULTY</p>	 <p><b>\$97,915,376</b> TOTAL AMOUNT OF FINANCIAL ASSISTANCE PROVIDED (CASH, GIFT CARDS, VOUCHERS ETC.)</p>	 <p><b>13,356</b> NUMBER OF PEOPLE PROVIDED FINANCIAL COUNSELLING</p>
 <p><b>1,048,725</b> SESSIONS OF CARE ACROSS ALL SOCIAL PROGRAMS</p>	 <p><b>262,659</b> NUMBER OF EMERGENCY RELIEF AND CASE MANAGEMENT SESSIONS OR ASSESSMENTS</p>	 <p><b>362,922</b> TOTAL NUMBER OF FOOD VOUCHERS PROVIDED TO PEOPLE ACCESSING THE SALVATION ARMY SERVICES</p>	 <p><b>10,952</b> NUMBER OF PEOPLE ASSISTED WITH ADDICTION TO ALCOHOL AND OTHER DRUGS, GAMBLING AND REHABILITATION SERVICES</p>
 <p><b>352</b> NUMBER OF SALVOS STORES</p>	 <p><b>\$33,645,800</b> AMOUNT OF PROFIT GENERATED BACK INTO THE SALVATION ARMY PROGRAMS FROM SALVOS STORES</p>	 <p><b>41,033</b> NUMBER OF PEOPLE WHO WERE HOMELESS OR AT RISK OF HOMELESSNESS</p>	 <p><b>1,594,912</b> NUMBER OF MEALS PROVIDED TO PEOPLE WHO ACCESSED HOMELESSNESS SERVICES</p>
 <p><b>2442</b> NUMBER OF PEOPLE CARED FOR IN RESIDENTIAL AGED CARE FACILITIES</p>	 <p><b>43,524</b> NUMBER OF SESSIONS OF CARE PROVIDED TO PEOPLE EXPERIENCING FAMILY AND DOMESTIC VIOLENCE</p>	 <p><b>1340</b> NUMBER OF PEOPLE PROVIDED REFUGE/ EMERGENCY ACCOMMODATION DUE TO FAMILY AND DOMESTIC VIOLENCE</p>	 <p><b>591</b> NUMBER OF PEOPLE PROVIDED WITH SOME FORM OF LONGER-TERM HOUSING BY THE SALVATION ARMY</p>

# Our commitment to inclusion

**The Salvation Army Australia has announced its first national commitment to inclusion through the release of an official statement.**

The Inclusion Statement reinforces The Salvation Army's values and international mission statement: To preach the gospel of Jesus Christ and to meet human needs in his name without discrimination.

"This new statement stands alongside and in alignment with our existing mission, vision and values and publicly declares that we welcome all people in every engagement they have with The Salvation Army, and we are committed to each of them feeling respected and safe," said Colonel Winsome Merrett, Chief Secretary, The Salvation Army Australia.

The statement was formally approved by the Australia Territory Board on 14 June 2021.

The statement reads:

**"The Salvation Army Australia acknowledges the Traditional Owners of the land on which we meet and work and pay our respect to Elders past, present, and future. We value people of all cultures, languages, capacities, sexual orientations, gender identities and/or expressions. We are committed to providing programs that are fully inclusive. We are committed to the safety and wellbeing of people of all ages, particularly children."**

Alongside the inclusion statement, six icons have been created to represent the key groups that often feel isolated, excluded or discriminated against. These icons are a visual representation to ensure people know that they are welcome.

"With the announcement of the new statement and icons come requirements across [The Salvation Army] to ensure our commitment to inclusion is clear and unwavering," Winsome said.

"Our Code of Conduct provides clear expectations of our behaviours, and we are committed to demonstrating our values of respect, integrity, collaboration, diversity and compassion.

"I am thankful for all those who have contributed to this inclusion statement and the commitment and intent it communicates to ensure all can find a safe and accepting welcome at The Salvation Army. It enacts our international mission and complements our vision in Australia – to transform Australia, one life at a time with the love of Jesus by serving and supporting all people experiencing hardship and injustice."



**1: Aboriginal inclusion icon**

*This icon was inspired by the colours of the Aboriginal flag. Black represents people, red represents the land and yellow represents the sun. A concentric circle design reflects the 'meeting place' symbol traditionally used in Aboriginal art. The meeting place symbol represents 'community' and therefore The Salvation Army's commitment to an inclusive community. The icon has been approved and endorsed by the Territorial Aboriginal and Torres Strait Islander Team.*



**2: Torres Strait Islander inclusion icon**

*The Torres Strait Islander inclusion icon reflects traditional patterns used in artwork and wood carving. It features the colours from the Torres Strait Islander flag: green, which represents land; black, which represents people; and blue, which represents the sea. The traditional headdress – the dhari – is the centrepiece of the icon as a recognisable symbol of the Torres Strait Islander culture. The icon has been approved and endorsed by the Territorial Aboriginal and Torres Strait Islander Team.*



**3: Capacities inclusion icon**

*The well-known wheelchair symbol of disability is slowly being replaced with symbols such as this one to recognise the varying types of disabilities and capacities – many of which are unseen.*



**4: Sexual orientations inclusion icon**

*This is a world-recognisable flag of pride for the LGBTQIA+ community to represent sexual orientations.*



**5: Gender identities and/or expressions inclusion icon**

*This widely-used icon symbolises our acceptance of various gender identities and/or expressions.*



**6: Cultures and languages inclusion icon**

*Sometimes called the 'flag of Earth', this symbol depicts the many cultures and languages that make up our one world.*





The RAP outlines several actions The Salvation Army commits to taking on its reconciliation journey.

# Reconciliation: a continuous journey

**In December 2020, The Salvation Army unveiled its first national Reconciliation Action Plan (RAP) during an Australia-wide web launch.**

The RAP has been a year in the making, building on learnings from information gathered in approximately 100 yarning circles that involved officers, employees, volunteers and Salvationists. It has been guided by The Salvation Army Aboriginal and Torres Strait Islander ministry team and signed off by Reconciliation Australia, as well as The Salvation Army Board.

Uncle Vince Ross, The Salvation Army National Aboriginal and Torres Strait Islander Advisory Council Convenor, said the RAP should be a document that inspires action: "Documents have a place, but unless we can get the relationship on a strong footing, those words mean little," he said. "Aboriginal and Torres Strait Islander peoples have a strong sense of relationships and of coming together. Reconciliation is not something that one person decides to do, it is done with others; it is a continuous journey that requires commitment by all parties."

The Reconciliation Action Plan outlines several actions The Salvation Army commits to taking, in the areas of truth-telling; social justice and advocacy; cultural immersion experiences; returning of artefacts; and Christmas Cheer.

Some of the actions include committing to ensuring current and future officers be given the opportunity to gain a lived experience of Aboriginal and Torres Strait Islander culture by taking part in a cultural immersion experience.

Others are centred around increasing opportunities for Aboriginal and Torres Strait Islander involvement in The Salvation Army, including creating opportunities for employment and career development and representation in divisional and territorial forums and conferences.

The Salvation Army has committed to ensuring its personnel across Australia have the cultural capacity to create safe spaces for Indigenous peoples, and for reconciliation to be a continuous journey.

Commissioner Robert Donaldson, Territorial Commander, encouraged people to "reach out to local Indigenous communities to open pathways for dialogue. Each of us has a part to play in this important process of reconciliation. Together we seek God's direction and blessing as we move forward in reconciliation, relationship-building and engagement."

View our  
reconciliation  
video on  
YouTube



# Awards

## ORDER OF THE FOUNDER

**The Salvation Army's highest honour for Salvationists is the Order of the Founder and recognises distinguished service.**

Uncle Vince Ross, a key Australian Salvation Army Indigenous leader, was awarded the Order of the Founder in December last year for his ongoing work and commitment to reconciliation.

Over the years, Vince has served on a number of Salvation Army advisory boards, and has worked tirelessly with the organisation towards reconciliation. In 2016, at a Salvation Army Festival of Mission, he spoke of the many obstacles on the path to reconciliation but thanked God for the signs of hope: "We need to find the right language to communicate. What are the practical things we can do to break down the barriers and create community?"

The surprise presentation took place in Melbourne at the launch of the Australia Territory Reconciliation Action Plan, which Vince has been assisting the Army to work towards for many years.

## OTHERS AWARD

The "Others Award" is The Salvation Army's highest honour for a member of the public. The award recognises an individual or organisation exemplifying an extraordinary spirit of service to 'others' and outstanding contributions and support to the work of The Salvation Army in the Australian community. This year the award has been presented to the following people:



Commissioner Robert Donaldson presents Uncle Vince Ross with his Order of the Founder award, with his wife Aunty Enid Ross alongside him.



**GRAEME PACKER (ILLAWARRA):**

Graeme has supported The Salvation Army Red Shield Appeal for more than 50 years and has been the face of the appeal in Kiama for the past 23 years. Through his tireless efforts, he has raised in excess of \$500,000 and shown the value of The Salvation Army to the people of Kiama and beyond. In receiving the award, Graeme humbly spoke about the fact that he has never felt called to frontline ministry in The Salvation Army, but knew he was “good at fundraising”, so he did all that he could to raise money to support the work of the Salvos, saying that was “his part” in the mission.

**ROGER MASSY-GREENE AM (SYDNEY):**

Roger has given dedicated and loyal service to The Salvation Army and its mission for more than 20 years – giving his time, wisdom and generous financial support. Not only has Roger been the Chair of the City of Sydney appeal committee but also became the chair of the City of Sydney advisory board. He has a heartfelt commitment to the humanitarian work of The Salvation Army in Australia in changing lives and providing people with hope, dignity and a future.

**BELINDA HUTCHINSON AC (SYDNEY):**

Belinda has been a passionate advocate of The Salvation Army and its mission for more than 20 years. She has a heartfelt commitment to the humanitarian work of The Salvation Army and her dedication to philanthropy and generous financial support to those who need it most in our community has been outstanding and truly inspirational.

**TONY HICKEY (GOLD COAST):**

Tony has given dedicated and loyal service to The Salvation Army. Since 2000, as chairman of the annual Red Shield Appeal Gold Coast breakfast, Tony has helped raise in excess of \$5 million in support of the work of The Salvation Army. His involvement and dedication to the appeal breakfast has established it as a signature fundraising event on the Gold Coast.

**DR GEORGE LEFROY AM AND JOAN LEFROY AM (MELBOURNE):**

George and Joan have been faithful and passionate supporters of The Salvation Army for nearly 40 years, giving their time, talents and generous financial support to help vulnerable and marginalised people in our communities. In particular, their support of the Varied Abilities Music Program (VAMP) has enabled the joy of music and community to be embraced by many in Thornbury and the Mornington Peninsula communities. Thousands of people have received support and care because of their generosity and dedication.



NSW/ACT Public Relations Secretary Captain David Collinson (left) with Graeme and Noreen Packer after Graeme was awarded The Salvation Army's 'Others' Award.



NSW/ACT Divisional Commander Lieutenant-Colonel Miriam Gluyas (right) presents Roger Massy-Greene AM with The Salvation Army's 'Others' Award.



NSW/ACT Divisional Commander Lieutenant-Colonel Miriam Gluyas (right) presents Belinda Hutchinson AC with The Salvation Army's 'Others' Award.



Queensland Divisional Commander Major Gavin Watts (right) presents Tony Hickey with The Salvation Army's 'Others' Award.



Divisional Commander Lieutenant-Colonel David Godkin (right) honoured Dr George Lefroy AM and Joan Lefroy AM with the 'Others' Award during the Melbourne Red Shield Appeal launch in June 2021.

# Spotlight on selected services

**The Salvation Army works with individuals and families who, due to adverse life circumstances and experiences, are disadvantaged by compromised capabilities and opportunities to fully participate in community. Today, the need for our services is more pressing than ever. But with your support we are empowering the vulnerable to prosper financially, socially and spiritually.**

## MEET, EAT AND GREET

In the mining town of Kalgoorlie-Boulder, the disparity between locals doing it tough and the wealthy is stark – but The Salvation Army has found a way to engage people often left behind. Their weekly ‘CAMEO’ meal – an acronym for ‘Come And Meet Each Other’ – has been bringing people together for over a decade. With the inclusion of differently abled locals and their carers, volunteer coordinator Robin saw potential for CAMEO to become something even bigger – a place for people to give back by volunteering in the kitchen, and on the floor. The weekly meal is a staple for locals who have few other places in town to socialise.



(L-R) Volunteers Kody, Elder Van der Linden, CAMEO Coordinator Robin and Elder Mead prepare delicious meals for the weekly CAMEO lunches.

## FROM THE GARDEN TO THE PLATE

The Salvation Army’s Gravel Hill Community Garden has become a fundamental part of Bendigo’s Grow Cook Share initiative. And now, thanks to a collaboration between a variety of community services, schools and locals, many more people in the rural Victorian city have the skills to put something wholesome on a plate.

“We have two acres of community garden, established using permaculture principles with no chemicals,” said Maree Baird, Community Services Manager at Bendigo Salvation Army. “It really connects community to The Salvation Army, and also provides volunteering opportunities with people trying to get back into workforce.”



Bendigo – Grow Cook Share and Gravel Hill Community Garden

## LEADERSHIP AND RESILIENCE

The Salvation Army’s Leadership and Resilience Program in Townsville (Qld) encourages young Indigenous men, aged 14 to 15 years to connect more deeply with their culture, as one of four key areas of focus. Running annually, the program also works to build leadership and resilience in the areas of health and wellbeing, relationships, education and employability.



The Leadership and Resilience Program in Townsville works with young Indigenous men to help them understand cultural identity and build resilience for the future.





AREA IN FOCUS:

# Homelessness

**The Salvation Army is the largest provider of homelessness services across the country. We provide services to adults, and families with accompanying children. Our services include accommodation, case management, assertive outreach support, financial assistance, together with connection and referral to other specialist services. Our philosophy is that every person is afforded dignity, respect and quality of service and that no one should be without a safe, affordable and secure home.**

Homelessness can affect anyone – it doesn't discriminate. People find themselves in unstable home situations that can range from uncomfortable to distressing and dangerous. Services, such as ours, try to help people experiencing homelessness find a permanent and safe place to live, a positive community connection, and services to help the underlying reasons for the person's homelessness.

**WHAT IS HOMELESSNESS**

We believe that having safe, secure and affordable housing is a human right. Without a home, a person's ability to access and maintain employment, education, training, family and social networks, health and wellbeing can be very difficult, and often impossible, further exacerbating the situation.

While many consider homelessness to be people rough sleeping, on any one night, those sleeping rough in Australia form just 7% (ABS Census 2016) of the total number of people experiencing homelessness.

On census night in 2016:



more than 116,400 men, women and children were homeless



121,235 people living in supported accommodation for the homeless



17,503 people living in boarding houses



8200 people living in improvised dwellings, tents or sleeping out



17,725 people staying temporarily with other households



51,088 people living in 'severely' crowded dwellings



678 people in other temporary lodging

Source: ABS Media release on homelessness 2016

Homelessness can take many forms, and most people experiencing homelessness go unseen, living in temporary accommodation, cars, motels, couch surfing with friends or in severely overcrowded housing.

For this reason, the Australian Bureau of Statistics has defined homelessness as when someone is living in one of the following:

- A dwelling that is inadequate; or
- Has no tenure, or if their initial tenure is short and extendable; or
- Does not allow them to have control of or, access to space for social relations.

This definition provides an accurate way of recording levels of homelessness in Australia to inform the way in which services and support are provided.



### CAUSES OF HOMELESSNESS

There are many misconceptions about what causes homelessness. Homelessness is fundamentally caused by structural issues such as poverty, low income, and a lack of safe, affordable housing.

Common misconceptions are that homelessness is caused by individual factors, such as poor mental health, lack of employment or involvement with the justice system. These are not causes of homelessness, but can, (together with other factors such as past experiences of trauma, relationship and family breakdown, alcohol and other drug use) place people at higher risk of experiencing homelessness.

### IMPACT OF HOMELESSNESS

Homelessness has a profound effect on people's lives. It can cause poor health, disengagement with school and community, and result in loss of confidence and self-esteem.

The impact of homelessness is far-reaching and long-lasting. It can contribute to a lack of connection to family, friends and community, mental and physical health, decrease personal safety, and privacy. Homelessness can negatively impact access and participation in education and work, and hinder freedom of movement and expression.

It also affects not just the individual, but their family members, friends and the wider community.

### VULNERABLE GROUPS

Homelessness can happen to anyone. Nevertheless, statistics and research have shown that some sections of our community are more vulnerable; for example, Aboriginal and Torres Strait Islander peoples, women over 55, children and young people, LGBTIQA+ communities, culturally and linguistically diverse (CALD) communities, people with disabilities, and veterans.

The Salvation Army recognises this in the services we provide and works together with non-government and government agencies to provide targeted support and services to lessen this increased risk.

The Salvation Army recognises that the experience of homelessness in itself is traumatic, and that once someone has had one experience of homelessness, they are at increased risk. We therefore work to ensure that any experience of homelessness is short and quickly resolved.

### HOMELESSNESS FACTS - REASONS FOR PRESENTING AT A SALVATION ARMY HOMELESSNESS SERVICE

The five most common primary presenting reasons at Salvation Army homelessness services give a sense of what can cause homelessness:



Housing crisis (imminent eviction) – 26.5%



Family and domestic violence – 13.7%



Financial difficulties – 12.2%



Inadequate or inappropriate dwelling – 11.1%



Transition from custodial arrangements – 5.5%

### CHILDREN AND YOUTH EXPERIENCING HOMELESSNESS

A large group of Australians presenting to Specialist Homelessness Services include families with young children. In 2019-20, three in 10 clients were under the age of 18. This equates to over 85,000 children. Families with children may be sleeping in cars or temporarily with friends or family – in what could be classed as a 'severely' crowded dwelling.

Youth homelessness statistics:

- 6 in 10 (61%) homeless youth aged 12-18 years live in 'severely' crowded dwellings
- Over 42,000 young people presented alone (without an adult) to Specialist Homelessness Services in 2019-20
- Over four in 10 young people aged 15-24 assisted by Specialist Homelessness Services in 2019-20 had a current mental health issue
- Of the children aged 15-17 presenting alone to Specialist Homelessness Services agencies in 2019-20, over 60% were female



**WHAT IS THE SALVATION ARMY DOING TO HELP PEOPLE AT RISK OF HOMELESSNESS?**

The Salvation Army's social programs assist close to 200,000 vulnerable people every year. These services help people currently experiencing hardship or crisis such as homelessness, but also seek to address the root causes of homelessness. This includes:

- Supporting survivors of family and domestic violence with finding a safe place to live
- Offering practical support as well as financial coaching and counselling to people experiencing financial hardship (including in the wake of an emergency or disaster) so they can pay their rent/mortgage
- Working with people to overcome alcohol and other drugs addictions

**HOMELESSNESS SUPPORT**

The Salvation Army homelessness support services include crisis accommodation for the homeless, transitional housing and affordable housing. All of these services operate under a case work model of care – helping people to overcome their challenges and supporting them towards a more stable future.

In 2019-20:



41,033 people facing or at risk of homelessness were assisted



1,594,912 meals provided to people who accessed homelessness services



5700 women and children experiencing family and domestic violence were supported



290,500 people were assisted by Specialist Homelessness Services

The Salvation Army believes that rough-sleeping in Australia, a form of homelessness, can be eradicated.

Scan the QR code to hear The Salvation Army state managers of homelessness services detail the Army's response to the issues at the coalface



*“In our social housing and homelessness sector, we have all seen remarkable transformations take place. When a person finally secures a home, it can make a huge difference to their physical and mental health, and bring about a sense of hope and security, and potentially improve their family and community connections.”*

– Dr Jed Donoghue,  
Acting General Manager of Homelessness at The Salvation Army

#### CASE STUDY:

##### HOMELESSNESS RESPONSE IN A GLOBAL PANDEMIC (INNER CITY SYDNEY)

In response to the COVID outbreak in 2020, our crisis accommodation centre in Surry Hills in Sydney had to adapt quickly. At the time we had capacity to accommodate up to 78 people in case managed accommodation and up to 13 people per night in our crisis over night stay dormitory. After consulting with NSW Health, the decision was made that the overnight crisis stay dormitory was to be closed and the case managed accommodation was to be significantly reduced on site to ensure our response met COVID safe regulations. By late April we had made the changes, including again consulting with NSW Health to create a COVID safe plan for our service.

This impact was also felt by a number of the other providers in the Inner City and to address the reduction of beds available for people experiencing homelessness, we worked with Department of Communities and Justice (DCJ) to procure the use of serviced apartment complexes to increase the number of people we could support. During this time we were supporting 40 people in this offsite accommodation and until early 2021 we had approximately 20 people residing on site at Foster House in line with COVID regulations. We observed a positive response by those people who had the opportunity to reside in the offsite accommodation as they were afforded the opportunity to retain their dignity and independence while having tailored support.

While offsite support brought about some great opportunities for the people we work with and for us to adjust the style of support we offer, the venture was

at a significant financial cost to DCJ. Through previous programs in this area, such as Step To Home where people experiencing complex mental health were provided with Social Housing properties and case managed by specialist mental health teams, supported accommodation had been identified as a model which provided a range of positive outcomes. Thus late in 2020 the Together Home Program was rolled out, initially focussed on people who were rough sleeping and had previous difficulties sustaining tenancies. We initially were responsible for 25 people, through two different Social Housing Providers.

By April this year, ourselves and other Homelessness services in the Inner City worked with DCJ to conclude offsite accommodation and support the residents to successfully apply for Together Home accommodation. Ten months later, we are supporting 53 people in the Together Home program, through five Social Housing Providers in properties from Cronulla, through the inner city and as far north as Gosford. It is worth noting that of the original 25 people to start the Together Home program with us, 23 remain supported by us.

Throughout the time, we have continued to accept accommodation referrals as normal, including from DCJ, from corrections, from hospitals and by people coming to see us directly. We are continuing to work with NSW Health and currently have a maximum of 35 people residing here at once. Throughout this period, we have had the opportunity to provide a more supportive and client centred service which has resulted in a reduction of instances where service has had to be withdrawn (from 7.2% down to 5.2%) and an increase in successful outcomes (from 31.7% up to 41.1%).



### STORY 1: TOWARDS INDEPENDENCE AND HEADLEASE PROGRAM TOP END (TIHPTE)

A telephone referral was received from a family consisting of a couple with three young children.

The family had been renting in the private rental market, a property that was secured through a private owner. The rent was \$600 a week and the owner gave notification the rent was to rise by \$100. The family budget was barely sustaining the rent cost; they were on a periodical lease agreement and the owner evicted the family when they queried the rent rise. The family reported the house was small and not well maintained by the owner.

The family approached Territory Housing, which also made a referral to TIHPTE.

The family had to leave that property immediately. They secured some short-term accommodation at Yissa Short Stay and they were all accommodated in one room.

The father had recently secured his first-ever employment; however, it was not in the Darwin area and he would need to be away from home for periods of time. He was anxious for his family to be settled in safe, affordable housing so he could concentrate on his new employment, which was to commence in the next few days.

TIHPTE had a three-bedroom dwelling available and after a successful assessment the family were available to move in the next day. Territory Housing assisted with bond payment. The children have been enrolled in the local school, which is walking distance from the house.



### STORY 2: HOMELESSNESS SERVICES - VICTORIA - BARWON

Richard was referred to Samaritan House ALSP after presenting to the Entry Point due to experiencing homelessness and sleeping rough in Geelong. Richard is a New Zealand citizen and has no income as he is not eligible for Centrelink payments.

Richard has recently obtained casual employment and works shift work. He has no means of transport, despite being aided to source a bike, and has chosen to walk 1.5 hours each way to work. His employer has provided positive feedback in relation to Richard's work and has recently increased his hours.

Richard has engaged well in the ALSP despite working shift work, and is actively looking for alternative accommodation. He has now formed links with the local Maori Community who are also assisting him to find alternative accommodation and build relationship with Richard within their community.

Richard is very grateful to The Salvation Army for the time he has spent at Samaritan House and is now positive about his future.





Meeting the needs of vulnerable people on the streets is at the core of The Salvation Army's mission and ministry. (stock photo)

## IN FROM THE COLD

**Nights can be freezing in Victoria's rural north, but a warm-hearted initiative by nine churches in the city of Shepparton is bringing vulnerable people in from the cold, literally.**

The Salvos are a vital cog in the operation of the Winter Night Shelter, which offers 10 beds each night from June through to the end of August. Seven of the churches involved offer their building to be the shelter's host on any given night.

Shepparton Salvos officer Captain Karyn Wishart says the ministry is about creating a space where all people are welcome at any time. When the Salvos is the venue, people who have sought a bed for the night are then invited to stay and have a cuppa and some food, shower, wash their clothes and perhaps relax and watch some TV.

Three weeks in, and Karyn is already seeing the fruit of the initiative. "One man said to me, 'I can feel my skin – I haven't felt my skin for so long. When I had a shower, I was so cold I felt like burning. Now I feel warm,'" Karyn said. "You've got to take those gold nuggets. He had felt so cold for so long."

Not only has Shepparton Mayor Kim O'Keeffe backed the project and acted as part of the project team, but multiple businesses have also donated money and goods, raising \$50,000 towards the cause. And the Winter Night Shelter isn't short on volunteers either. Currently, 211 locals have put their hand up to help.

"[We] don't know the Kingdom impact that's happening with guests and volunteers," Karyn said. "Shepparton is a wonderful

community, and the way we have seen the outpouring is grandiose – above and beyond what we would have expected."

While the community has thrown their tangible support behind the city's rough sleepers, the most remarkable shift has emerged in locals who have re-evaluated their perspectives about those who are experiencing homelessness. "One man told me, 'When I'm walking around, people aren't looking through me anymore, they're looking at me,'" Karyn said.

The Winter Night Shelter was put on hold last year due to a COVID-19 lockdown, but now that it is up and running, they've received nothing but positive feedback from the community and volunteers. The enthusiasm is so great that Karyn plans to take out a street outreach team next weekend so they can meet other rough sleepers.

"As long as we have our staffing capacity staying at the venue, the rest of the team will hit the road. We will help those doing it rough, talk to them and inform them about the shelter," she said.

And every person they meet will be left with at least one knitted item. From blankets to beanies, there is no limit to the miraculous generosity God is cultivating in Victoria's north. And it means people are getting their dignity back.

"It's lovely watching [people] standing taller, starting to fill out from some good meals and to see their skin colour improving," Karyn said. "This gives us the opportunity to get to know them as people and see how we can be assisting them if they want that."





# The start of hope

BRODIE'S STORY





**While I was in primary school, I was diagnosed with depression and later Attention Deficit Hyperactivity Disorder (ADHD). This affected me a lot. I felt sad all the time when I was young and I didn't know how to explain it.**

The diagnoses helped me to make sense of these feelings. However, I started rebelling when I was a teenager, doing things I shouldn't like using drugs and alcohol and causing trouble. This put a strain on relationships with my family. My love for skating and music was important and created a space for me to express myself.

I stopped attending school and this led me down a dark path. Drugs significantly affected my depression and, after things came to a head one night at home, I left. My mental health became so bad I spent some time in hospital and when I got out, I had no place to go.

A friend's family took me in for a few weeks. They encouraged me to enter a youth housing program and, through this, I got into Burlendi (the Salvos youth emergency accommodation centre at Ingle Farm Corps in South Australia). This was in 2015, and Burlendi was the start of hope for me as it provided me somewhere safe to stay with workers who were supporting me to look for other housing options.

While I was at Burlendi, I was invited to be part of Rev (Revolution Church). Rev is a community youth church service held each week. It made a huge impact on me. I formed some great relationships with other young people and the leaders, had fun and wanted to know more about

Jesus. I continued to go to Rev over the next few years and then started attending the 5pm church community as well.

The Rev community was there for me when workers couldn't be – sitting with me at hospital after hours, helping me find a sense of belonging and community, investing in my life, caring about what I cared about, attending my music gigs and walking alongside me on my journey.

Shortly after my stay in Burlendi, I moved into the Supported Housing program. I was really excited to get stable housing, but I didn't have all the practical skills yet to manage, and really struggled to be on my own.

In 2017, the Salvos started a program called Lead Tenant. I was the first person to be part of this new program where two young people, like myself, move into housing with a lead tenant. My lead tenant was Lisa, who supported me to learn to cook, clean and manage a house. She's also someone I can chat to if I ever need help or guidance. It's really good having somebody there to help me with adult life. It's like having a little family living together.

I'm now 20 and work at a skate shop, which I love. My passion for making music is stronger than ever. I'm making my own money and saving up to do bigger and better things. I recently got my learner's permit through the Salvos driving program, which will also help me get my Ps.

I've been living in the Lead Tenant house for four years now. My goal is to be able to run a house by myself, move out and be completely independent.



# Boonie hits a hole-in-one for Salvos Housing

**Most Tassie golfers pack away their clubs for the winter, but there's one event each May that gets a warm response – the Common Ground Cup at Bothwell, which raises money for The Salvation Army's housing and homelessness programs.**

Tasmanian cricket legend David Boon, affectionately known as Boonie, is the special guest each year, and this year he was joined by Australian Test captain Tim Paine, also a Tasmanian.

About 100 business partners from all over the state took part in the 2020 event, held under blue skies at the Ratho Farm golf course north of Hobart, making up 20 teams. The day of golf was followed by a dinner and silent auction.

More than \$20,000 was raised for The Salvation Army Housing (SAH) program in Campbell Street, Hobart, which provides accommodation for vulnerable people who are most at risk of homelessness. SAH partners with Common Ground, a global housing model that implements permanent, supportive housing solutions to end homelessness.

"Salvation Army Housing Common Ground is a cause dear to me. It is a fantastic place that helps people with affordable housing and programs to try and help them get back on their feet. It is not a handout but a safe, warm place where the tenants can learn, gain self-esteem and be valued," said Boonie.

Jade Munnings, a tenancy officer at the Campbell Street complex, said David Boon is a big drawcard each year and this year was no different. Boonie told 7 Tasmania news reporter, Josh Duggan, "To be able to help consistently and yearly the guys here [at SAH Common Ground], especially after a COVID period where everyone had really difficult times, we were looking to help [people in] that situation move on again". And help he did.

"Boonie sat on the first tee and at the 18th green – and as the teams came around, you could pay \$5 per shot for him to shoot for you!" Jade said. "We plan to use the funds raised to upgrade to a commercial kitchen, allowing us to engage with on-the-job training and education with tenants on-site."

Matt Minton Maintenance and Hobart Plaster contributed to the silent auction, and between their entry fee and money spent on the night, the two companies contributed close to \$5000.

"The SAH facility in Campbell Street forms an integral part of the overall continuum of services we offer to those that experience homelessness, or are at risk of homelessness," said Major Brad Watson, Public Relations Secretary Tasmania.

"Having the support of someone like Boonie helps us to draw attention to not only the programs we offer there but also to the issues of hardship and injustice that lead to homelessness while helping raise funds for key upgrades and projects for the team in the city."



Salvos Housing Campbell Street complex with the Common Ground Cafe on the right. This cafe provides employment and training for disadvantaged and vulnerable people.



David Boon swapped his cricket bat for golf clubs and auctioned himself off to the highest bidder to play a round with their team at the Common Ground Cup this year.







## Red Shield Appeal 2021

**For 56 years, The Salvation Army's Red Shield Appeal has been calling on the generosity of people like you to donate what they can to help vulnerable members of the community. Over the years, this generosity has led to thousands of transformed lives and brighter futures. Without the incredible support we receive each year during this appeal, the life-changing programs and services they fund simply could not exist.**

With the 2021 Red Shield Appeal putting the spotlight on a homelessness crisis bigger than many ever imagined, the impact your support has made has never been greater. In 2019-20, The Salvation Army's homelessness services assisted more than 41,000 people who were at risk

of experiencing homelessness [The Salvation Army Annual Report, 2019-20]. With housing security in serious decline, the emergency, transitional and crisis accommodation funds raised are keeping a roof over the heads of families who never thought they'd be facing homelessness.

For individuals and families struggling to make ends meet, your kindness became food vouchers, bill assistance, financial counselling and grocery items. Importantly, the positive impact you are making is far-reaching and tailored to individual needs – so every life transformed is transformed in a deeply personal way.

Your support of the Red Shield Appeal keeps crucial services running year after year, making it possible for Salvos to respond to the needs of

their community. The Salvation Army's vast network of social services and programs actively seek to address the root causes of homelessness – financial hardship, unemployment or underemployment, addiction, family and domestic violence, disasters and emergencies, and youth disengagement. Be it through crisis accommodation, preventative programs and services, or refuges for a mother and child fleeing violence – you have helped transform countless lives for the better.

You have ensured that more people in crisis can be seen and, most importantly, helped. At a time when many were facing uncertainty, you chose to willingly share what you long-term supporters have to bring hope to others. And we can't thank you enough!



*“Fortescue is proud to be a longstanding supporter of The Salvation Army, which plays a critical role in helping the most vulnerable members of our community. This is achieved by empowering people with the skills and support needed to make both a positive and sustainable change in their lives.*

*This aligns strongly with Fortescue’s culture of empowerment, which is at the core of our approach to ensuring communities benefit from our success.”*

- Ian Wells

Chief Financial Officer at Fortescue Metals Group

It was wonderful to be back out in the community again this year, collecting and connecting in person. While COVID-19 continued to keep us on edge, it did not weaken the resolve of our wonderful supporters who got involved any way they could.

After 56 years appealing to the hearts and minds of Australians, the Red Shield Appeal continues to grow and adapt to a changing environment. When the pandemic halted all community activities in 2020, we embraced technology and launched the Digital Doorknock. This year it has been heart-warming to see so many people come back together at events and fundraisers right across the

country. Now – for the first time in its history – the 2021 Red Shield Appeal Doorknock has involved a mix of both online and traditional fundraising.

While most states enjoyed collecting at shopping centres and door to door, Victoria was hit with another snap lockdown, postponing the doorknock weekend in the state. Despite these challenges, this year’s appeal saw the incredible efforts of 30,000 dedicated volunteers who have helped raise valuable funds for much-needed supports and services around the country.

The Digital Doorknock has provided new opportunities to fundraise creatively from home, with enthusiastic supporters

from all corners of the globe signing up to support people in need. Many came up with ingenious and adventurous challenges and ideas, such as Tim Andrews - Fate of the Beard campaign, The Red Hot Chilli Steppers exercise goals, couch-surfing challenges and many more – all to help raise money and awareness for those facing, or at risk of homelessness in Australia. In total \$1,473,183 has been raised for this year’s appeal through the Digital Doorknock.

We are forever grateful for the fun, creative and practical ways in which our supporters have come together to raise money for the Red Shield Appeal. Together, we are stronger in our fight to ensure we leave no one in need.





### CHAMPIONS FOR OTHERS

From celebs to community members, first-time donors, to our faithful long-term supporters – this Red Shield Appeal saw so many come together to show compassion and support for Aussies doing it tough. Many high-profile and everyday Australians used their donation page as a platform to help get the word out and raise awareness around the issues many in our communities face every day, prompting deep discussion and reflection.

We are so grateful to everyone for enthusiastically embracing the true spirit of the Red Shield Appeal by sharing stories, showing you care, taking the time to learn about the plight of others, and being a champion for the most vulnerable in your communities.



*“It’s astonishing to think that in a country like Australia, a family could have as little as \$20 a day to live on after the cost of putting a roof over their head – yet this is exactly what countless families struggle to survive on.”*

– Joe Hildebrand,  
journalist



**CORPORATE PARTNERS**

**MATCHED GIVING**

When The Salvation Army learnt that Victoria was being locked down, in the middle of Red Shield Appeal, we had to respond (dare we say 'pivot'). We were fortunate that 36 Transformational Donors answered our cry for help by pledging a total of \$544,00 to be matched.

Incredibly, this target was matched within 48 hours. We are forever grateful for those that pledged such a significant amount and for everyone of you that responded to our call and gave immediately.

**A HOLE LOT OF HOPE!**

For many, mention doughnuts and the company Krispy Kreme comes to mind.

Major Mark Foyle, The Salvation Army Public Relations Secretary for South Australia/Northern Territory, said The Salvation Army and Krispy Kreme have had a partnership in South Australia, where the company is privately owned,

for four years now. In the shadow of this year's Doughnut Day was the Red Shield Appeal when the Krispy Kreme/Salvation Army partnership in South Australia came to the fore. In support of this year's appeal, Krispy Kreme committed to making a 'dough-nation' of \$1 from the sale of every one of its Salvation Army 'Hope' doughnuts sold in Adelaide and Mount Gambier.

*"It's wonderful to see how donors, who have the passion and capacity, can inspire others to support the work of the Salvos so generously. Matched giving offers from corporates and private donors so often have a profound impact on the amount of money a fundraising campaign can raise to do greater good out in our communities."*

*"What was so amazing with the Red Shield Appeal was how quickly the Salvos rallied the generous funders and then how quickly we were able to launch the digital campaign to offer the matched giving to donors before 30 June."*

– Warren Atkins,  
Client Services Director at Robejohn

**THANK YOU**

The success of The Salvation Army Red Shield Appeal is a collaborative effort. From our individual donors to our corporate partners, we couldn't do it without you!

Thanks to the following businesses for their generous support:

Aon, Azora Finance, Actew AGL, GDI Property Group, Hoggood Ganim Lawyers, Mirvac, Steadfast – sponsors of Red Shield Appeal events.

Bunnings, Westfield, Chemist Warehouse, JLL and Woolworths Supermarkets for allowing Salvos to collect at your sites.

McDonald's for accepting donations at drive-throughs and, like always, for donating the much-loved Big Mac vouchers to volunteer collectors.

Major Mark Foyle showing the Krispy Kreme voucher given to donors during operation 'dough-nation'





# Couch surfing challenge

AARON AND BELLA'S STORY







**A chat with Aaron Stobie and his delightful daughter Bella makes it easy to agree with the old saying, 'the apple doesn't fall far from the tree'.**

In his work as a Salvation Army corps officer in Campbelltown, South Australia, Captain Aaron Stobie is committed to helping people in need in his local community. And so, it seems, is young Bella.

"Bella has a real heart to help people. She's eight, but thinks like she's going on about 18," says Aaron.

The pair put their heads together last year as the COVID-19 crisis began to disrupt traditional plans for Red Shield Appeal fundraising. "We had to try and be a bit creative," says Aaron. Any new ideas had to be something "that we could still do at home instead of knocking on doors," says Bella.

They landed on the idea of 'couch surfing', where people could raise funds by giving up their comfy, cozy bed for a night sleeping on the couch instead.

"A lot of people without homes of their own go to their family or friend's house to have a sleep on their couch," Bella says of couch surfing, a term for the 'hidden' form of homelessness where people move from location to location, often sleeping on a friend's or relative's couch, fold-up bed or even the floor.

Initially, Aaron and Bella came up with the idea to engage some local high schools in the Red Shield Appeal (to huge success). But that doesn't mean they didn't give couch surfing a try

themselves ... except with an added challenge.

"We had these two couches last year. One was so big, like a four-seater couch," explains Bella. "And then there was a two-seater couch."

"Which was not very big at all!" adds Aaron.

"What we chose to do was that I would sleep on the big four-seater couch, and Dad would be on the small two-seater couch," Bella laughs. "When I woke up in the morning, Dad was sleeping on the floor on top of cushions!"

For this year's Red Shield Appeal, fundraising via couch surfing also involved North East Salvos' youth group and, like last year, proved hugely successful. "Our target in 2020 was \$500 but we raised \$1250. This year, our target was \$1500 but so far we've already raised \$1655," says Bella.

Couch surfing is an apt fundraiser for the Campbelltown area which, Aaron says, as a suburban area of Adelaide, is rarely confronted with more visible homelessness common in inner-city areas. However, earlier this year the community's ideas about homelessness were challenged when an elderly man began sleeping rough in front of the local shops.

"It was really impacting for our community who made sure that we knew that he was there. We worked very closely with him and made sure he had

everything that he needed," says Aaron, who even managed to source size 13 shoes for the man.

"It actually served as a really powerful teaching opportunity for us in sharing about what we use the Red Shield Appeal money for. And particularly when The Salvation Army released the stat that for every homeless person you can see, there's another 13 that you can't. So we really used that to say, we're seeing our friend here at the Campbelltown shops, but there's another 13 people who are experiencing homelessness in our community and it looks a little different. It probably is couch surfing."

Also this year, the father-daughter duo organised a Salvos School Red Day at Bella's primary school in June. Although, as Aaron tells it, Bella didn't really need his help at all. "Bella did up the posters to advertise the day, she spoke to all the grades, she wrote a speech she gave at assembly in front of 340 kids at the school. I just went to assembly to announce the total raised. But Bella did all the groundwork."

With so much experience raising awareness – as well as money – to help others in need at such a tender age, it's not surprising that Bella has already come to realise the impact for good each one of us can have.

"I've learnt that a lot of people can make a difference," she says. "And that not only adults can make a difference in this community, but also eight-year-old kids like me."



**DID YOU KNOW?**



**~20,000**

PEOPLE VOLUNTEERED FOR THE SALVATION ARMY RED SHIELD APPEAL.



**4000+**

SUPPORTERS KNOCKED ON DOORS AGAIN THIS YEAR AND THE SALVOS REMAIN ONE OF THE VERY FEW CHARITIES THAT HAVE VOLUNTEERS KNOCK.



**\$400,000+**

WAS RAISED SPECIFICALLY AT THE DOOR.



**\$62,877**

WAS RAISED BY BRAD PILLINGER, OUR NO.1 FUNDRAISER - BRAD HAS RAISED ABOUT \$260,000 OVER THE PAST SIX YEARS VIA HIS FUNDRAISING.



**\$350,000+**

WAS RAISED BY OUR TOP 20 DIGITAL FUNDRAISERS, WHICH REPRESENTED 25% OF THE OVERALL FUNDS RAISED ON THE DIGITAL DOORKNOCK THIS YEAR.



YOU CAN FIND OUR DIGITAL DOORKNOCK PAGES AT: [DIGITALDOORKNOCK2021.ORG.AU](https://digitaldoorknock2021.org.au)

# Thank you

Dear friends,

I am constantly amazed by the fighting spirit of Australians. After facing disasters, restrictions on our very movements due to COVID-19, and the consequent uncertainty few of us have ever experienced before, we rally time and time again to keep going in the face of adversity and even while overcoming our own challenges.

I want to share with you the meaningful impact your support is making and celebrate your unwavering spirit of generosity that is giving strength to others going through the fight of their lives.

When the Red Shield Appeal launched, you answered our call to help stop

the rise in homelessness – your compassion made a real difference to the lives of people in hardship. You also played an important role during disasters and crises. When our emergency services teams were responding all around the country, you were right there with them – through every meal served and every gesture of comfort.

The positive impact you have on the lives of people going through hardship cannot be underestimated – you are the safety, the shelter, the warm meal and the hope in times of crisis. We couldn't do it without you.

For as long as life's unexpected twists and turns continue to hurt vulnerable Australians, the Salvos will live, love and

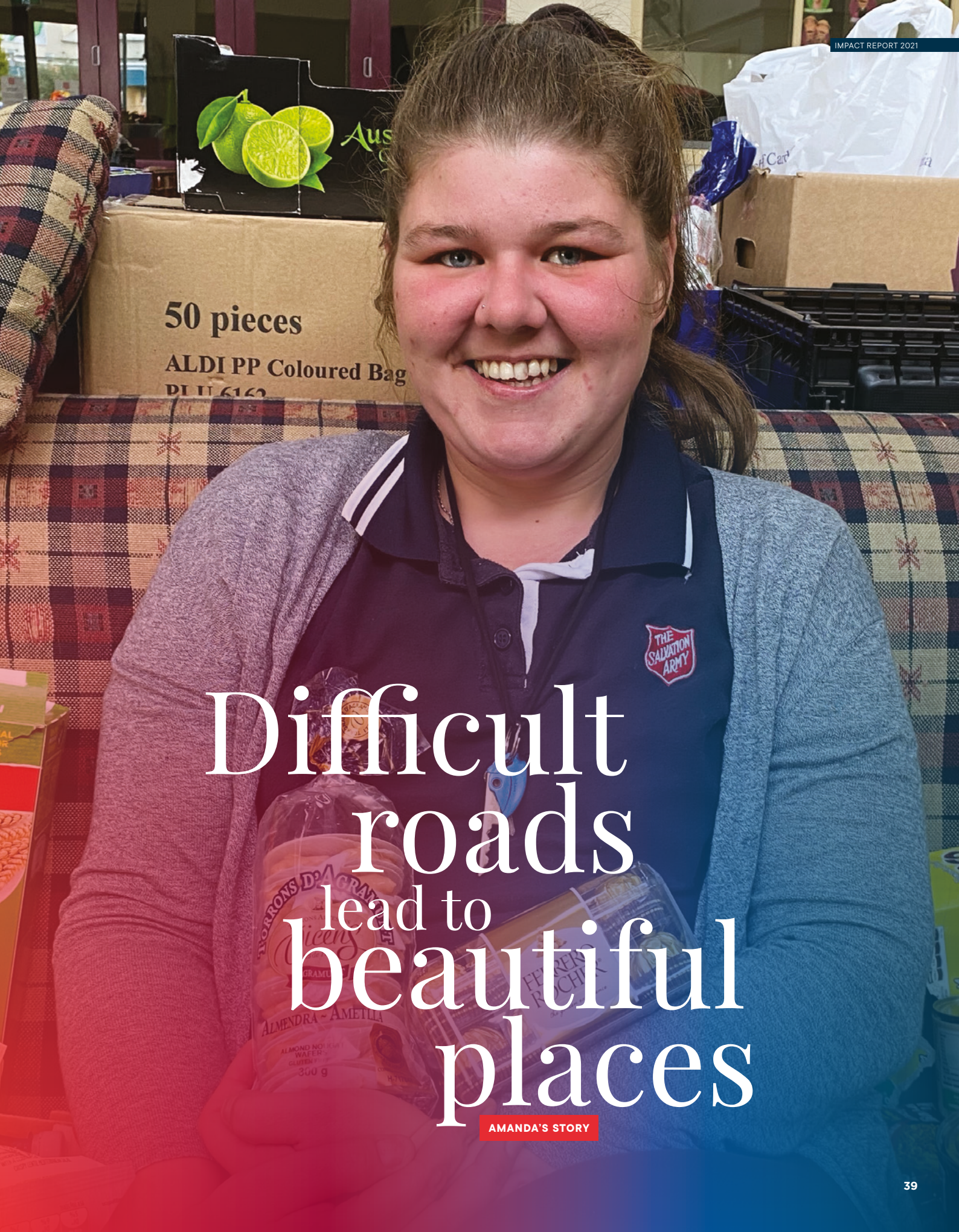
fight, alongside others, to transform Australia one life at a time with the love of Jesus – and we are incredibly grateful to have you beside us.

Thank you!

**Neil Venables** (Lieut-Colonel)  
Secretary for Communications  
The Salvation Army Australia







# Difficult roads lead to beautiful places

AMANDA'S STORY



**One of Amanda's first jobs was at the Doveton Salvos in south-east Melbourne, sorting and distributing toys for children at Christmas time.**

**Today, Amanda is the team leader for emergency relief at nearby Pakenham Salvos. She is well-known for her professional and warm approach, her understanding of client needs and her work with volunteers, local agencies and surrounding businesses.**

**Amanda shares her story:**

Mum's dad was an alcoholic and her mum was abusive. Sadly, Mum became a heroin addict through the 1990s and my sister and I were taken from her care.

We lived with my father's parents and had a great life. I always knew, though, despite everything, that Mum loved us.

I stayed with my grandparents until I was 13 and was expelled from school. My sister and I moved back to Mum's and lived the party life for many years. We also became homeless and lived with a bkie gang in a factory in Dandenong.

I wanted my life to be different.

I went to TAFE and completed years 11 and 12, and then started a Diploma of Community Services. Due to my background, I had so much insight into different issues and how people coped with them. I was a natural debriefer. I knew where people could get help and could assist them with the best avenues to take.

For my placement, I contacted The Salvation Army Doveton Community Services Centre. I didn't know much about the Salvos, but I knew they were there, some of what they did, and that this was the work I wanted to do. Major John Farquharson – now my mentor – was the manager there and was so encouraging.

After my initial Christmas work, I continued with the job throughout my second year of studies. It was just where I needed to be. I worked in emergency relief and everyone was so supportive.

My second-year placement was at the Salvos in Dandenong. The role was a mixed one, and I worked with the youth minister in a homeless feeding program. It was through this program that I met John, a long-term Salvation Army volunteer and employee who now works with me here at Pakenham.





In one of the most eye-opening work experiences I've had, I became involved in the PIVOT youth crime prevention program run from the Dandenong Salvos. The kids could relate to me because I knew what it was like to be drunk, hungry, not able to rely on family, and surrounded by drugs. I had a deeper understanding of what they needed and how they wanted to be treated. I became more of a role model to them.

I finished my diploma in late 2018. It took me almost three years and two attempts, but I did it!

Having been on 'the other side' has made me an emotional person with massive empathy for others. I love doing special things for people and for the kids of clients. I am professional and have boundaries, but am very human too.

I love that the Salvos care for the whole person. We can offer them food, crisis assistance, referrals and a faith pathway if they are curious.

I tell Mum that she did the best she could at the time, and you never fail until you stop trying. I keep encouraging my family, our clients, everyone – if I do this, my job is being done.

Through the pandemic, I have felt the need to belong somewhere, to have that feeling of family and community. My colleague John sent me the link to Berwick Salvos online church, and my partner, Greg, and I have been going for a few months now.

In the context of 2020, it has been easy for me to join church online. I can be in the background, in my home environment and I feel really comfortable and enjoy being there. I have found people to be friendly, open and accepting. I want to be a part of this, to get to know the congregation. The format allows people to share and we get insight into others.

The sense of belonging is phenomenal. I didn't think that was out there. There is a sense of a wider experience, that someone is there looking out for us. I have a community of support for hope and inspiration, and someone to sit in the good and bad times with.

Church online also brings meaning to the work I am doing. I want to align this with who I want to be as a person.

I feel like this is the start of really nice journey for me. Difficult roads definitely lead to beautiful places.



Amanda with her mentor, Major John Farquharson, preparing for emergency relief

# Strategic disaster response

**Australia continued to be hit hard by natural disasters over the past year, with bushfires, floods and cyclones impacting many communities from coast to coast. The Salvation Army once again showed its resilience, rising to the occasion to bring emergency relief to those affected.**

Through the generous support and contributions of the Australian public, our corporate partners and supporters, Salvation Army Emergency Services (SAES) teams were deployed across the country, meeting people at their point of need.

## **WESTERN AUSTRALIA: BUSHFIRES AND CYCLONES**

In January and February 2021, SAES personnel and volunteers provided 18,230 meals to first responders, helping fuel firefighters as they battled bushfires north-east of Perth. Salvation Army chaplains were also present at evacuation centres to provide a sympathetic ear, advocacy and referrals. With many people escaping with just the clothes on their backs, the Army's Doorways emergency relief teams worked closely with SAES personnel to provide \$86,905 in emergency cash payments and \$49,000 in-store vouchers to impacted residents.

Minderoo Foundation, in partnership with The Salvation Army, kindly donated 30 temporary housing 'pods' to bushfire-affected communities. These portable homes are fully self-contained with beds, a bathroom, and facilities for washing and cooking. Most importantly, they enable residents to stay on their own land while rebuilding their homes.

Two months later, Cyclone Seroja hit the Western Australia coast. Geraldton Corps opened its doors the day after the cyclone hit, running its Doorways service with the aid of a generator to keep food supplies fresh. A Doorways team from Perth travelled 500km north to assist at the evacuation and recovery centre in Geraldton.

SAES personnel and 254 volunteers were stationed at the Geraldton evacuation centre, providing 10,755 meals to residents and first responders. It took 1400 volunteer hours to provide this essential support.

Major Brad Potter, Western Australia Divisional Commander, said standing by communities went beyond practical assistance.

"It's about [giving support] with empathy and compassion and to do it non-judgmentally. That's what stands out for us as a Salvation Army. Whether it's our SAES or our Doorways,

we have people that are well-trained, and they pick up on those values of compassion and care."

Bunnings kindly donated shelving, tools, eskies and marquees to support the Army's response efforts, in addition to providing other vital items such as generators, torches and tarps for cyclone-affected residents.

The Salvation Army was also called on to support local police operating checkpoints in the outskirts of Perth during a COVID-19 lockdown in January 2021. The Western Australia SAES team was already working at capacity due to the bushfires, so SAES personnel from Victoria were sent to relieve and support the fatigued Perth team.

## **SOUTH AUSTRALIA: BUSHFIRES**

The South Australia SAES team was called out to assist frontline firefighters and support crews at a bushfire in the Cherry Gardens area of the Mount Lofty Ranges on the outskirts of Adelaide in January 2021.

Major David Boughton, South Australia's Strategic Emergency and Disaster Management coordinator, said his crews had little sleep on the night the fire broke out.

"The Army's teams had prepared up to 300 meals per sitting at the height of the crisis," he said. More than 2000 meals had been served to residents and first responders.

## **BLACK SUMMER BUSHFIRES**

The unprecedented fires of 2019-20 continued to have devastating effects a year on. This is why the Army's approach to emergency response and recovery can last several years.

Our bushfire response transitioned from emergency response to long-term recovery throughout 2020, with \$26,487,547 distributed to 4671 families in NSW, Queensland, Victoria and South Australia. This brings the total financial assistance to \$49,914,508, distributed to 14,405 families since the fires broke in late 2019.

Grants and financial assistance provided in the 2020-21 financial year include:

- Bendigo Bank Educational and Workplace Pathways grant for youth aged up to 25 years to resume education or re-enter the workforce: \$4,011,000 distributed to 1335 individuals in NSW, Victoria and





State Emergency Service crews ferry food supplies to The Salvation Army Emergency Services team working at an evacuation centre in North Richmond that was cut off by floodwaters during the March 2021 major rain event in NSW.

South Australia. This grant was only available during the 2020-21 financial year.

- Australian Government Department of Social Services grants for community members already assisted who required additional support to pay bills directly: \$4,262,305 was distributed to 3610 families in NSW, Queensland, Victoria and South Australia in the 2020-21 financial year.
- Financial assistance for household goods and continued support for rebuilding and relocation costs: \$4,639,000 distributed to 929 families in NSW, Queensland, Victoria and South Australia in the 2020-21 financial year.
- Loss of primary place of residence grants (including Exception Assistance grants): \$12,209,181 distributed to 3857 families in NSW, Queensland, Victoria and South Australia in the 2020-21 financial year. Total distribution to date is \$22,196,665 to 5960 families.
- Hardship grants for those experiencing continuous financial hardship: \$2,802,275 distributed to 3587 families in NSW, Queensland, Victoria and South Australia in the 2020-21 financial year. The total distribution to date is \$8,673,375 to 7446 families.

Minderoo Foundation generously donated 150 temporary housing 'pods' in the 2020-21 financial year to communities impacted by the Black Summer bushfires. In partnership, The Salvation Army contributed \$1.5 million to support this activity.

#### NEW SOUTH WALES: FLOODS

An intense rain system in March 2021 caused many river systems along the NSW eastern seaboard to burst their banks, with the worst flooding hitting the Mid North Coast region and outlying areas of western Sydney.

SAES teams supported 10 evacuation centres, and together with 315 volunteers across 3065 volunteer hours, they provided 5000 meals and refreshments to impacted residents and first responders.

As the Army's emergency response transitioned to recovery, Salvation Army personnel and 80 volunteers assisted eight government recovery centres and two outreach sites in distributing \$1,918,726 to 2037 impacted residents.

Martin Boyle, Recovery Team Leader, said residents were presenting with some impact trauma.

"Our staff have been given training to be able to assist people who have experienced trauma. It's really important to have this on-site when we're engaging with people who are traumatised," he said.

An online recovery grant was made available in May, and a further \$115,000 was distributed to 127 community members.

### WOOLWORTHS S.T.A.N.D PARTNERSHIP

Support Through Australian Natural Disasters (S.T.A.N.D) is a Woolworths Group program that raises money for Australian charities providing relief to communities in times of natural disaster.

Last year, the Woolworths community raised over \$2 million for The Salvation Army. "Woolworths sponsor us each year so that we are disaster ready," says Drew Ruthven, General Manager of The Salvation Army's Strategic and Disaster Management unit. "They give us finances for us to have our trucks, for our Winnebagos ... our catering services, our trailers. They're an incredible support partner for us."

We are very grateful to Woolworths, their team and customers for supporting S.T.A.N.D and the Army's disaster response efforts. A snapshot of items funded by Woolworths last year include (but are not limited to):

#### QUEENSLAND

- A 4WD vehicle
- A purpose-built cool-room support trailer
- Portable food transport for enhancing food transport options

- 13 Joolca sinks to provide handwashing and dishwashing capability to trailers and base camp
- 23 hand sanitiser stations for catering trailers

#### WESTERN AUSTRALIA

- Two custom-built catering trucks (one was sent to Darwin)
- A 4WD vehicle for towing large equipment (e.g. mobile kitchen)
- Woolworths local stores supported the Army during the Wooroloo bushfires with truckloads of food, drinks and supplies to help emergency responders in the field

#### TASMANIA

- A fully equipped catering trailer
- Commitment to purchasing a generator
- Commitment to purchasing two catering trailers for rural use

#### SOUTH AUSTRALIA

- A fridge and barbecue for a catering truck
- Storage shed repairs
- Two cool rooms for catering truck







LOSS and Love  
unites  
Kangaroo  
Valley community

LAURA AND SCOTT'S STORY



**In the picturesque NSW hamlet of Kangaroo Valley, lush pasture, grazing dairy cattle and a stunning river create an idyllic backdrop for both locals and tourists who flock to the area over the summer.**

However, on Christmas and Boxing Day 2019, amid prolonged drought, there was smoke in the air, the bush was tinder dry and concern was growing about the huge Currowan fire front that was inching north.

Laura and her husband Scott – together with their adult children and families who had travelled from homes in the United States and the United Kingdom with partners and children – spent a hot, but enjoyable, family Christmas together in their beloved Kangaroo Valley house, ‘Burrawang’.

As the family was packing up on Boxing Day to head off for a coastal break, Scott suggested they pack some photographs and other precious items as a precaution.

“We almost felt sheepish driving away with all this stuff, thinking in a few weeks we would just be carting it back again,” Laura laughs, saying the family never dreamed fire would directly affect their sandstone home, which was surrounded by sprinklers and had sprinklers on the roof.

By early January, the Currowan fire – which had started near Batemans Bay in late November and eventually burnt about 500,000 hectares and destroyed more than 300 homes – had reached the Shoalhaven region and the township of Kangaroo Valley came under threat.

Laura explains: “Scott wanted to head back but our friend, who rents a small cottage from us on the property, said no. Visibility was almost zero and access to Kangaroo Valley was through bush both ways. He said he’d turn on the roof sprinkler system if needed.”

On 4 January 2020, a southerly change diverted the fire away from the main town centre, but, sadly, Burrawang was in the fire’s path. The intense heat completely melted the water pump, so the sprinklers ran dry and Scott and Laura’s beloved house was reduced to ashes.

Laura says: “Our friend left in time, thank goodness; he wouldn’t have made it [if he had stayed]. Fires create their own storm and it created a fire tornado. If Scott had gone down, maybe with our son, there is a very good chance they would not be here today.”



## DEVASTATION

Laura says the family was in shock when they returned home. “There was nothing left standing, not a blade of grass. It was an unbelievable sight ... no house, a few plates in the rubble. The sheds were just little piles of molten nothing,” she says. “We were just speechless. It was like a bad dream. There was no sign of life. It was so quiet – no birds – an awful choking smell.”

Laura says she and the family also felt incredibly lucky. “I know our friend [on their property] has seen a lot in his life, but he lost most of his possessions and he experienced the terror – the absolute terror – of this fire. It was a near-death experience for many people, I’m sure.”

Through that time, with fires blazing all over the state and country, Laura says she felt she had “to do something” and decided to start a fundraising page.

She explains: “The Salvos were the best way to do it, we thought. The way they operate, the way they help. We just like the ethos. We nominated The Salvation Army Bushfire Disaster Appeal as our charity, as they were already on the frontline assisting volunteer firefighters and those who have lost their homes and loved ones.”

With huge support from family and friends in the United Kingdom and USA, Laura had initially hoped to raise “maybe \$5000” but was surprised and delighted to raise over \$127,000.





Two members of Laura's family with the few items remaining from the bushfire that destroyed her home in Kangaroo Valley, southern NSW.

## POST-FIRE CARE

During the fires, now known as the 'Black Summer', Salvation Army teams were supporting first responders and evacuees, plus working in relief centres up and down the NSW and Victorian coast.

A group of passionate Kangaroo Valley locals, who Laura describes as "a fantastic group of people", set up their own drop-in and help centre after the fires – with food, clothes, pet feed and more.

At around the same time, Laura contacted Emily, a Relationships Manager from The Salvation Army, to let her know about the funds her family and friends had raised. Laura also asked if some help could possibly come to Kangaroo Valley, including help with paying rent on the community space being used as the local drop-in centre.

In response, Emily organised for Lieutenant-Colonel John Hodge, a retired Salvation Army officer, to travel to Kangaroo Valley to train existing volunteers. The Salvation Army also covered some of the rent for the centre.

John has been a Salvation Army officer for more than 40 years, with experience in disaster relief during the 1977 Granville train disaster, many Australian bushfires, plus international disaster support. He had also recently helped at a bushfire relief centre on the NSW South Coast.

"Kangaroo Valley is a beautiful, tight-knit community and one of the advantages of that little neighbourhood centre was that they were not only giving out material help but also sharing friendship and a listening ear. It was lovely," says John, whose grandfather was coincidentally born in Kangaroo Valley.

"There were older people who would come in every day. The view was burned out and blackened, so they would just come into town for company."

Over three days, as well as training volunteers, including a team from Canberra, John was able to organise \$80,000 of immediate assistance for fire-affected locals.

He says: "We helped the people who had lost homes and also those evacuated under ember attack. One person had no electricity and had lost all their stock, others had lost everything – homes and businesses.

"They all had experienced trauma. There were some horrendous stories, [and some of] guilt – of people who still had their homes when all the neighbours had lost theirs."

## RECOVERING SLOWLY

John says January 2020 was a sobering post-Christmas period for many.

"I am sure many in Kangaroo Valley lost all their Christmas gifts in burnt homes," he says. "I heard more stories of Christmas loss, though, in Batemans Bay.

"There were kids that lost everything. What really broke my heart was that some obviously came from already disadvantaged families. One had lost their brand-new school uniform – they had received it as their main Christmas gift. But we were really able to help. People were genuinely grateful."

A listening ear and the chance to talk and, for some, to pray together, was for many more important than the material help. John says: "I was concerned also for their spiritual and emotional support."

For Laura, the regeneration of nature and generosity of others has given great comfort. "Within days we saw signs of life," she says. "The initial shock, horror, sadness and crying all the time, soon gave way to absolute fascination as to how the bush has regenerated. And now birds are back. It is very heart-warming.

"And I think [the experience] has shown me The Salvation Army is a marvellous organisation ... it was great that they were able to get to Kangaroo Valley and really help out."

CORPORATE PARTNERSHIP

# Gifts from the heart

The spirit of Christmas was still evident in the hearts of Australians despite a year that will never be forgotten.

The year 2020 tested the best of us. From bushfires to lockdowns, the ripple effects were felt in every corner of our country. However, Australians took stock of what really mattered and continued to give hope to those in need.



Salvation Army representative Casey O'Brien Machado with three Kmart staff in front of a Wishing Tree gift collection point.

## KMART

### SMALL GIFT | BIG HEART

The Kmart Wishing Tree Appeal marked its 33rd year of helping our community, with the theme of 'Small Gift, Big Heart'.

Bracing for what was to be a tough Christmas, Kmart Australia and its customers rose to the occasion to assist an influx of community members looking for support, many of whom had never before required assistance.

In true Kmart spirit, the Kmart Wishing Tree Appeal was launched earlier than ever to support the increased demand of Australians in need. But the support didn't stop there. For the first time in Kmart's history, a TV special came to life – *Small Gift, Big Heart this Christmas*. The 30-minute special told a story through the eyes of nine-year-old Riley, as he, together with his family and community, remembered the Christmas spirit.

The special was also a reminder that the best way to feel better about ourselves is to do something for someone else.

"At Kmart Australia, we have a responsibility to care for and support the community in which we operate," said John Gualtieri, Kmart Director of Retail Australia and New Zealand. "Working with our long-standing partner, The Salvation Army, we have an opportunity to make a difference thanks to the generosity of Australians who contribute what they can."

The Kmart Wishing Tree Appeal remains the largest and longest-running gift collection appeal of its kind in Australia and New Zealand. The appeal has contributed more than eight million gifts and more than \$2.5 million in financial assistance, making a huge difference to those in need at the time of the year when community spirit is most important.



## MYER

Myer has been supporting The Salvation Army through its Christmas Appeal since 1993, raising more than \$9 million in that time.

From 'point-of-sale round-up' campaigns to Christmas merchandise sales and even a five-minute rapid charity toy grab, Myer and its customers have generously brought joy to many Australians, especially those impacted by domestic and family violence.

In 2020, Myer launched its 'Bigger than Christmas' campaign, featuring Gilbert the Charity Bear, to support disadvantaged children and families. Shoppers were once again invited to round up their purchases to the nearest dollar and visit the Myer Giftorium to purchase a Gilbert bear gift item.

Every year, Myer introduces a special collection of Christmas merchandise with part of the proceeds donated to the Myer Community Fund, which proudly supports The Salvation Army.

### BUT WHERE DID THE NAME 'GILBERT' COME FROM?

In December 2019, Myer held a special event for the most vulnerable children in our community – children who had been impacted by family violence. The heartfelt afternoon was filled with laughter, joy, and a special visit from Santa. But the surprises didn't stop there. The children were also given a sneak preview of Myer's 2020 Charity Bear, an Australian Christmas icon and collectable since 1998. Each child was given the opportunity to hug the bear and then asked to vote on the name they felt was most suitable to bring the bear to life. And Gilbert was born!

"It was so special for the children to be involved in the naming of the Myer Charity Bear and for them to see the final version, with the name they chose, on shelves across our store network and also online," said Myer CEO John King. "We are so proud, yet again, to partner with The Salvation Army and support their vital work in the community, especially in what has been a tough year."



*“And do not forget to do good and  
to share with others, for with such  
sacrifices God is pleased.”*

- Hebrews 13:16





# Australian Philanthropic Services

**ANTONIA RUFFELL, CEO**

**In her role as CEO of Australian Philanthropic Services (APS), an independent, not-for-profit organisation that makes structured giving simple, Antonia and her team work with individuals and families to help them set up and run philanthropic funds and be more effective in their giving.**

**With a passion for philanthropy and equal opportunity for people on the margins, Antonia also sits on the Board of The Social Outfit, a charitable social enterprise that supports refugees with education and employment, and is a director of several private ancillary funds. APS shares The Salvation Army's commitment to encouraging a spirit of generosity in Australia. Antonia tells us how APS is transforming the philanthropy industry and, in turn, changing lives.**

## **WHAT SERVICES DOES AUSTRALIAN PHILANTHROPIC SERVICES PROVIDE?**

APS provides fulfilling ways for people to manage their charitable giving over time using tax-efficient structures called ancillary funds. With APS, you can establish your own private ancillary fund (PAF) or a named giving fund (also known as a sub-fund) in our public ancillary fund, the APS Foundation. From first gifts to strategic grants, the experienced APS team supports philanthropists every step of the way.

## **HOW IS AUSTRALIAN PHILANTHROPIC SERVICES RAISING THE BAR IN THE PHILANTHROPIC INDUSTRY, AS YOU ASSIST PEOPLE OF ALL BACKGROUNDS TO FINANCIALLY GIVE BACK TO THE COMMUNITY?**

The introduction of PAFs in Australia in 2001 provided people with the ability to donate to their own trust tax-effectively, and then distribute gifts to a range of eligible charities over time. However, it was a cumbersome and challenging process

to navigate. APS was set up in 2012 as an independent, not-for-profit organisation to make establishing and managing structured philanthropy more accessible and mainstream. We have a genuine commitment to removing the obstacles for people to get involved with philanthropy and anyone can set up a giving structure with APS for a minimum donation of \$50,000. Our services make structured giving simple, straightforward and cost-effective so that our clients can focus on giving to the causes they know and love, like The Salvation Army.

## **WHY ARE YOU PASSIONATE ABOUT YOUR ROLE AS CEO OF AUSTRALIAN PHILANTHROPIC SERVICES?**

It's an absolute privilege to lead the APS team. We advise and connect hundreds of individuals and families around purpose and help them have long-term and transformational impact on the charities they support. Collectively, APS clients have over \$1 billion in assets committed to charity and give more than \$100 million in gifts annually. I'm so lucky to experience the joy that this type of structured philanthropy brings every day.

## **WHAT DRAWS YOU AND AUSTRALIAN PHILANTHROPIC SERVICES TO WORK WITH THE SALVATION ARMY?**

Many people empathise with the unfair nature of disadvantage and that not everyone has the resources they need to deal with the challenges that life can present. People see The Salvation Army as a safe pair of hands. Given the reach and scope of the Salvos' work, I am not surprised by how many APS clients have personal stories of how The Salvation Army has helped their family or friends during times of crisis and that they feel compelled to give back. Philanthropy is about changing lives and having a positive impact, and that is precisely what the Salvos do.

## **IN YOUR OPINION, WHAT POTENTIAL IS THERE FOR THE PHILANTHROPIC SECTOR TO CHANGE LIVES, WHEN ORGANISATIONS LIKE AUSTRALIAN PHILANTHROPIC SERVICES WORK WITH NON-PROFITS LIKE THE SALVATION ARMY?**

There's enormous potential for ancillary funds and other philanthropic structures to help charities to change lives. Individuals and families generally set up PAFs and giving funds, which can be nimble to act quickly in times of crisis, not caught up in the bureaucracy often experienced by corporate foundations and government. Ancillary funds are also long-term. The money is invested, with a percentage given away each year. Therefore, donors can make multi-year granting commitments, giving charities the dependability of funding that they so desperately need and allowing them to focus on what they're best at – doing good.

# Belinda Hutchinson AC and Roger Massy-Greene AM

**Belinda and Roger have been passionate and generous supporters of The Salvation Army for more than 30 years, continuing a connection and commitment that began in their childhoods. In June 2021, they received The Salvation Army's Others award for their active involvement and ongoing service.**

## **CAN YOU TELL US ABOUT YOUR CHILDHOOD YEARS IN SYDNEY?**

Belinda – My dad was a self-made man with a small manufacturing business. Mum stayed at home and looked after us four kids. I had a great education and a loving family – you can't beat that as great start to life.

Roger – I grew up in the northern suburbs. It was a very routine and relatively comfortable childhood. I even remember milk being delivered by horse and cart!

## **WHAT LED TO YOUR CAREER CHOICES AND SUCCESSES?**

B – I had no idea when I left school what I wanted to do. I started out with architecture but quickly realised I couldn't draw. I went to economics, including accounting and political science. I started work with an accounting firm and within six months had moved to consulting. I worked in Sydney and the USA before moving into investment banking.

R – I started out studying geology but quickly realised that geologists spend a lot of time in the bush, on their own. I wanted something more tangible, so I went into mining engineering.

## **WHO WERE THE PEOPLE IN YOUR LIFE WHO INFLUENCED YOU THE MOST?**

B – My dad, Bill Hutchinson. He was a wonderful and generous man. He ran a small business and had done well. He introduced me, and all our family, to the Salvos. Twice a year we would give back to those not as fortunate as us. Dad would write a cheque for the Salvos who we all knew would look after those who needed it. My Mum, Meila, was a generous, kind and very strong woman. She is the reason all of her four children have turned out quite well, have good careers and done okay for themselves. She had a very strong work ethic and contributed to society.

R – My lovely dad, Brian. He was a successful and leading businessman and involved with the Salvos from the early days of the Red Shield Appeal. Also, George Connor, who was general manager of the mine where I worked in Broken Hill. When I decided to study in the USA, he backed me to get a scholarship from the company. That, and some other funding, allowed me to go to Harvard, a huge turning point in my life. After Harvard, I turned to work for the Bank of America. That marked a momentous shift away from being a mining engineer.

## **WHAT LED YOU TO BECOMING INVOLVED WITH THE SALVOS?**

B – I was working at Macquarie Bank, with David Clarke, who was the Chairman of the then Eastern Territory Advisory Board. He loved the Salvos and knew how to give generously. I joined this board and served for 10-12 years.

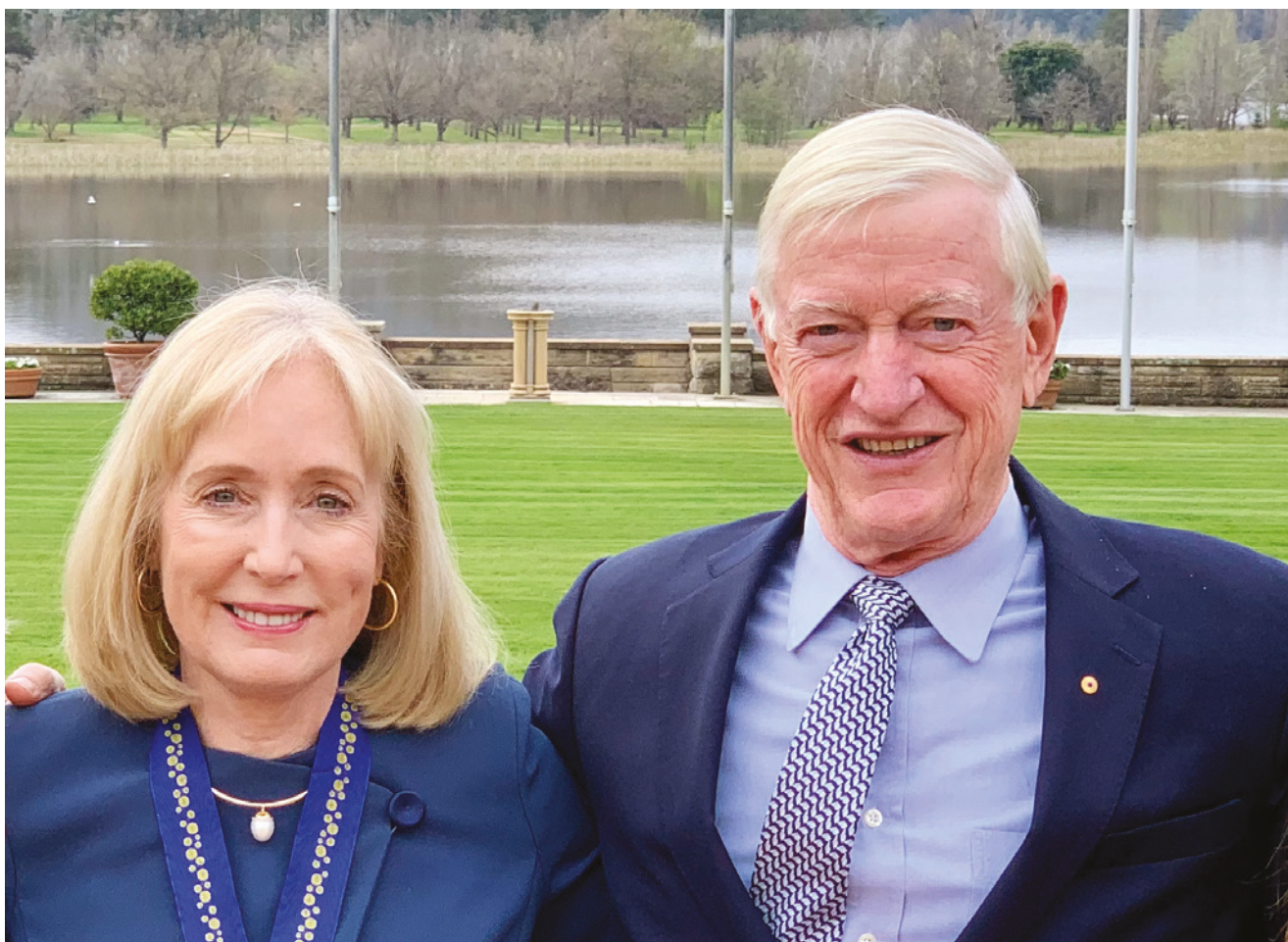
R – When we had young children, living in the eastern suburbs, I got involved with the local doorknock appeal and became chairman of the district. We ran it for around five years. Many years later, Lucy Turnbull, my predecessor, asked me to join the City of Sydney Red Shield Appeal Committee. I eventually took over from her.

## **ARE THERE ANY 'STAND-OUT' MOMENTS IN YOUR TIME OF SERVICE TO THE SALVOS?**

B – For me, it was going to Miracle Haven, Dooralong Transformation Centre and other Salvation Army services. Seeing the people there and talking to them, hearing their life stories. Also, the Oasis Youth Centre in Sydney. Again, I realised how valuable the work of the Salvos is when seeing that there are young people living on the street, exposed to real danger, and they have the opportunity to be looked after and provided with accommodation. It's moving to visit when you see the people who need support and the incredible, and gentle, work of the Salvos.

R – My job was raising money. I was able to raise \$1 million from Andrew Forrest at a lunch, which was more than he had planned to contribute and was a standout event. Another was David Gonksi interviewing Cate Blanchett for the Salvos. She was gracious, amusing, generous. It was a lovely event, perfect, and everyone enjoyed it.





**WHAT HAS KEPT YOU WITH THE SALVOS AFTER ALL THESE YEARS?**

B – We know that the Salvos do on-the-ground work, they roll up their sleeves, get things done to help those who are in need. They are helping the deeply under-privileged and we want to give money where it will be put to very good use. The Salvos also have low overheads with administration, so we know the money will make it to the frontline.

R – We’ve been fortunate ourselves as a couple. We are in a position to give back to the community and we trust the Salvos. This reflects our commitment. Even though we’ve stepped down from formal roles, that’s not the end of it.

**HOW MUCH DOES OUR SOCIETY NEED MOVEMENTS LIKE THE SALVOS, AND WHAT ARE THE MAIN CONTRIBUTIONS THEY MAKE?**

B – There is a fundamental need. I see the value of The Salvation Army with its collaboration and collective effort, selfless effort, working together to help those in need. Society today so needs that – the values and behaviours that The Salvation Army represents, a belief in the individual that they can be turned around.

R – If we all reach out to look after others, collectively we will all be better off. This is what the Salvos do. We’re all intensely human and we all need help from time to time. Without the Salvos and organisations like them, people will suffer indeed, and not find a way out. When others suffer, we all suffer. The value of this work is incalculable.

**HOW WOULD YOU LIKE TO SEE THE LEGACY YOU HAVE LEFT WITH THE SALVOS IMPACTING ITS WORK?**

B – We’re focused on demonstrating that what we support delivers real results for the community and supports sustainable outcomes of positive change. We want to support those who suffer deep misfortune and always wish we could do more.

R – Being of service to the Salvos has been an immense privilege. I offer my thanks for this opportunity, which I truly treasure.







# George Lefroy AM and Joan Lefroy AM

**George and Joan Lefroy have had successful, fortunate lives. George's career, with Joan's support, in the global petrochemical industry over many decades was marked by distinction and integrity. This has been more than matched by the couple's generosity in the community, sharing their time and good fortune with others in the hope that they might have a positive impact on the world around us.**

George and Joan are faithful and passionate supporters of The Salvation Army, dedicated to ensuring vulnerable or marginalised people in our communities are cared for and afforded the same opportunities as others.

For more than 30 years they have given their time, talents and money in support of The Salvation Army's work in Australia. Their hands-on and regular support has enabled the Salvos to confidently work across a range of service areas including homelessness, family violence, drug and alcohol rehabilitation and youth services.

In addition to their regular support, their generosity and vision for a fairer and more just world led them to fund a program on the Mornington Peninsula in Victoria that gives adults, carers and family members the chance to experience the joy of music and community.

Where possible, George and Joan prefer to get involved with the organisations they support, so that not only their donations but also their expertise and connections can be put to good use to create even better outcomes.

## **CAN YOU TELL US A BIT ABOUT YOUR BACKGROUND - YOUR CHILDHOOD AND EARLY YEARS?**

We were both born in Western Australia; Joan in the wheatbelt about 200 km north-east of Perth, George in Perth. Because of limited secondary-education opportunities in her small town, Joan went to boarding school in Perth. We met when Joan began university in 1960.

## **WHAT OR WHO ARE/WERE THE BIGGEST INFLUENCES IN YOUR LIVES?**

Family/teachers/friends and work colleagues all over the world.

## **WHAT LED TO SUPPORTING THE SALVATION ARMY?**

The knowledge they supported the underprivileged, and were very musical. It also followed a family tradition. Joan had a great respect for The Salvation Army from way back that she inherited from her Father. As a country doctor he saw people on a regular basis for their physical well being and Joan was very early aware of his regular donations to the Salvos who assisted the less able in our society. As Joan mentioned in her "Others" speech she is grateful to the Salvos every time she sees people "sleeping out" in Central Melbourne as she knows how much these people rely on them and how successful the Salvos are in "lifting them up".

## **YOU HAVE A PERSONAL ASSOCIATION WITH THE SALVATION ARMY'S VARIED ABILITIES MUSIC PROGRAM (VAMP) - CAN YOU TELL US ABOUT THAT?**

Judi Agnew took us one day to visit a variety of Salvo programs – a sheltered workshop, a refugee support group, and then a musical program for elderly disabled people. Here we saw elderly people, some no longer able to communicate, but who sang along from some of the songs from their childhood. We were immediately struck, and realised what a boon this could be in our son's organisation, Focus, located on the Mornington Peninsula and caring for some 100 disabled adults. We helped the Salvos to modify premises to provide ramps, disabled toilets and the like. The weekly program continues to be a huge success, with at least 50 attending the regular program, some in wheelchairs, all brought from their group homes by enthusiastic staff. We look forward to it restarting when COVID restrictions ease further.

## **WHY WOULD YOU ENCOURAGE OTHER PHILANTHROPISTS TO DONATE TO THE SALVATION ARMY?**

They take on some of the most difficult and intractable problems in society: homelessness, family violence, and not only solve immediate problems but often put people completely back on their feet socially and financially.

## **WHAT IS A PIECE OF ADVICE YOU'D LIKE TO SHARE WITH THE NEXT GENERATION?**

Look after your family and support wider causes, encouraging them to identify their own ones.



## Making a difference to those in need

STAN PERRON CHARITABLE FOUNDATION

**The Stan Perron Charitable Foundation operates with a clear vision: to continue Stan Perron's legacy of generous giving to the benefit of the Western Australian community, the disadvantaged and others who need a helping hand.**

Since its establishment in 1978, the foundation has aided thousands of individuals and organisations across Western Australia, both large and small, including The Salvation Army.

This year, the foundation has kindly provided support for The Salvation Army's Independent Living Program in Western Australia. This has enabled a number of young people aged between 17 and 25 who were homeless or at risk of homelessness to be provided with external supported accommodation in the community. Young people can reside in these units for up to two years and are provided with support from an external youth worker.

Living-skill activities, budgeting, cooking, shopping, driving lessons, education, and training activities to aid with future

employment all form part of the program as well as health-care education and family-support services for young or single-parent families. These skills are paramount for assisting young people to become independent.

Giving young people housing and support to assist them in the transition from at risk or homeless to being more successful and independent within mainstream community is invaluable in improving their mental health.

Chair of the Stan Perron Charitable Foundation, Elizabeth Perron said being able to help young people in need had always been close to the heart of her dad, and the foundation was committed to extending his vision to providing ongoing support to charities like The Salvation Army.

"We are especially conscious that the onset of the COVID-19 pandemic has brought added pressure on charities and so we've put a special focus on doing what we can to support their critical work at this time," Elizabeth said.



# A Salvation Army honoured friend: George McCarthy

**George McCarthy is a passionate donor and advocate of The Salvation Army and has pledged a bequest in his will. It is, he says, because “I just know from what The Salvation Army has done for me, it will do for others!”**

George, born in Britain as the eighth child of 11, lives in the Sydney suburb of Balmain, and says with certainty that he would be “long dead” without the intervention of The Salvation Army in his life.

As a four-year-old, in the middle of the great depression in the 1930s, George, his two brothers and his five sisters were sent to various orphanages. They had no contact with each other.

After growing up in two orphanages, George joined the Merchant Navy and spent four enjoyable years travelling the world. However, during his time at sea, he also learned to drink. It was simply part of the seafaring culture of the time, he says.

He moved to Australia, worked and raised two children, but tragically lost his son, aged 20, to a brain tumour. Eventually George’s first marriage fell apart and his life began to revolve ever-more around alcohol consumption.

Despite managing to hold down a number of managerial jobs, years of blackouts followed and George started a cycle of hospital visits, looking for a solution to his drinking. But nothing worked.

One day the ever-restless George drunkenly decided to board a flight to Auckland, New Zealand, and spent the Easter weekend living in a park. After days of binge drinking he finally asked a police officer for help and was taken to The Salvation Army.

## LIFE-CHANGING CARE

Undertaking the Bridge residential rehabilitation program, he says he found understanding, professionalism and genuine kindness, and explains that “was the beginning of my life changing!” He stayed a year and successfully beat his addiction.

While George was completing the Bridge Program in New Zealand, his sisters in England were desperately trying to find him and finally reunite their family. They contacted The Salvation Army Family Tracing Service in London, which contacted the Sydney service, which in turn tracked down George.

In 1987, George finally rediscovered his lost family when he walked into the arrivals hall at London Gatwick Airport and fell into the arms of his sisters Eileen and Daphne.

George says: “At 92, I am independent and healthy. I still have a good life. I am forever grateful for it, and I think the fact is, it was The Salvation Army (that made it possible).”



*“I was one of the lucky ones – The Salvation Army found me.”*

– George McCarthy

## GIFT IN WILLS

# Gift in Wills helped Peter stay on top of his money

**“They target the vulnerable ... those who are already poor and marginalised, and once people get one ‘payday loan,’ they often get caught in this terrible debt spiral.” – Danielle Whyte, Salvation Army Moneycare counsellor**

COVID-19 has increased, more than ever before, the financial pressures many households were already under. Business closures and city-wide lockdowns, combined with the uncertainty around how long this will last, is causing a great deal of anxiety and stress for many, and leaving them wondering how they will make it through.

With the tottering Australian economy, The Salvation Army is experiencing exponentially increased numbers of people seeking help – many for the first time. And because generous people like you made the decision to leave a gift in their Will to The Salvation Army, we are able to offer much-needed assistance. One of The Salvation Army’s Moneycare financial counselling services in NSW was saved from closure, thanks to the gift from a family estate, and is now able to provide crucial assistance to those in need.

Danielle Whyte, a Salvos Moneycare financial counsellor says it is essential that in these challenging times, struggling Australians resist ‘payday’ and other quick loans, as they can often lead to a crippling debt spiral.

“People we see are not getting these loans for things like holidays, but for the very basics such as paying a power bill, fixing an older car or paying rego.”

Danielle says these loans are very easy to apply for and get approved for, but the implications can last for a very long time. Once a person takes out a loan, they are often bombarded with extra offers of money, which is very tempting to those who are most vulnerable in the community.

“So, if things are tight and you have no other options, it can be quite easy to give in.”

## PAYDAY LOAN HORROR – PETER’S\* STORY

First referred to Danielle’s team six months ago by the local Salvation Army Doorways\*\* case worker, Peter was drowning under several payday and other quick loan repayment obligations.

Coming from a background of generational disadvantage, Peter was on a part-disability pension due to a range of health issues. Peter’s partner was also on a disability pension and recently hospitalised.

As a result of COVID-19 closures, Peter lost the few hours of weekly work he had driving a shuttle bus for a club. He also had, what Danielle describes as “a dodgy car loan, through a dodgy car dealership”.

“The main concern for me was he just kept getting these [payday] loans and I couldn’t understand how he was getting [them]. I couldn’t walk away from the glaringly poor ‘responsible lending’ practices.”

Thanks to kind-hearted people like you who have left a gift in their Will to The Salvation Army, Danielle – and other Moneycare financial counsellors – are able to offer free services to those who need it most. Where possible, the financial counsellors also advocate with lenders. Importantly, they guide people they are working with to take charge of their finances and, in many cases, avoid bankruptcy.





**ROAD TO FINANCIAL RECOVERY**

With significant effort and, at times, industry backlash, Danielle was able to get interest waived on several of Peter’s loans and negotiated repayment options with others. Funding from the gift in Will further enabled Moneycare to continue to counsel Peter and save him from bankruptcy.

Moneycare, and the wider financial counselling sector, are actively lobbying government to get poor and misleading payday lending practices better regulated. To date, they have not seen any significant response.

For those like Peter, who are caught in a downward debt spiral, the sense of fear and helplessness can be overwhelming.

“It’s really sad and what it does is put people who are already in poverty into a state of absolute hopelessness,” says Danielle.

While she continues to work with Peter, his creditors and his Salvation Army Doorways case manager, Danielle says there is no easy fix.

“The thing that always pops up with these loans is they’re easy to get – easier to get than welfare. Usually people who apply have exhausted all other resources, but the reality is that it is often a deep trap, and that easy fix can soon become a deep, deep hole of debt that only magnifies existing problems.”

**YOUR GIFTS HELP PEOPLE MAINTAIN CONTROL OF FINANCES IN TOUGH TIMES**

In these testing times, it’s good to remember that there are free services available to help people effectively manage their money. Services like Moneycare assist with negotiating payment plans for utility bills such as electricity, phone and internet, understanding how to apply for government assistance, advocating to mortgage providers and much more.

Along with financial counselling, the Moneycare team also offers ‘Be the Boss’ – a short course designed to be taken over three weeks. ‘Be the Boss’ provides strategies and advice on how to get on top of your money.

In response to the current crisis and people’s varying needs and circumstances, all course modules of ‘Be the Boss’ are now available in any order for those who wish to undertake them.

Being able to better manage one’s savings is a skill that most people would like to improve. And when financial stress hits, this skill can be the difference between sink or swim – getting increasingly stressed or finding ways to get out of financial trouble.

If you are looking for someone you can trust to have an important money conversation with, call your nearest Salvos or contact Moneycare.

\* Name changed to protect privacy.

\*\* Salvation Army Doorways provides emergency relief and holistic case management with referral to internal and external support services. Doorways aims to support people as they seek to make changes in their lives. Doorways teams often work in tandem with Moneycare financial counsellors to assist individuals in regaining control of their finances.



To find out how to leave a gift-in-will to The Salvation Army, scan the QR code

# Key donors

Thank you so much to every individual, family, company, organisation, community group, charitable trust and foundation that has helped us meet great human need this year in the Australian community. So many suffering people have experienced the transformation and new hope that has been made possible by your kindness and generosity.

We would also like to acknowledge and give thanks to all those donors who have given anonymously. We can't honour you with a mention here, but we do extend our heartfelt thanks for your contribution and its impact.

## COMPANIES AND ORGANISATIONS

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# Continuing your support

**The impact of your generosity is helping to shape the future for all Australians. Whether you choose to support a specific area of The Salvation Army's work, make regular donations or give major gifts, your support is vital and we cannot thank you enough.**

## CORPORATE PARTNERSHIPS

To find out how your business or organisation can partner with The Salvation Army, contact us by email: [corporatepartnerships@salvationarmy.org.au](mailto:corporatepartnerships@salvationarmy.org.au)

## FUNDRAISE FOR THE SALVATION ARMY

There are many ways you can help The Salvation Army raise much-needed funds. Below are some DIY fundraising ideas:

- Participate in a sporting event: run, ride, swim or trek for the work of The Salvation Army
- Commemorate an important milestone in your life by asking your family and friends to make a donation in your honour
- Organise a concert, film festival, garage sale, car wash or cake stall
- Host a dinner party
- Donate a percentage of sale proceeds from your business
- Take up a personal challenge (e.g. giving up caffeine, walk 100km) and ask your family and friends to sponsor you. Go to [salvationarmy.org.au/get-involved/organise-a-fundraiser](https://salvationarmy.org.au/get-involved/organise-a-fundraiser) for more information.

## ONLINE AND REGULAR GIVING

To make a one-off donation or register for regular giving as a Salvos Freedom Partner, visit [salvationarmy.org.au/donate](https://salvationarmy.org.au/donate)

## INTERNATIONAL DEVELOPMENT

Active in over 130 countries, The Salvation Army is empowering communities globally to overcome poverty. Your gift can change lives around the world. Visit [salvos.org.au/said](https://salvos.org.au/said) for more information.

## TRANSFORMATIONAL GIFTS, CHARITABLE TRUSTS AND FOUNDATIONS

Whether you are interested in strategic philanthropy, have a charitable trust, foundation, or Private Ancillary Fund, or you would simply like to arrange a visit to any of our programs, your dedicated relationship manager will be delighted to help. Please contact us at [philanthropy@salvationarmy.org.au](mailto:philanthropy@salvationarmy.org.au) to find out more.

## LEAVING A GIFT IN YOUR WILL

Change lives with a gift to The Salvation Army in your Will. Your gift in Will will provide lasting hope for future generations. Please call us on 1800 337 082 or email us at [bequests@salvationarmy.org.au](mailto:bequests@salvationarmy.org.au) to learn how you can leave a gift in your Will or receive support with your long-term planning.

## VOLUNTEERING

The Salvation Army couldn't provide the services it does without our dedicated volunteers. Please contact us to discuss which of our many volunteering options would suit you best. Visit [salvationarmy.org.au/get-involved/volunteer-with-us](https://salvationarmy.org.au/get-involved/volunteer-with-us) to express your interest.



*“While women weep, as they do now, I’ll fight. While little children go hungry, as they do now, I’ll fight. While men go to prison, in and out, in and out, as they do now, I’ll fight. While there is a drunkard left, while there is a poor lost girl upon the streets, while there remains one dark soul without the light of God, I’ll fight. I’ll fight to the very end!”*

- Willaim Booth,  
Co-founder of The Salvation Army



**The Salvation Army Australia Impact Report 2021**

Produced by The Salvation Army Australia Communications Department

For more information visit: [salvationarmy.org.au](https://salvationarmy.org.au)