



IGA supports Vinnies with Christmas Drought Appeal in 2019

Vinnies is delighted to be partnering with IGA again this Christmas to support people in regional communities devastated by drought. In many parts of Australia, this drought is the longest and worst ever seen. The impacts will continue to be felt by farmers and rural families for many years to come.

While the drought shows no signs of abating, Vinnies will continue to be there to keep people, families and farms afloat. We are supporting farmers to care for their land, their livestock and crops, and most importantly their families, through financial aid and emotional support.



IGA has been a national partner of Vinnies since 2012. Through the sales of IGA Community Chest products and Vinnies Appeal tokens during the festive season, IGA has raised more than \$1.8 million to support our work over the past several years. Now we're calling for your support at Christmas 2019.

Head into your local IGA store this November and December to help spread the joy of Christmas by purchasing a Christmas Drought Appeal token or products with a Community Chest ticket.

Vinnies Christmas Drought Appeal Gift Tokens will be on sale for \$2 from 11 November to 29 December 2019, with all funds raised going directly to support farmers and families who are struggling to get through the drought.

Specially marked Community Chest products will also be available from 2-22 December 2019 at participating IGA stores to assist in raising much-needed funds for farmers and their families.

What does your support provide?

Funds raised through the IGA Drought Appeal will be used to ease the financial and emotional burden brought on by drought. For rural farmers and families struggling with the pain of isolation, your support at Christmas shows that they are not forgotten.

- \$50 can provide food assistance for farmers and families affected by the drought
- \$150 can help with bills for farmers and families affected by the drought
- \$500 can provide feed and water for livestock
- \$1000 can assist in hosting a community day for regional farmers, helping them to access emotional support from each other and services like Vinnies

IGA has over 1,400 stores nationally, all of which continuously help to support their local communities.

Please [click](#) here to find your local IGA store and help Vinnies by purchasing a \$2 Drought Appeal Gift Token or specially marked Community Chest products.