



21 November 2013

Vinnies Partners with BankSA & IGA this Christmas

The St Vincent de Paul Society has launched its annual Christmas Appeal, asking people to dig deep and make a generous donation.

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's South Australian CEO, David Wark, says that there are many reasons for giving back but the crucial thing is that Australians continue to support people who are doing it tough.

"Australians are characterised by being generous and lending a helping hand to 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 people who can afford it, to dig deep and make a donation to the Vinnies Christmas Appeal," said Mr Wark.

He continues by saying "the Society in South Australia is very proud to be partnering this Christmas with both BankSA and IGA to ensure those who can donate are able to do so easily, either at one of our 33 Vinnies Centres, at any of the 120 BankSA branches or 112 IGA stores across the state."

BankSA Managing Director Jane Kittel said more than any other time of the year, it's incumbent upon local businesses, like BankSA, to offer whatever support they can to those South Australians less fortunate.

"Across BankSA, and particularly within our branches, our staff welcomed the opportunity to support the Vinnies Christmas Appeal. We will be working hard to maximise donations and encourage our customers to make a contribution, large or small, to this important cause."

IGA's will support Vinnies through *Christmas Bauble* and "*Buy Me*" *Community Chest* promotions, which will both raise crucial funds in support of the Vinnies Christmas Appeal. From 20 November, shoppers can support South Australian families by purchasing a Christmas paper bauble for just \$2 at any IGA store.

From 4 December shoppers can buy specially marked IGA Community Chest products from their local IGA store. IGA will donate part proceeds from the purchase of specially marked "*Buy Me*" products to Vinnies to help families who are doing it tough this festive season.

"As we approach the time of year when most people are surrounded by family and friends in a loving environment celebrating Christmas, it is a very different story for many. For some this is the worst time of year with the most stress and together we can do something to change that" said Mr Wark, CEO, St Vincent de Paul Society (SA).

The Society will again provide South Australians this Christmas period with financial assistance, clothing, food hampers and children's gifts for under the tree. Last Christmas season Vinnies provided over \$2million worth of assistance to South Australians in need, including over \$770,000 worth of food vouchers and parcels.

"We are very fortunate that this year BankSA and IGA, two strong community focused organisations with deep local ties are partnering with us this Christmas. Since 1848 and 1884 BankSA and the Society respectively have been integral to the fabric of South Australia. We have witnessed the changes this state has gone through over the past 129 years together. This Christmas the Society will continue to make a positive difference in the lives of South Australians doing it tough and with the support of BankSA and IGA we will ensure that no one will go hungry this Christmas", Mr Wark said.

Please donate to the Vinnies Christmas Appeal so that we can continue to change lives every day. To show your support and make a donation visit your local IGA store or BankSA branch today. You can also make a donation at vinnies.org.au or by calling 13 18 12.

Launch Details:

When: 11.00am – 2.00pm, Saturday 23 November 2013

Where: IGA Fresh, Cnr Brighton & Keelara Street, Brighton

What: Vinnie's sausage sizzle, give aways, gift collection for Vinnies Christmas hampers

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