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St Vincent de Paul Society Christmas Appeal struggles to meet target

With less than a week until Christmas, the Vinnies Christmas Appeal is only half way to its \$1.1 million target, prompting the St Vincent de Paul Society NSW to make an urgent plea to Australians to dig deep and donate to its annual appeal.

Falling short of the target will mean that the Society will struggle to meet the increase in demand seen at this time of year. It is expected that the Society will reach out to around 120,000 people in New South Wales alone this Christmas period, providing around \$4 million worth of assistance.

CEO, St Vincent de Paul Society NSW Michael Perusco says that the Society can only help those people in need experiencing disadvantage with the generous support and compassion of the community.

“The reality is that we can only provide assistance to the people who turn to us for help because of the great support we receive from the Australian public. At what is a happy time of celebration for many of us, far too many Australians face the prospect of a bleak Christmas as they struggle to provide basics for their family let alone cope with extra costs in the Christmas season,” says Mr Perusco.

Ray Reynolds, President St Vincent de Paul Society NSW explains that Society members are seeing first-hand the devastating impacts of financial pressures at Christmas time.

“Each and every day our members are visiting people in their homes, in nursing homes, hospitals and detention centres, making a real difference in people’s lives. Through Christmas and into the New Year, our members will be delivering food hampers and toys as well as offering much needed emotional and financial assistance.

“Visiting people and finding out how we can assist them, really sets us apart from many charities. We engage with people who need help and ensure we provide the right kind of assistance at the right time,” says Mr Reynolds.

Please donate to the Vinnies Christmas Appeal at www.vinnies.org.au/donate, or by calling 13 18 12.

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