



# MEDIA RELEASE

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## **GIVE TO BUSHFIRE RELIEF - BUT DON'T GET TAKEN**

QUEENSLANDERS have every right to know where their charity donations go, and it is a distressing fact there will be dollars generously given for bushfire aid that could never get to those who need help the most.

Every cent donated to Vinnies disaster relief goes directly to people in need.

Disaster donations are not used by Vinnies for any other purpose, not even administration.

Last year Vinnies Queensland gave \$5.3 million in disaster relief.

Vinnies does not walk away when any immediate crisis ends - recovery takes months and years and the basic human touch is timeless.

Vinnies CEO Kevin Mercer said Vinnies will be there long after the headlines are gone.

“Vinnies’ track record of staying for the long haul is at the very centre of what Vinnies does. It is a Queensland great institution that people know they can count on,” he said.

“Vinnies began in Queensland in 1894 to respond to the needs of people still recovering from the great flood that inundated Brisbane in 1893.

“Vinnies was founded in the recognition that disaster relief is needed long after the immediate force of nature. Vinnies never walks away.

“Vinnies was there in 1894 and it’s still here. Always has been, always will be.”

Vinnies is endorsed by the Australian Taxation Office as a Deductible Gift Recipient and therefore gifts of two dollars or more are tax deductible for the donor

Vinnies complies with the Australian Charities and Not-for-profits Commission Act (2012).

## **ENDS.**

Media contact: Vinnies Queensland Communications Officer Joshua Paterson.  
Phone: 0408 675 567 | Email: [joshua.paterson@svdpqld.org.au](mailto:joshua.paterson@svdpqld.org.au)