



November 2013

Vinnies asks, what's your reason for giving back?

The St Vincent de Paul Society has launched its annual Christmas Appeal, asking people to dig deep and make a generous donation. The campaign states that 'there are hundreds of reasons to donate, you only need one', highlighting the many varied motivators behind people's reasons for giving back.

As with each Christmas period, the Society is expecting an increase in the number of people turning to them for assistance. At what is a time of joy and celebration for many of us, far too many Australians face the prospect of a bleak Christmas as they struggle to pay their bills and provide the basics for their family; let alone cope with the extra costs associated with Christmas.

St Vincent de Paul Society NSW CEO, Michael Perusco says that there are many reasons for giving back but that the crucial thing is that Australians continue to support those people who are doing it tough.

"Australians are characterised by being generous and lending a helping hand to those people who are struggling. The reality is that, without the support of the community, we would not be able to assist the families and individuals who turn to us each Christmas. The simple truth is that we need those people who can afford it, to dig deep and make a donation to the Vinnies Christmas Appeal," said Mr Perusco.

The St Vincent de Paul Society will provide people in New South Wales this Christmas period with financial assistance, clothing, utilities, food hampers and gifts for children.

For the period November 2012 to January 2013, the St Vincent de Paul Society provided over \$3.9 million worth of assistance to people in need in New South Wales, including over \$2.1 million worth of assistance in food vouchers and parcels. Shockingly, providing a basic such as food represented almost 40% of the total spend on assistance provided by the Society.

St Vincent de Paul Society NSW President, Ray Reynolds says that the St Vincent de Paul Society sees every day the harsh reality experienced by the 2.2million Australians living in poverty.

"It is unacceptable that so many Australians are living in poverty each and every day. As our members and services go about their work in cities and towns across the State, they witness first-hand the devastating impact of poverty on men, women and children," said Mr Reynolds.

Please donate to the Vinnies Christmas Appeal 2013 so that we can continue to change lives every day. To show your support and make a donation visit vinnies.org.au or call 13 18 12.

Media contact: Yolanda Saiz | yolanda.saiz@vinnies.org.au | 0417 446 430