

Media Release



25 May 2014

National Red Shield Appeal 2014 Doorknock results

The Salvation Army has thanked Australians for their generosity towards the 2014 Red Shield Appeal Doorknock, with \$4.97 million being raised nationally this weekend (interim Sunday evening tally).

Salvation Army spokesperson, Major Bruce Harmer said: “We are heartened by these early results. There are still many regions where results are not finalised and we will continue to have official volunteer collectors out, and static collection points happening, during the week ahead.

“We know many Australians are struggling to make ends meet and household budgets have been impacted by increasing costs of living. Data released by The Salvation Army last week indicated that, of around 2,500 of our clients who were surveyed recently, many were struggling to afford basic necessities for themselves and their families. One in four said they were unable to afford a substantial meal at least once a day; 28% said they have had to live without heating in at least one room in the house throughout winter; 38% of participants did not have regular social contact with people, leading to a feeling of isolation and loneliness; and 91% of respondents had limited or no savings for emergencies.

“It is to meet these and many other needs faced by everyday Australians that The Salvation Army still urgently needs public support to make this year’s Red Shield Appeal a success,” said Major Harmer.

“We thank Australians for their tremendous generosity towards The Salvation Army and encourage those who would still like to give to please send in their donations. We also thank the many thousands of volunteers who assisted us this weekend in raising these vital funds. In particular, we were encouraged by the number of young people who chose to volunteer.

“We would also like to thank our corporate supporters. Westpac has supported The Salvation Army Red Shield Appeal for the past 44 years, with more than 1000 employees and over 100 branches participating in the Doorknock weekend each year. Jones Lang LaSalle, Bunnings and Woolworths Ltd are also great supporters of the Doorknock,” Major Harmer said.

RESULTS BY STATE

NT	\$36,890	SA	\$242,435	TAS	\$94,660	VIC	\$1,320,800	WA	\$249,720
ACT	\$122,306	QLD	\$620,550	NSW	\$2,283,500	NATIONAL	\$4.97 million		

Donations may still be made to the Red Shield Appeal by calling **13 SALVOS (13 72 58)**; visiting **salvos.org.au** or any Westpac Bank branch, or by posting a cheque to **PO Box 9888** in your capital city. The \$10 million Doorknock goal is part of an overall Red Shield Appeal target of \$80 million. The Red Shield Appeal concludes at the end of June.