

# What is the Red Shield Appeal?



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

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

The Red Shield Appeal is an annual campaign particularly emphasised in May, however activities in support of the appeal can take place at any point throughout the year. Many collections and events take place on the last weekend in May — known as the Red Shield Appeal Doorknock weekend.

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

[salvationarmy.org.au](http://salvationarmy.org.au)  
The Salvation Army Australia  
@salvos  
salvosau  
SalvArmyAUS



**RED  
SHIELD  
APPEAL**  
**LEAVE NO  
ONE IN NEED**

# Ways to get your school involved

## RED SHIELD APPEAL IN-SCHOOL FUNDRAISING IDEAS

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

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

## VOLUNTEER FOR US!

Join a doorknock team or volunteer at a static location.

## JOIN US ONLINE!

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

## LOOKING TO DO SOMETHING MORE UNIQUE?

Consider how you might be able to incorporate the Red Shield Appeal into your curriculum.



### Building enterprise skills

Develop a product or service where proceeds are donated to The Salvation Army. This could include a seed funding/microfinancing model.



### Develop project management capabilities

Students could organise a larger event such as a school sleep-out or fun run.



### Contact Salvos Schools

Connect with our education team and participate in a school workshop where students will learn more about the impact of their support to The Salvation Army.



**RED SHIELD APPEAL**  
**LEAVE NO ONE IN NEED**