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Vinnies only half way to Winter Appeal target just days out from end of financial year

The St Vincent de Paul Society says it is only half way to meeting its \$1.6 million target for its Winter Appeal, prompting it to make a call on people to dig deep and make a tax deductible donation before the end of the financial year.

Keeping in line with trends over the past few years and with uncertainty around some of the harsh measures included in the Federal Budget, the St Vincent de Paul Society expects to see an increase in demand for assistance over the winter months.

Between June and August 2013 the St Vincent de Paul Society assisted over 33,000 people in NSW providing \$3.3 million in assistance. This includes just under \$1 million in energy vouchers and cash to help people pay their utilities. A further \$1.6 million was provided in food assistance during this period, an increase of close to \$500,000 for the same period in 2012.

St Vincent de Paul Society NSW President, Ray Reynolds says that the generosity of ordinary Australians will make a real difference to the lives of many people who are facing a very bleak winter.

"Time and time again, the kind-hearted deeds of our supporters shine through, providing comfort and solace to the people in our community who need it most. The public's donations tell people doing it tough that they matter and haven't been forgotten," says Mr Reynolds.

St Vincent de Paul Society NSW CEO, Michael Perusco explains that this year's campaign talked about the reasons for donating being all around us.

"We ask that people find their reason for donating because we know that every dollar will help our members continue their work in some 420 communities across the State, where they are visiting people in their homes providing food, clothing, financial assistance including help with energy bills and importantly emotional support," he said.

Please donate to the Vinnies 2014 Winter Appeal so that we can continue to change lives every day. To make a generous donation visit vinnies.org.au or call 13 18 12.

News grabs and interviews available.

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