

The Salvation Army Australia

Impact Report 2020



HOPE THROUGH ADVERSITY —
TRANSFORMING AUSTRALIA TOGETHER



“The natural disasters that have taken place in recent years have been devastating for so many Australians. Thankfully, through the drought, floods, cyclones and fires, The Salvation Army has been there to help, and we are proud to partner with them to support communities through those tough times.”

- Brad Banducci, Woolworths Group CEO

Contents

FROM OUR LEADERS	05
MEET THE CHIEF SECRETARY	06
GOVERNANCE	07
OUR NATIONAL FOCUS	08
HOW WE MEASURE IMPACT	10
ALONGSIDE OTHERS	14
SPOTLIGHT ON SELECTED SERVICES	16
WALK THE TALK: YARNING CIRCLES UNDERPIN DIRECTION FOR THE SALVATION ARMY'S NATIONAL RAP	17
AREA IN FOCUS: STRATEGIC DISASTER RESPONSE	18
SAMANTHA JADE FINDS HOPE IN BATEMANS BAY	26
RED SHIELD APPEAL: INNOVATIVE CAMPAIGN PAINTED THE WEB RED	28
STRATEGIC PHILANTHROPY	36
CORPORATE PARTNERSHIP	40
DONOR STORIES	44
EQUIPPED TO SERVE: GIFT IN WILL AND CORPORATE PARTNERSHIP: WOOLWORTHS	46
KEY DONORS	52
CONTINUING YOUR SUPPORT	54

23

GAILE'S STORY:
**A JOURNEY
OF RECOVERY**
Driving change

33

DROUGHT STORY:
**BRINGERS
OF HOPE**
A presence with purpose

49

JENNIFER'S STORY:
**THE RIDE
OF MY LIFE**
On the right path

MISSION

The Salvation Army is a Christian movement dedicated to sharing the love of Jesus.

We share the love of Jesus by:

CARING FOR PEOPLE

- Being there when people need us most
- We offer care and compassion as a sacred encounter with transformative potential

CREATING FAITH PATHWAYS

- Taking a holistic approach to the human condition that values spirituality
- We graciously share the Good News of Jesus and grow in faith together

BUILDING HEALTHY COMMUNITIES

- Investing ourselves in relationships that promote mutual flourishing
- We find the wholeness God intends for us in community

WORKING FOR JUSTICE

- Tackling the social systems that harm creation and strip away human dignity
- We join God's work to build a fairer world where all can thrive

VISION

Wherever there is hardship or injustice, Salvos will live, love and fight alongside others to transform Australia one life at a time, with the love of Jesus.

VALUES

Recognising that God is already at work in the world, we value:

INTEGRITY

Being honest and accountable in all we do

COMPASSION

Hearing and responding to pain with love

RESPECT

Affirming the worth and capacity of all people

DIVERSITY

Embracing difference as a gift

COLLABORATION

Creating partnerships in mission

We commit ourselves in prayer and practice to this land of Australia and its people, seeking reconciliation, unity and equity.



From our leaders

What an incredibly challenging and yet inspiring year this has been for The Salvation Army and Australia as a whole. We are immensely grateful to God and you for providing resources that have enabled us to sensitively care for those who have struggled to survive through all that has happened.

Life is usually tough for Australians who seek the help of The Salvation Army, but the disasters during the past year have impacted people who have never sought our help before.

As well as our tried and true ongoing care-giving and capacity-building to Aussies in need, the massive number of bushfires and COVID-19 triggered numerous innovative and new approaches to the way we deliver our services.

The financial and time-giving generosity from businesses, philanthropic trusts and individuals, combined with the support from everyday Australians, just like you, have enabled The Salvation Army to stay at the forefront of meeting the essential needs of those facing hardship or injustice.

Through the stories and statistics in this 2020 Impact Report, we aim to give you a glimpse into the care and capacity-building The Salvation Army provides. The stories also show the support you provide to The Salvation Army is making a real impact in people's lives.

Thank you for all you have done to support The Salvation Army in the past year and thank you for your continued efforts in helping us realise our vision. **Wherever there is hardship or injustice, Salvos will live, love and fight alongside others to transform Australia one life at a time, with the love of Jesus.**

We will continue to improve our effectiveness and efficiency as we care holistically – body, mind and spirit – working in partnership with you to ensure we leave no one in need.

God bless you all,





Commissioners Janine and Robert Donaldson

National Leaders
The Salvation Army Australia

Colonel Winsome Merrett

Chief Secretary
The Salvation Army Australia





Meet the Chief Secretary

COLONEL WINSOME MERRETT

Winsome was appointed Chief Secretary of The Salvation Army Australia as of February 1, 2020, with the appointment formerly held by Commissioner Mark Campbell.

As Chief Secretary of The Salvation Army Australia, Colonel Winsome Merrett brings 38 years of professional experience to the table as she oversees operational leadership of the Australia Territory.

Winsome is qualified as a speech pathologist (BSpThy), and has a Master of Arts in Theological studies and an AMusA in piano. She worked in the education and health sector for five years prior to her training and commissioning as a Salvation Army Officer in 1987. In the 33 years since, she has served in a variety of appointments across Australia, including pastoral church ministry, church resourcing ministries and administrative leadership. She was also a delegate to the International College of Officers in London in 2011.

As Chief Secretary, Winsome is accountable to the Governance Board for the operational leadership of the Australia Territory, including the implementation of the

Board-approved strategy and policies. She is supported by the Executive Mission Council, who prioritise local mission delivery across Australia enabling Salvos to help people most in need.

Winsome is passionate about how The Salvation Army can be empowered for greatest impact in mission and ministry. This is accomplished through local mission expressions collaborating to serve in holistic and consistent ways across the nation, particularly in areas of hardship and injustice.

She looks forward to empowering The Salvation Army to be missionally focused in areas where it has the greatest expertise and missional impact; while being effective stewards of the funds entrusted to it, so that Australia is transformed one life at a time with the love of Jesus.

Winsome is married to Kelvin and they have three adult children who she believes keep them grounded in the real world. In her spare time she enjoys reading and walking and birdwatching with Kelvin.



Commissioner Robert Donaldson (Chair)



Colonel Geanette Seymour
(Alternate Chair)
(Chair, Quality and Safety Committee)



Mr Richard Grellman AM
(Lead Independent)
(Chair, Professional Standards Committee)



Commissioner Janine Donaldson



Colonel Winsome Merrett



Mr Greg Couttas
(Chair, Audit and Risk Committee)



Mr Adrian Appo OAM



Ms Desley Hargreaves PSM



Ms Felicity Natoli



Captain Lydia Hong



Lieutenant Colin Reynolds

Governance

BOARD MEMBERS

The Salvation Army Australia Territory Board comprises 11 members with diverse skills, expertise and experience.

As at 1 July 2020 the Board members are: Commissioner Robert Donaldson (Chair), Colonel Geanette Seymour (Alternate Chair and Chair, Quality and Safety Committee), Mr Richard Grellman AM (Lead Independent and Chair, Professional Standards Committee), Commissioner Janine Donaldson, Colonel Winsome Merrett, Mr Greg Couttas (Chair, Audit and Risk Committee), Mr Adrian Appo OAM, Ms Desley Hargreaves PSM, Ms Felicity Natoli, Captain Lydia Hong and Lieutenant Colin Reynolds.

THE ROLE OF THE BOARD

The Board's role is to provide governance oversight to the Australia Territory in accordance with Australian law, all requirements under International Headquarters Orders and Regulations and the Governance Principles of The Salvation Army – Theology, Mission, Integrity and Compliance. It is responsible for strategically positioning the Territory so that it has a sustainable, major influence on Australian society. The Board also provides advice and assistance to the Trustees.

BOARD COMMITTEES

AUDIT AND RISK COMMITTEE

The purpose of this Committee is to ensure the integrity of the financial statements, the risk management framework and the system of internal controls, such that these align with The Salvation Army's values and meet its legislative and regulatory obligations.

NOMINATIONS COMMITTEE

The purpose of this Committee is to fairly and objectively identify and nominate suitably qualified candidates for appointment to the Board.

PASTORAL COMMITTEE

The purpose of this Committee is to improve the depth and breadth of the spiritual life of The Salvation Army in Australia; and to guide the movement so that it operates in accordance with its God-given mission to: "share the love of Jesus by caring for people, creating faith pathways, building healthy communities and working for justice".

PROFESSIONAL STANDARDS COMMITTEE

The purpose of this Committee is to define and promote within The Salvation Army a world's best-practice response to allegations of abuse and ensure The Salvation Army is actively enhancing child safety within the Australian community.

QUALITY AND SAFETY COMMITTEE

The purpose of this Committee is to define and promote a culture of continuous quality improvement and consumer safety that aligns with The Salvation Army's values and meets its legislative and regulatory obligations.

Our national focus

Since the last Impact Report was released in 2018 The Salvation Army Australia Eastern and Southern Territories have transitioned to one Salvation Army Australia. These steps were taken to build a unified national organisation, able to make a bigger impact on more lives.

The Salvation Army lives out its mission through diverse, unified expressions across Australia. We achieve our goals through a culture of courageous stewardship; committed to leadership and delivering innovative and progressive services within a financially sustainable framework.

SHARPENING OUR FOCUS FOR GREATER IMPACT

Becoming one national movement has given The Salvation Army an unprecedented opportunity to review our services throughout Australia to ensure we're making the greatest impact for those we serve, meeting human needs without discrimination.

In line with our national vision and mission we will address the greatest areas of need and focus on the following social and community service areas:

- COMMUNITY SERVICES
- HOMELESSNESS SERVICES
- YOUTH SERVICES
- FAMILY AND DOMESTIC VIOLENCE SERVICES
- ADDICTION RECOVERY SERVICES
- CHAPLAINCY
- EMERGENCY AND DISASTER RESPONSE SERVICES

By focusing on these key areas nationally, we are able to maximise our resources and make significant, visible, measurable differences that improve lives for communities and individuals. For more detailed information on our national strategy in the above program areas, please contact your relationship manager.

Some of our key strategic imperatives are strengthening the Army's voice on national issues, focusing our efforts and enhancing our measurement to ensure our resources have the greatest possible impact, and growing our partnerships to leverage the strengths of our strategic alliances.

The Salvation Army actively works to empower people beyond their circumstances, and the values and principles that drive us will always remain at the heart of what we do. The intention behind our transition to one Salvation Army Australia is to take us from strength to strength, building on the work of those who came before us as we create the future.



THE SALVATION ARMY'S KEY SOCIAL AND COMMUNITY SERVICE FOCUS AREAS



HOMELESSNESS SERVICES

The Salvation Army has a long history and strong capacity to respond to the immediate needs of those experiencing or at risk of homelessness. While our services and programs vary in offering and size, they are united by a singular vision: by ending homelessness, we transform lives and communities, restoring hope and dignity wherever there is hardship or injustice.



YOUTH SERVICES

The Salvation Army's network of youth services offers targeted programs that engage youth across Australia as they transition to independence. These programs include youth homelessness services, driver training, educational programs, drug and alcohol addiction support, youth justice programs, mental health programs, counselling, chaplaincy, advocacy support, creative arts and multimedia.



FAMILY AND DOMESTIC VIOLENCE SERVICES

The Salvation Army is committed to upholding every person's right to be safe, empowered and free from violence. Through early intervention and prevention services, we support survivors and their children to feel safe, while holding perpetrators to account.



ADDICTION RECOVERY SERVICES

The Salvation Army offers a range of recognised services and programs that enable and support recovery from alcohol, drug and gambling addictions.



CHAPLAINCY

Salvation Army chaplains provide counsel and comfort to Australians in need at homelessness services, prisons, family and domestic violence services and to emergency personnel. Our rural chaplains and flying padres are the cornerstones for connection for farmers and small communities in many of Australia's most remote regions. Chaplains provide one-on-one support, financial assistance, attend community events, give gifts at Christmas and conduct weddings and funerals.



EMERGENCY AND DISASTER RESPONSE SERVICES

The Salvation Army Emergency Services (SAES) have served Australian communities for more than 40 years. Whether it's a natural disaster or a missing person search, SAES volunteers are among the first to arrive on the ground, providing support to victims and emergency personnel on the frontline. The Salvation Army is committed to staying for as long as it takes for local communities to recover.



COMMUNITY SERVICES

Every week, 280 Salvation Army community support services and emergency relief centres assist thousands of Australians experiencing disadvantage. For people facing hardship, these services help alleviate poverty by addressing immediate needs, such as food, shelter, clothing and utility assistance. Additionally, these services connect clients with long-term support services to build capacity and resilience through financial counselling and case management.



How we measure impact

The *Strength in Numbers* project report, which outlines the pilot collective outcomes measurement in NSW, ACT and Queensland from 2016-2018, has been published (Susanto, J., Lensun, L., Loo, J., and Corrigan, L. (2019), *The Salvation Army Outcomes and Impact Measurement. Collective Impact Report for pilot implementation in NSW, ACT and Qld.* Sydney: The Salvation Army Australia).

In October 2019, the Strength in Numbers project was transitioned into Flagship Measure: Stronger Communities. Whilst the model and implementation method remain the same, some adjustments were made to align the outcomes to The Salvation Army Australia strategy and focus areas. The main change was: The Salvation Army outcomes domains were consolidated from nine domains to four domains (see page 13). It is now called Stronger Communities Outcome Domains.

WHY OUTCOMES MATTER

Outcomes are the differences our programs make to people's lives. Traditionally, we have reported on outputs, focusing on things like the number of beds and meals supplied, and people we supported. Taking a strategic and integrated approach to measuring outcomes allows us to better observe the real change we're making through our services. And communicating this to you as our donors and partners allows you to see how effectively your money is being used, beyond providing practical assistance.

For example, \$45,625 will help provide year-long supported residential living for a person who was previously in crisis and is homeless. Yet that money has much more impact than just a roof over one's head. The experience the person has in the accommodation, along with the wrap-around support they can access, allows them to build resilience (including financial resilience), increase their self-determination, wellbeing and spirituality, and build their individual capabilities. These are all things that will make them more capable of getting back on their feet and thriving independently in the long run. And it's significant, longer-term outcomes like this that we're now measuring.

A FRAMEWORK TO MEASURE OUTCOMES

Having a consistent outcome measurement framework helps us evaluate the collective impact of our individual programs, departments and the whole organisation.

It can be adapted to any program and every employee can use it to:

- Measure the results of activities, helping us understand their contribution to our mission
- Identify what works and what could be improved
- Communicate evidence-based impact to clients, the community and society.

THE SALVATION ARMY OUTCOMES MEASUREMENT FRAMEWORK

Our mission

The Salvation Army is a Christian movement dedicated to sharing the love of Jesus by:



**CARING FOR
PEOPLE**



**CREATING FAITH
PATHWAYS**



**BUILDING HEALTHY
COMMUNITIES**



**WORKING FOR
JUSTICE**

This mission informs the outcomes we want to measure.

Our outcome domains

The Salvation Army uses sector-specific frameworks and best practice to promote change across the following outcome domains:



**WELLBEING AND
SPIRITUALITY**



**INDIVIDUAL
CAPABILITIES**



**HEALTHY
LIFE**



**SOCIAL
CONNECTEDNESS**

By measuring these outcomes we determine our impact and the extent to which we are achieving our mission.

Our collective impact

The Salvation Army measures and evaluates the impact of our work in fulfilling our mission and this information is used to improve our services:



**PRACTICALLY
(CARING FOR PEOPLE AND
WORKING FOR JUSTICE)**



**SOCIALLY
(BUILDING HEALTHY
COMMUNITIES)**



**SPIRITUALLY
(CREATING FAITH
PATHWAYS)**

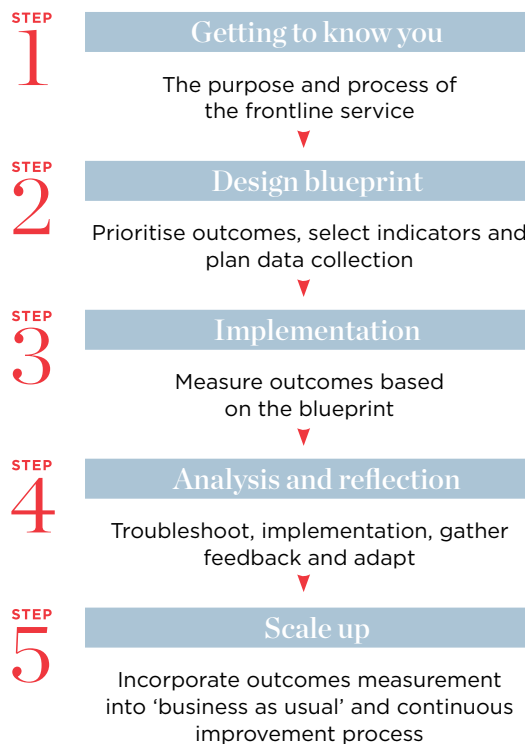
Our outcomes measurement framework enables greater accountability and supports our continuous improvement. It is a significant milestone on our journey towards understanding and appreciating our full impact.



UNDERSTANDING PROGRAM OBJECTIVES

Our researchers worked with frontline staff to review documents and link programs with funding requirements. They also observed programs and received feedback on the best ways to capture data. Together, staff and researchers developed a Program Logic, outlining each program's intended outcomes and the indicators needed to measure them. The road map below illustrates this journey.

IMPLEMENTATION ROAD MAP FOR INDIVIDUAL EXPRESSIONS



COLLECTING VITAL DATA

Embedding outcome measurement into our services will allow staff to regularly review program logic to focus on the most effective activities and use of our resources.

Using our framework, we have been able to measure the effectiveness of each program as it relates to our outcome domains (financial resilience, social cohesion, living situation, etc.).

Results from all our pilot projects were collated to show how each Salvation Army service impacts community members. The number of variables within each service means it is important to analyse individual programs rather than generalise findings or compare services.

For a copy of our detailed Collective Impact Report, please contact your relationship manager or phone 1300 613 700.

CASE STUDY - MONEYPARE

For three decades, The Salvation Army Moneycare service has been providing free and confidential financial wellbeing and capability services to support individuals and families in financial difficulties. Driven by passion for people's wellbeing, the Moneycare team has been supporting Australian communities through a variety of its financial services to alleviate financial hardship and build long-term financial resilience.

In July 2019, Moneycare had successfully implemented outcome measurement tools to its services nationally. This enabled the service to assess and record community members' outcomes upon entering and exiting the service. Automatic reporting for outcomes measurement has enabled the team to regularly track changes in people's circumstances, which helped Moneycare to continuously improve its services and to keep providing relevant and meaningful services to the people.

In financial year 2019/20, 13,757 individuals were supported by Moneycare with over 52,000 sessions held throughout the year.

NATIONAL OUTCOME MEASUREMENT RESULTS FOR MONEYPARE - FY 2019/20

There were a total of 6371 individuals¹ who participated in the outcome measurement survey nationally. The top five main presenting issues at intake were debt, money management, physical or mental health, employment issues and gambling or alcohol and other drug addiction. Moneycare clients showed statistically significant positive changes in financial resilience (i.e. ease of meeting necessary living expenses) through their engagement with Moneycare. Significant positive changes in clients' reported debt levels were also evident, as well as improvement in mental health and levels of personal wellbeing.

ABOUT THE PROJECT

The Moneycare Outcomes Measurement (MOM) project (July 2019 - June 2020) is collectively designed by TSA Research Team in collaboration with the Moneycare and SAMIS team.

For full report, please contact: Jasmine Loo at jasmine.loo@salvationarmy.org.au (Summary of findings, Statistical analysis, Results and Discussion) or Lerisca Lensun at lerisca.lensun@salvationarmy.org.au (data extraction, Introduction and Method). Data extraction and initial stages of MOM were carried out by Lucy Corrigan.

Outcomes measurement for Moneycare in financial year 2019/20 shows that:²



53% had no difficulty³ meeting necessary living expenses after engagement with Moneycare, an increase from 16% upon intake.



67% had no problems with debt⁴ after engagement with Moneycare, an increase from 16% upon intake.



Clients' mental health significantly improved with access to Moneycare services whereby 79% reported no probable mental illness at exit, an increase from 55% at intake.



Life satisfaction significantly improved over time whereby 69% reported population-comparable normal level of satisfaction with life after engagement with Moneycare, an increase from 10% at intake.

Findings specific to individuals affected by COVID-19, Bushfire 2019/2020 and Drought:



A total of 294 individuals who accessed Moneycare services from April to June 2020 were affected by either:



For these individuals, mental health significantly improved, as well as the ability to meet necessary living expenses and debt levels.

¹ Out of which 348 (5.5%) were the same individuals who requested assistance for a second time, for possibly different presenting issues. The total unique individuals who completed at least one outcome measurement survey was 6,023. The impact of 5.5% duplicates do not show significant changes in frequency proportions.

² Percentages calculated from different number of samples during intake and exits. Improvements reported here have been tested for statistical significance with appropriate statistical methods.

³ Either finding it very easy (4%), easy (17%) or neither difficult nor easy (32%) to meet necessary living expenses upon exiting the service.

⁴ Either having no debt (12%), or comfortably paying debts back (18%), or just managing to pay back debt (37%) upon exiting the service

Alongside others

The Salvation Army is adapting its social services programs as Australians face an extended period of challenge and hardship during the battle against coronavirus.

Since March 2020, The Salvation Army has provided thousands of households with support in the form of government-referred food hampers and shopping vouchers, household items, EFT (Electronic Funds Transfer) payments, medication, information and spiritual assistance in the Northern Territory, NSW, ACT, Victoria, Queensland, Tasmania, South Australia and Western Australia.

The Salvation Army experienced a sharp rise in demand for support as the economic impact of the COVID-19 public health crisis pushes many people into a state of emotional and financial duress. The Salvation Army is one of several charities assisting with coronavirus emergency relief assistance.

While some services have had to be adapted based on government directives, personnel at corps (churches) and centres continue to deliver care in a variety of ways to thousands of existing clients and those needing assistance for the very first time.

The Salvation Army primary services considered 'essential' include:

- Aged care
- Homelessness services
- Alcohol and other drugs

- Youth services
- Family violence services
- Strategic emergency disaster management
- Doorways and emergency relief
- Bushfire recovery (telephone assistance)

"We are committed to our ongoing work with and alongside vulnerable Australians. We are listening to government advice and adapting to respond to our current situation," said Lieut-Colonel Lyn Edge (Secretary for Mission).

"Many of our programs and services are considered essential services and will continue – things like our homelessness programs, our emergency relief, and our bushfire and drought responses.

"We're committed to those we are already working with and will respond, as we are able, to the emerging need in the days ahead.

"While our frontline services will remain focused on responding to the growing community need, leadership will look towards the lessons learned and how The Salvation Army could creatively and appropriately adapt the way it operates – from social services to Sunday worship as its faith community centres, and public engagement."



Frontline teams remain focused on serving the community during the COVID-19 pandemic

NUMBERS THAT COUNT

Our most essential measurement is the impact of our work, yet the numbers also matter, telling a story of their own. In the 2018–2019 financial year:



940

CORPS (CHURCH) RUN
COMMUNITY SUPPORT
ACTIVITIES



328,599

NUMBER OF EMERGENCY RELIEF
AND CASE MANAGEMENT
SESSIONS OR ASSESSMENTS



1104

NUMBER OF PEOPLE PROVIDED
WITH SOME FORM OF LONGER-TERM
HOUSING BY THE SALVATION ARMY



1,245,495

SESSIONS OF CARE ACROSS
ALL SOCIAL PROGRAMS



12,364

NUMBER OF PEOPLE WHO
WERE ADMITTED TO PROGRAMS
TO ASSIST THEM THROUGH
ADDICTION TO/DEPENDENCY ON
ALCOHOL AND OTHER DRUGS



\$37,010,300

SURPLUS GENERATED
BY SALVOS STORES



65,896

SESSIONS OF SUPPORT FOR
PEOPLE EXPERIENCING
FINANCIAL DIFFICULTY



13,850

NUMBER OF PEOPLE EXPERIENCING
FAMILY DOMESTIC VIOLENCE
WHO RECEIVED CARE



61,201

NUMBER OF PEOPLE ASSISTED
WITH FINDING EMPLOYMENT



\$53,276,790

ASSISTANCE DOLLAR AMOUNT



46,787

NUMBER OF PEOPLE SUPPORTED
WHO WERE HOMELESS OR
AT RISK OF HOMELESSNESS
(CLIENTS AND DEPENDANTS)



4177

NUMBER OF RESIDENTS ENGAGED
IN AGED CARE SERVICES

Statistics provided by The Salvation Army Australia, Research Team, covering July 2018 – June 2019.

Spotlight on selected services

2019/2020 HIGHLIGHTS

The Salvation Army works with individuals and families who, due to adverse life circumstances and experiences, are disadvantaged by compromised capabilities and opportunities to fully participate in the community. Today, the need for our services is more pressing than ever. But with your support we are empowering the vulnerable, here and overseas, to prosper financially, socially and spiritually.

TAKE THE WHEEL

Drive for Life is a driver training and mentoring program in NSW and Queensland that helps young people develop life skills and safe driving practices, while working towards getting their driver's licence in a supportive environment. Slattery Auctions and Valuations has teamed with The Salvation Army to develop and launch the 'Donate a Vehicle' initiative to help fund The Salvation Army's Drive for Life program. Vehicles are donated, then auctioned, with the money raised going to support Drive for Life, with all donations being tax-deductible.

LOVE IS IN THE HAIR

A quick comb of the country shows that many Salvation Army centres and missions around the country run free haircut programs for the homeless.

One such centre situated in Logan, Queensland, began its hairdressing ministry from an old-fashioned barber's chair reconditioned by the corps officer (minister) Captain Ash Barkmeyer. "Little did we know how crazy popular it would become," Ash said. "We just try to offer a listening ear; somewhere safe for people to have a cuppa and catch their breath. In this situation, it happens to be a haircut. It's a great, organic way of doing ministry."



Graham Wheeler receiving his Others Award

SUPPORTING A BETTER FUTURE

This year, The Salvation Army's highest honour for a member of the public, the 'Others Award', has been awarded to Graham Wheeler (pictured), a Queenslander who has supported the Salvo's work for over 30 years. The award honours an individual or organisation exemplifying an extraordinary spirit of service to 'others'.

Graham was the main driver behind the establishment of a youth drug and alcohol service in Townsville, which caters for children under the age of 18 who need residential and non-residential support. He has continued his involvement at the centre as a regular guest speaker, providing guidance and mentoring to young people.

THANK YOU FOR THE MUSIC

Just Brass is a music program started in a school in Geelong, Victoria, in 2010 by Salvationist brothers John and David Collinson who wanted to share their love of music with primary school-aged kids who might not otherwise have the opportunity to learn a musical instrument. Just Brass students are given an instrument to take care of, taught to read music and perform in public. Today there are Just Brass programs run by The Salvation Army in many primary schools around Australia and even overseas.

Walk the talk

YARNING CIRCLES UNDERPIN DIRECTION FOR THE SALVATION ARMY'S NATIONAL RAP

“The yarning circle is a sacred space, used by Aboriginal and Torres Strait Islander peoples for generations. This is a place where all voices are equally respected and heard. There is no authority in the circle. Everyone takes turns; it’s an open place to share. This is the magic behind the yarning circle.”

These are the words of Lucy Davis, Reconciliation Action Plan (RAP) Project Development Coordinator for The Salvation Army, who is leading the formulation of the Army's first national RAP.

Commissioners Janine and Robert Donaldson, The Salvation Army Australia Territorial Leaders, launched the RAP via video where Robert spoke about reconciliation reflecting the heart of God for all people and it being at the very heart of God's mission in the world. “God is committed to shining light on the truth about our shared history and bringing it out into the open. This is essential in any healing process for individuals, families and nations,” Janine said.

Through a series of virtual yarning circles around Australia from 15 May to July this year, Lucy connected with mission expressions to hear the diverse voices of First Nations peoples, leaders, corps (churches) and others connected with The Salvation Army, to help provide a framework for supporting national reconciliation.

“This included plans for how we'll continue to develop respectful relationships, create meaningful opportunities, and make our spaces culturally safe for Aboriginal and Torres Strait Islander peoples,” she said.



Lucy Davis is
the national
RAP coordinator



Shirli Congoo, General
Manager, Aboriginal
and Torres Strait
Islander Ministry

“We’re in this together and we wanted to hear everyone’s contribution to this yarn and the journey of reconciliation. Through this, our collective voice really will be the foundation for our national Reconciliation Action Plan.”

Ideas for moving the reconciliation process forward, shared during the first yarning circle, included connecting personally with Aboriginal and Torres Strait Islander peoples to further understand their pain and frustration, valuing everyone equally, celebrating important occasions and inviting people to share and cook traditional meals, connecting Scripture with First Nations peoples, and increasing cultural competency training.

“The RAP document is a framework for us as an Army to use to be intentional about reconciliation,” said Shirli Congoo, The Salvation Army’s General Manager, Aboriginal and Torres Strait Islander Ministry.

“The journey to developing the RAP document is the most important ingredient, as this is where we come together as one to listen, to share and to hear the diverse voice of the Army to sow the seeds of being in this together.”

Lucy added: “We expect the RAP to put forward a number of different goals for making The Salvation Army not just a safe place culturally, but a place where Aboriginal and Torres Strait Islander peoples feel comfortable, accepted, engaged and able to access services.”

Lucy emphasised that reconciliation is all about truth-telling and understanding shared history, as was seen in the themes of Reconciliation and NAIDOC Weeks last year.

AREA IN FOCUS:

Strategic disaster response

AUSTRALIA'S 2019-2020 BLACK SUMMER BUSHFIRES WERE UNPRECEDENTED IN THEIR EXTENT AND INTENSITY. OVER 17 MILLION HECTARES OF LAND BURNED ACROSS THE COUNTRY, TAKING THE LIVES OF 75 PEOPLE AND DESTROYING OVER 3000 HOMES.¹

The Salvation Army's Emergency Services teams were at the forefront of the fires, after being deployed in September 2019 to support first responders and evacuees. A prolonged drought that began as far back as 2017 only made the bushfires more devastating than ever, so on 9 November 2019 The Salvation Army activated a national Bushfire Disaster Appeal.

Through the generous support and contributions of the Australian public, our corporate partners and supporters overseas, Salvos rallied together and continued to live, love and fight alongside the thousands of Australians impacted by last summer's fires.

For those who continue to receive support on the long road to recovery, this generosity has not gone unnoticed:

"You can't believe how grateful we are, to you guys and all the people we have donated. Every bit of help we have gotten has come from everyone's kindness. All of you that help put that together and are on the ground trying to help us, it blows our minds." – Cobargo New South Wales resident Hazel continues to be supported by the Salvos.

Through the bushfire season, a network of 3000 personnel, including trained volunteers, worked four- to eight-hour shifts on a 24-hour rotation. They provided services and support at over 290 locations, including evacuation, relief and recovery centres. The Salvation Army also established a dedicated Bushfire Recovery Team that was nationally coordinated but locally embedded in communities, to ensure we were able to respond to urgent needs, but also create connections with people and local leaders for longer-term support.

For a significant number of people impacted by the Black Summer bushfires, restrictions brought about by the global COVID-19 pandemic added an additional layer of complexity to the recovery process. Those already doing it tough found themselves separated and locked behind closed doors, while many remained in the homes of strangers, tents or caravans. People rebuilding their homes experienced holdups with insurance claims, drafting plans, applying for permits, contracting builders or clearing rubble from their land.

Those living in rental properties destroyed by fires found it challenging to secure new accommodation in communities suffering multiple property losses.

The Salvation Army adapted in response and continues to stand alongside communities, with teams assessing applications for support through a dedicated telephone line. Our outreach workers also went 'mobile', using donated vehicles such as Winnebagos to travel to communities, particularly regional and rural areas hardest hit by the fires.

Salvation Army bushfire recovery workers have been on the ground, supporting communities impacted by the fires, since February 2020. According to Martin Boyle, who leads this team, recovery is a long-term process as people come to terms with financial, emotional and psychological loss.

"There is lots of displacement, loss of livelihood, mental health is suffering. We are still helping people with clothes, food, electricity, internet connections and so on. As well as meeting their immediate needs we are there for the long run."

Evidenced through our experience and longstanding history, the Salvos have been able to support Australians impacted by this disaster to get back on their feet, through a three-phased approach. This Response, Recovery and Rebuild method from our Strategic Disaster Management Plan is coordinated nationally, but executed at a grass roots level, as needs and requirements vary. For many, this means accessing different kinds of support along the way:

"We are slowly rebuilding again. We received a lot of support from The Salvation Army initially and a lot of support from them now too." – Cobargo New South Wales resident, Hazel

Bushfire supplies delivered on Kangaroo Island



¹ Reference: https://www.aph.gov.au/About_Parliament/Parliamentary_Departments/Parliamentary_Library/pubs/rp/rp1920/Quick_Guides/AustralianBushfires

NATIONALLY COORDINATED SUPPORT, LOCALLY DELIVERED

Deputy Captain Peter Heward and his crew from the Bombala Fire Station, in the Monaro region of New South Wales, were unwavering in their commitment to protect their local community and persevered with their efforts for six weeks until finally, rain came.

Unfortunately, while Peter was protecting his community from the blazes, the fires claimed his own property, damaging his family's home beyond repair.

While Peter and his family received a bushfire grant from The Salvation Army, he particularly valued the role a Salvo bushfire recovery worker played in assisting with organising town meetings within his community. This provided an opportunity for residents to not only share their stories and connect with another, but also work together to formulate a plan for their community to recover and rebuild.

As a national organisation that is locally embedded, the Salvos not only understand their community – they are a part of it. This means they are often there before, during and after a disaster strikes.

The Salvation Army has taken on a dual approach to recovery and rebuilding – as individuals and as communities. Our strengths lie in working directly with impacted people and communities, walking alongside them on this journey, listening and responding to needs that evolve and partnering with other agencies as well. It's times like these we live out our vision statement, that where there is hardship and injustice, we will live, love and fight alongside others.

"I once again thank all those involved in The Salvation Army who are helping with the bushfire recovery from myself, my family and the little community of Rockton. Thank you for all that you are doing, thank you for helping where you can, thank you for relieving some of our burdens in our journey to recover." – Deputy Captain Peter Heward

RESPONDING WITH URGENCY

Salvation Army Emergency Services (SAES) operate in a 24-7 state of readiness. When a disaster strikes, we immediately provide emergency response and relief, in addition to emotional and spiritual support.

During the Black Summer bushfires, The Salvation Army:



Provided services and support at over 290 locations across Australia



Prepared and served more than 250,000 meals and over 227,000 light refreshments

"I got to the [bushfire] evacuation centre in just the clothes I had on. I was able to have a shower, was fed, given some clothes, and had people supporting me, listening to me, spending time with me. We are just so relieved to be safe and feeling supported. The Salvation Army are just wonderful people; angels. I feel okay now."

- 70-year-old Bellbrook (NSW) resident Noel Freshwater was supported by The Salvation Army at an evacuation centre in November 2019.



RECOVERY SUPPORT FOR THE LONG HAUL

What we know from responding to disasters over many years is that people's needs change over time. Immediate needs might be for accommodation, food or fuel, but as time progresses and people are looking to the next stage of recovery, the costs are often more substantial.

When Salvos workers met Patrick, all he had was his beloved dog and a damaged caravan. All his tools and personal goods were destroyed when fires tore through the Blue Mountains region in New South Wales.

The Salvation Army was able to provide Patrick with two financial grants that helped him secure short-term rental accommodation and cover the cost of the rental bond, while he looked for longer term accommodation. He was also able to purchase personal items as well as a second-hand trailer, to help him earn some income by mowing lawns. Patrick received donated white goods from the Salvos too.

"The Sallys [Salvation Army] have been absolutely helpful and I appreciate everything they've done. I'm still in shock because you never think it's going to happen to you until it happens. They just called and came by with a fridge, washing machine and TV."

To support people with their ongoing journey to full recovery, The Salvation Army will continue to provide financial grants for the next 12 to 18 months.

The first phase of our recovery grants was released earlier in the year and assisted more than 6500 individuals and families across Australia:



Hardship recovery grants that assisted people experiencing extreme hardship.



Significant loss grants that assisted people who had to evacuate their place of residence; experienced an extended loss of essential services; had other significant property damage; lost their income or had their place of work damaged/destroyed.



Total loss of residence grants that assisted people whose home (owned or leased) had been destroyed or rendered permanently uninhabitable.

The second phase of our recovery grants were released in June to assist people with their longer-term recovery needs, such as rebuilding homes or ongoing living expenses.

Backed by research conducted by The University of Melbourne² and our experience, this mid- to long-term stage of recovery can often be the longest and most expensive, which is why these grants are available for people to access now and over the next three years. Any interest earned on donated funds during this period, is put back into communities impacted by the 2019-20 bushfires.

These grants have assisted more than 1300 individuals and families so far, and have included:



Hardship recovery grants to assist people experiencing ongoing extreme hardship as a result of the disaster.



Loss of residence grants to assist people whose primary place of residence (owned or leased) had been destroyed or rendered uninhabitable.

The Salvation Army will continue to offer additional grants to people as part of longer-term recovery, including an education and workplace pathways grant in partnership with Bendigo Bank; ongoing hardship grants for communities who have received help, but need further assistance to re-establish themselves and their families; grants to assist with rebuilds such as the purchase of septic or rainwater tanks; and grants for household goods and furnishings.



² Reference: <https://pursuit.unimelb.edu.au/articles/black-saturday-understanding-disaster-recovery-and-resilience>



Brian and Karen Nixon

EMOTIONAL ASSISTANCE VITAL IN RECOVERY JOURNEY

For many going through the traumatic and harrowing experience of a disaster, along with the physical impacts, there is also an increased risk to mental health. People have showcased an incredible amount of resilience during this devastating time and we will be there to help as much as we can for as long as we can.

Brian Nixon lost everything when fires tore through his home in Rainbow Flats, New South Wales, but has shown great fortitude. He and his wife continue to connect with the Salvos, including a Salvation Army Officer, Bruce, who they met at an evacuation centre.

“We are so thankful and everyone has been so helpful and supporting each other. It’s a bit overwhelming though; nobody thought it would be like this. If there’s one silver lining, it’s the friendship I built with Bruce – I may have lost everything else but I gained a great friendship.”

Along with practical support, The Salvation Army recognises the importance of providing emotional and spiritual support early and throughout disaster recovery. We have continued to provide counselling and hold spiritual discussions with community members, in addition to delivering financial counselling through our Moneycare and Doorways services. To date, we have delivered 2186 financial counselling sessions.

A temporary accommodation ‘pod’ being installed



SUPPORT THROUGH TEMPORARY HOUSING PODS

Given the significant amount of destruction in New South Wales, The Salvation Army partnered with the New South Wales Government and the Minderoo Foundation to provide bushfire-affected families with a temporary home while they rebuild after the bushfire disaster.

Under the initiative, to which we contributed \$1.5 million, temporary accommodation ‘pods’, with built-in electricity, water and sewerage systems, have been set up on people’s properties for a period of up to two years.

Sara Garner and her family were one of the first recipients of the pods, in addition to receiving a bushfire grant. The family are grateful for this temporary home, as it has allowed them to stay together on their land with their animals.

When the combined effects of the COVID-19 pandemic, recent floods and Sara’s mum being unwell, mounted added pressure on the family, Sara was particularly grateful for her relationship with a Salvo bushfire outreach worker.

“Tammy [the outreach worker] has been awesome – she rings me up, asking me how I’m going and if I need anything. We have a joke and we don’t just talk about what’s going on – we talk about everything.”

More than 140 pods have already been delivered to families across New South Wales. Once a pod is delivered, bushfire outreach workers continue to journey with individuals and families, providing holistic support through other Salvation Army services, or referrals to other agencies.

BUSHFIRE DISASTER APPEAL UPDATE

We want to acknowledge the extraordinary generosity of the Australian public, our partners and supporters. Even while the bushfires continued their destructive path, the response from individuals, philanthropy and businesses was immediate, sustained and, not surprisingly, extremely generous.

The Salvation Army's national Bushfire Disaster Appeal raised \$44.85 million. As of 17 August 2020, \$23.6 million has been distributed to assist nearly 12,000 Australians. The remaining funds will continue to be distributed over the next 12 to 18 months, to support bushfire-impacted communities' ongoing recovery needs. This includes any interest earned during this period.³

The support we provided, and continue to provide, has been as diverse as the needs presented, from providing money for essentials and temporary accommodation, to supporting the rebuilding of homes.



12,000 people assisted across Australia



\$20 million distributed through grants and financial assistance



\$712,508 distributed through gift cards, vouchers and in-kind assistance



\$1.5 million for a temporary housing initiative in New South Wales



\$5 million in value to support first responders and evacuees with food, material aid and care packs



2186 financial counselling sessions delivered

³ This report refers to donated funds. The Salvation Army has also provided bushfire impacted communities with other forms of financial assistance through government funding.

The Salvation Army does not draw any administration fees or put aside funds donated for other events.

No more than 2% of donated funds is used to cover the cost of accounting, an independent audit and reporting. At least 98% of donated funds is used to provide relief and recovery for those impacted by the fires.



• A journey of recovery

DRIVING CHANGE

The Salvation Army's bushfire recovery team has adapted its service delivery in response to restrictions brought on by the COVID-19 pandemic. In addition to operating a dedicated disaster recovery line, the team has been 'mobile', using donated vehicles such as Winnebagos, to connect with and provide support to communities impacted by the Black Summer bushfires.

Gaile Struther stayed up all night to get her family to safety when fires ripped through her town of Cobargo, in the Bega Valley Shire, NSW. Located just outside the centre of town, Gaile was with her son and his family.

"I had my son, his partner and their two children staying behind the house in the barn," Gaile said.

"I didn't sleep, I stayed awake all night and managed to get everyone out safely.

"When we returned the next day, everything was gone but the barn was standing – we were pretty devastated."

The house had completely burnt down. Even though the barn stood, it was uninhabitable – there was smoke damage and shattered glass from windows that had exploded. The once green land that surrounded Gaile's home was now burnt and blackened.

"My son and his family went to his partner's family's house in town, because they had air conditioning, so the kids wouldn't be breathing in the smoke," Gaile said, adding she moved in with a friend for five months.

"I was insured but I didn't know at that stage how that would all go," she said.

Thanks to government and charitable grants, Gaile has begun rebuilding her life and property. This has included purchasing a new generator, water tank, a temporary mobile home and gardening equipment.

However, the challenges brought on by the COVID-19 pandemic have been especially tough on Gaile and the Cobargo community.

"We are only a small village and the coronavirus has separated us," Gaile said.

"Before that we were recovering quite well and all of a sudden you are on your own.

"In my case I was living with a person who was having chemotherapy, so we had to lockdown at the first whisper – you sort of become a bit isolated."

In response to ongoing social-distancing requirements, The Salvation Army's Bushfire Recovery Team went mobile, using donated vehicles such as Winnebagos, to drive out to communities impacted by the Black Summer bushfires, particularly those in regional and rural areas.

It was during one of these trips that Gaile met an outreach worker and received a Salvation Army bushfire relief financial grant. Gaile has used this grant to help re-establish her property, like many other Cobargo residents.

"I've ordered gardening equipment and a shed to get rid of this blackness that is around us – things are certainly looking up, that's for sure," she said.

The Salvation Army's team of bushfire recovery workers have been on the ground, working with local communities since February, helping people like Gaile.

Martin Boyle, who leads the team of recovery workers, said they were "here to help and support people. We want

to work with them, to empower them on their recovery journey". He added some people were only just contacting the Salvos for assistance, while others required additional or ongoing support, reinforcing The Salvation Army's commitment to stand by communities for the long haul.

Though the last few months have been tough on Gaile and her community, she has a more positive outlook on life. Her home is looking likely to be rebuilt in the next 12-18 months and with long-term support from organisations such as The Salvation Army, the Cobargo community has been given hope where it's needed most.

"The people that are up there are just amazing – lovely people to talk to and they certainly make you feel much better," she said.

"People out here are so grateful. I don't know what we would have done without you."



Samantha Jade finds hope in Batemans Bay

The Black Summer bushfires changed Australia forever, affecting more than 50 per cent of the population. The Salvation Army was among the first responders to bushfire-affected communities across the nation.

Singer and Salvation Army ambassador Samantha Jade witnessed this firsthand when she visited Batemans Bay in January, lending a hand and her voice to bring tangible hope to a community ravaged by fire.

"I had no idea of the actual impact [of the fires] at that time," she said. "It really opened my eyes because we were able to have that personal contact with people, face to face, and talk about their experience going through it."

Over two days, Samantha joined Salvation Army staff and volunteers across the Batemans Bay region. She became entrenched in their work, speaking with survivors at the evacuation centre, helping the SAES (Salvation Army Emergency Services) with a sausage sizzle at the local high school, and hosting a small concert to give people a moment of respite.

Discovering hope in smouldering ash was not an easy task – but she found it in the hands-on approach of The Salvation Army as they met each individual in a moment of crisis.

"I'm always incredibly blown away by the Salvos and what they do. That was my fourth mission with the Salvos, and they're just incredible," she reflects.

"We were at a family's house, and there was nothing but a slab of concrete – it was completely destroyed. These people were so optimistic. I was shocked.

"Their friend lived across the road, and Captain Ben Knight from the Salvos was so kind and was like, 'I'm just going to go offer her my help and tell her we're here, because I don't feel that people are aware that [the Salvos] are here to help.' He went straight up to her, and says, 'Here's the Salvos number if you need us at any time.'"

This showed Samantha just how hands on The Salvation Army are in ensuring funding goes to the people who need it most.

"At that time there were a lot of misconceptions about what charities were doing and where the [donated] money was going," she said.

"I wish people could have seen that moment. Because when the Salvos stand for hope – that was exactly what that man gave that woman in that moment. And that was behind the cameras. It was really beautiful to see."

Journalist and Salvationist Lauren Martin witnessed the same tangible hope in Batemans Bay when she volunteered at the evacuation centre over New Year's Day. "I have watched the seasoned veterans of this Salvation Army Emergency Services team respond to left-of-field queries, and arrange meals for hundreds of people in a centre that at one stage had no power," she said.

"I have been overwhelmed by the sheer enormity of what our people juggle in such testing circumstances. And they do it with smiles, compassion and a heck of a lot of grace."

Months after Black Summer, The Salvation Army's long-term recovery work continues as buildings, lives and dreams are rebuilt from the ashes.

"One of the biggest things I learned that day was how people's mental health [was affected] with the fire," recalls Samantha.

"That changed a lot for my perspective – it's not just the people losing their homes and all their belongings, and having to rebuild."

As these communities rebuild their homes and lives in the years to come, they know one thing for sure – come fire or flood, The Salvation Army will be there for the long haul.

Because hope lives long after the flames burn out.

In partnership with the Salvos, Samantha Jade along with Home And Away actors visited Batemans Bay to support people affected by the bushfires



"I'm always incredibly blown away by the Salvos and what they do. That was my fourth mission with the Salvos, and they're just incredible."
- Samantha Jade



EMERGENCY
Services

RED SHIELD APPEAL:

Innovative campaign painted the web red

During the last weekend of May each year, Australians pull together for people in crisis and hit the streets to raise funds to 'leave no one in need'. However, this year people were encouraged not to knock on doors but to 'knock on screens'!

To comply with health and safety regulations caused by COVID-19, The Salvation Army Australia had to forgo face-to-face connections with local communities in the raising of Red Shield Appeal funds. With the help of digital agency integrity, the national Red Shield Appeal Doorknock strategically pivoted to a digital event and 'painted the web red.'

Red Shield Appeal national spokesperson Major Bruce Harmer said that meant there was no doorknock, static (e.g. shopping centre) or intersection and other event collections. Instead, collectors were encouraged to go online to seek donations from family, friends and wider contacts. Fundraising dinners among the business and commercial community were also replaced by digital events.

Bruce said 2020 was the first time in 55 years of the Red Shield Appeal in Australia that The Salvation Army did not connect face-to-face with local communities in the collection of donations to fund the Army's social services.



ENGAGING IN A CHANGING WORLD

"This year, we needed to be agile and creative in our engagement with our local and wider communities in support of what we called the Red Shield Appeal Digital Doorknock," Bruce said. "We anticipated the Red Shield Appeal Digital Doorknock would be very successful. With the full support of our officers [ministers], soldiers [church members], adherents, young people and friends of the Army, the Digital Doorknock provided each mission expression in the Australia Territory with an opportunity to reach out widely to friends and associates in support of their local mission expression." In total \$3.91 million has been raised for the appeal through the Digital Doorknock.

Salvation Army corps (churches) and centres around Australia once again welcomed the "local funds for local mission" initiative, launched in 2019. However, they were not restricted by local geographical boundaries in the 2020 digital collection. Geographical boundaries were replaced by relational boundaries.

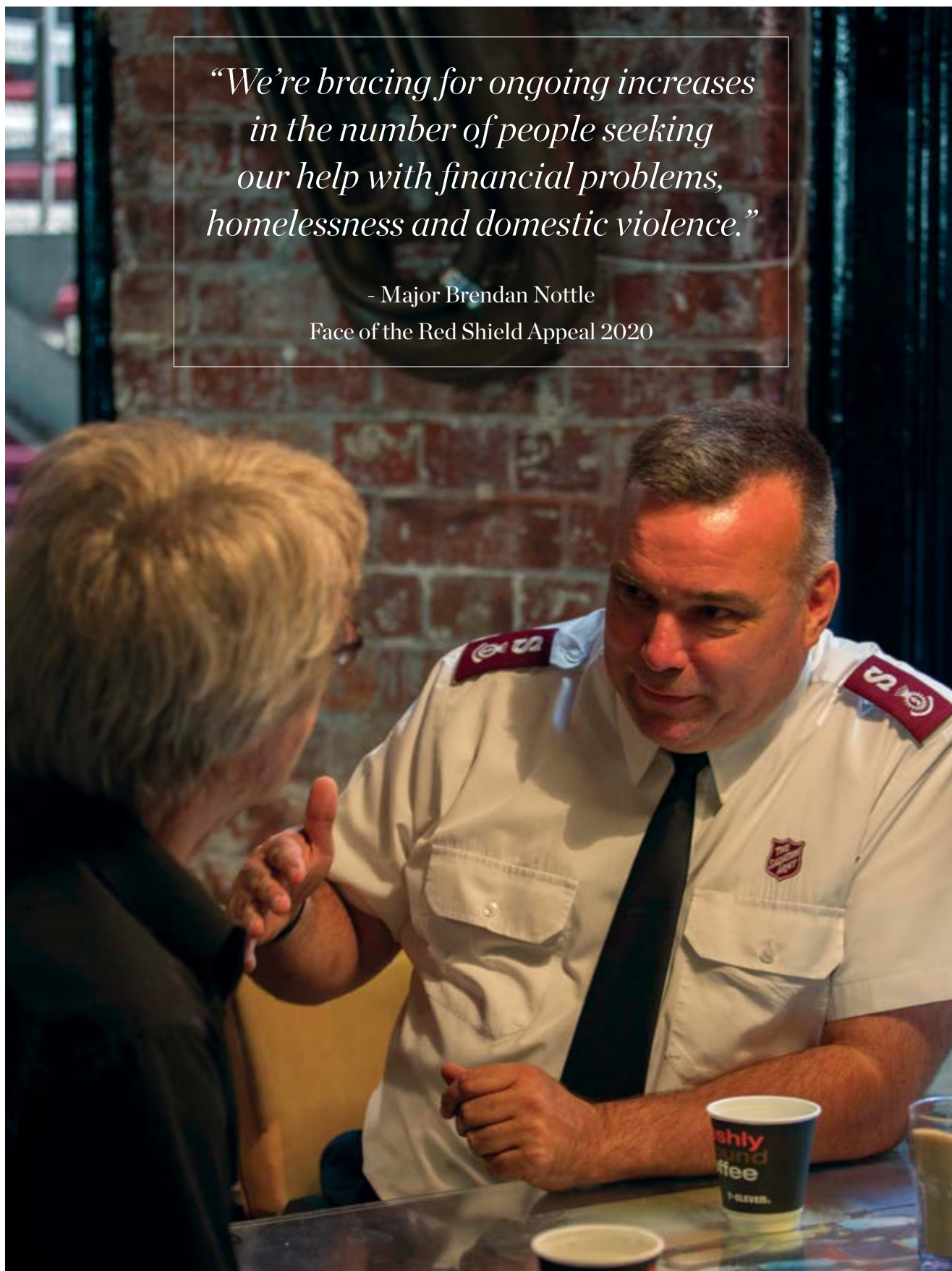
"In other words," Bruce said, "this year collectors were trained and equipped to ask as many of their relational contacts as possible to consider doing two things to support our Red Shield Appeal Digital Doorknock. Firstly, to donate online and, secondly, to consider sending on the request for donations to their contacts."

"This was the rule of thumb," Bruce continued. "If you could send an email or connect with friends through Facebook, then you were skilled enough to be fully involved in this year's Red Shield Appeal Digital Doorknock."

It was a wonderful opportunity for everyone, young and old, to take part and will play a significant role in the years ahead.

*“We’re bracing for ongoing increases
in the number of people seeking
our help with financial problems,
homelessness and domestic violence.”*

- Major Brendan Nottle
Face of the Red Shield Appeal 2020



Some of Australia's most prominent and influential people and businesses lent their voice, creativity and expertise to this year's Red Shield Appeal and we say thank you!

CORPORATE PARTNERS

MINDEROO LEADS THE WAY IN RED SHIELD SUPPORT

Andrew and Nicola Forrest's Minderoo Foundation pledged a generous \$500,000 to the Red Shield Appeal in a matching campaign to encourage more Australians to give to The Salvation Army's 2020 Digital Doorknock.

"Both the Minderoo Foundation and The Salvation Army are committed to assisting Australian communities, particularly the most vulnerable, which have been and continue to be heavily impacted by the economic and social consequences of COVID-19," said the Minderoo Foundation's Louise Olney.

Louise said the donation was made to allow The Salvation Army to meet the ever-increasing need of the community's most vulnerable. The foundation also launched a bespoke media activation that highlighted how COVID-19 was impacting Australian's most at risk and how the Minderoo Foundation and The Salvation Army were responding in tandem.

"Our commitment to arrest unfairness and create opportunities to better the world is unwavering."

MIRVAC #DECORATEYOURDOORRED

With The Salvation Army unable to knock on doors for its annual Red Shield Appeal due to COVID-19, corporate partner Mirvac came up with a novel fundraising idea: decorate your door red!

"With financial hardship, isolation and domestic violence all on the rise as a result of COVID-19, the support provided by The Salvation Army is more vital than ever," said Mirvac Head of Residential Stuart Penkils, who led the way by decorating his own door red with the help of his family and posted a photo to Mirvac's Facebook and Instagram pages.

All Mirvac sales offices in NSW, Victoria, Queensland and Western Australia also displayed a decorated red door.

The #decorateyourdoorred initiative was designed to help showcase visual support for the Red Shield Appeal Digital Doorknock. "It was a creative way for Australians to



The winning entry in the most stylish door category of Mirvac's decorate your door red competition

show their support for the age-old tradition that was being impacted by COVID-19," said Stuart. "It was also an activity that anyone of any age could participate in and something that could be done whilst people were at home in lockdown."

Mirvac has always valued the work of The Salvation Army and recently donated \$50,000 of the proceeds of the 'My Ideal House' sale to the Salvos. Stuart also sits on The Salvation Army Board.

"Mirvac looks forward to an ongoing partnership with The Salvation Army and we hope that the initiative #decorateyourdoorred can become an annual Salvation Army initiative as part of the Red Shield Appeal," he said.



CELEBRITY AMBASSADORS

More than 70 high-profile Australians backed The Salvation Army's 2020 'digital' Red Shield Appeal Digital Doorknock through video promotion and other support.

Actors, musicians, sportspeople, media personalities, well-known chefs and comedians donated their valuable time to talk about this year's Red Shield Appeal and the increase in community needs being experienced by The Salvation Army due to the COVID-19 pandemic.

"Some of these celebrities are getting many requests per week," said John McNally, from The Salvation Army media relations team, adding that there were "several high-profile people who have never engaged with The Salvation Army before, and are now supporting us".

"Our hope was that these videos would reach a whole range of new audiences for us to showcase the work that we're doing ... so that people would know who we are and also where to turn to if they need a hand."

Thank you

It's often observed that the worst of times brings out the best in people, and that has certainly been the experience of frontline Salvos in the last year. Amidst the heartache, anxiety, fatigue and anger, there has also been an outpouring of powerful, heartfelt community spirit and generosity which is providing vital comfort and protection to the people who need it most.

We know the past few months have been tough. At the Salvos, we're seeing more vulnerable Aussies coming to us for help for the first time ever – our hope is to leave no one in need – in the year ahead and the years that follow.

The prospect of a way through the dark aftermaths and economic shocks of COVID, disaster and drought helps keep hope alive. During moments of hardship or injustice, discovering there are people who will listen and help without judgment is priceless.

Our grateful thanks go to all the people with big hearts, great minds and deep pockets who are helping to shape a brighter future for Australians in need. The fact that The Salvation Army has been able to help is because of you.

Whether through the 3000 people providing emergency relief near firegrounds, the teams taking supplies to the homeless during lockdown, or the hundreds of thousands of meals, safe shelters, support sessions and other vital services that donations have funded, you have given hope.

The success of our appeal would not have been possible without the support of our valued and respected volunteers, donors, sponsors, partners and ambassadors. Your generosity means so much.

We are not giving up! Together, we will get through this heartbreaking time – it's great to have you on the team!

Thank you!

Neil Venables (Lieut-Colonel)
Secretary for Communications
The Salvation Army Australia



“For many years Mirvac has supported The Salvation Army, and after seeing the incredible work they do to assist people in need, I became a member of the Red Shield Appeal Development Council. In an ideal world there would be no need for The Salvation Army but that is not the reality we live in.

“Wherever there is need that is where you will find the Salvos, helping families deal with the trauma of homelessness, poverty and domestic violence, or emergencies such as the bushfires that swept across the country last summer and now a pandemic creating upheaval and misery.

“In many ways, Mirvac and The Salvation Army share similar values. We each want to make the world a better place, to help people reach their potential and find happiness in their lives.

“By working together we can make a difference, bringing hope to those who need it most.”

– Stuart Penklis, Mirvac Head of Residential

Bringers of hope

A PRESENCE WITH PURPOSE



*Majors David and Robin Pullen
visit Annette and Barry on their
sheep farm in White Cliffs, NSW*

The Salvation Army's continued presence alongside farmers and communities in rural and remote regions of Australia is bringing hope in hard times.

Large parts of Australia remain in prolonged drought, despite the Bureau of Meteorology issuing a 'La Niña watch', which could indicate an increased period of rainfall.

FAR WESTERN NSW

White Cliffs is located near Broken Hill in Far Western New South Wales. Reddish-brown dirt stretches for as far as the eye can see across Barry and Annette's sheep farm, which is dotted with the occasional tree or shrub. Their shearing shed and sheep pens are eerily empty, the drought having diminished their stock.

Barry said his first experience with Salvation Army rural chaplains was towards the end of the 1990s drought, in 1994: "We were sitting in the house one day and next minute there was a knock on the door. It was a Salvation Army captain and he had a cheque for \$5000 for us. And that saved our lives."

This time around, it was Majors David and Robin Pullen who turned up at their door to see how they were coping. "We had a cup of coffee and a chat and it's just evolved from there. We've become very good friends and they've been wonderful to us, financially given us a bit of support and just been there for us when we have needed it."

Annette said the current drought has been unrelenting: "Every day you are facing the dust and the dying animals."

"People live in hope," said Barry. "The only reason you stay here during drought is that you live in hope! During the drought you just do whatever you need to do to maintain your sanity to get through the day."

Major David Pullen said farmers like Annette and Barry are incredibly resilient and it's an honour to walk alongside them. "We meet with the people on stations and also in small communities and bring a sense of hope and build a sense of community wherever we go," said David.

Major Robin Pullen (right) and Annette



NORTHERN NSW

"Drought has been an ongoing disaster in our area for more than three years and our farmers and their families have been living in emergency conditions day-in, day-out," Salvation Army Major Yolande Soper explains as she shares about what life has been like in Tenterfield, a rural country town in Northern New South Wales.

"If homes in regional or city areas had no running water for more than a few days, that would be an emergency. Our farmers and their families have been living with this crisis for many, many months.

"I have sat with a farmer who told me his family would be better off if he ended his life. No one should ever have to experience this deep despair. It was heart-wrenching. Farmers have had to give their dogs away because they can no longer afford to keep them. This shows just how tough things are, because not only are these pets emotional support, losing them creates a huge added burden and workload. Without a dog to herd cattle and round sheep, a farmer's job is so much harder.

"Our farmers are strong, resilient people. I've had them cry when we have given them water because there is no water coming out of their taps at home. They survive on tank water, so when there's no rain, there's no water in the tank. And there's little money to buy water when all of it is being spent on feed to keep their animals alive.

"Having no water impacts on the life of a family in so many ways. Clothes don't get washed. Kids go to school in unwashed uniforms, leading to low self-esteem and bullying. Through the generous support of Australians who give to The Salvation Army we were able to partner with the local school to provide clothing and deliver big tankers of water to farmers. The water tanker delivered from early morning till late at night for months, giving life and hope back to these families.

"Hope holds limitless power. That's why it's so important for The Salvation Army to be able to be a presence in the lives of rural Australians.

"If you are a supporter of The Salvation Army, I can tell you categorically that for a little rural town in Northern NSW you have saved lives. You have empowered people struggling with life to be survivors."

POSTIVE IMPACT

Throughout years of crippling drought across the country, The Salvation Army has stood alongside those impacted most, including farmers, local townspeople, remote communities and their families.

Salvation Army rural chaplains, disaster recovery specialists, pastors and support workers have walked alongside those fighting for survival as one of the worst droughts the country has seen bites long and hard.

They provide a listening ear, practical help, financial assistance, advocacy, and plenty of hope and encouragement.

Their tireless work and ongoing financial assistance – in many larger and seemingly smaller ways – has helped to change the lives of thousands of people, as their personal testimonies below so powerfully illustrate.

EMOTIONAL IMPACT

“The assistance provided by you helped enormously financially, but more than that, I think it helped mentally as well. To be able to pay some bills was a great relief off my mind.”

“We received help just before Christmas which was just so timely. It enabled our family to have some relief from the financial stresses, just forget about things for a while and enjoy some happiness together.”

“We are very thankful to you for the household help received just before Christmas. It enabled us to have family come from seven hours away to be with us, and cover some extra costs that arose at this time too.”

“The financial assistance we received from The Salvation Army, while small in comparison to our financial shortfall last year, was important to us because it told us that people were aware of our situation and were thinking of us.”

“The assistance was very gratefully accepted. Even though we are still doing it very tough it was a great feeling to know someone cared enough to give us the assistance.”

“Staff made us feel valued and worthwhile. The drought was so long and relentless and to receive a gift from total strangers restored our faith.”

FINANCIAL IMPACT

“\$3000 to some might seem like a big handout to people in the city, but to farmers, this is not the case. At the time I received this money, I had \$6500 worth of bills coming up due to be paid, with \$2500 in my account [...] The \$3000 paid all of my urgent bills, and then I was able to ask for extensions to the remainder and I made it work. At the time the \$3000 really saved me.”

“Our 25-year-old mattress was no longer supportive and I'd been trying to put a bit aside regularly to get a new one. Expenses would always come up which ate into this. When the financial assistance came through from Salvation Army we went to town and bought ourselves a new queen-size mattress which is wonderful.”

“The financial assistance allowed my husband to have some essential dental work done that we would otherwise not been able to afford. This was having an impact on his general health so was greatly appreciated.”

“It was great as we were wondering where the money would come from for tractor and work ute repairs. Thanks to you we were able to use the tractor for a lot of chores.”

“We have received some rain in the last few weeks and things are looking up, but we would not have got the stock through the Christmas/New Year without your help – we were able to hang on that extra month and that made all the difference.”

South East Queensland



Strategic philanthropy



**GIVING PEOPLE A
PLACE TO BELONG**

Viertel Foundation

JUSTICE DEBRA MULLINS AO
TRUSTEE AND CHAIR

Born into a poor family in Queensland, Charles Viertel achieved enormous success in his lifetime as a stockbroker and investor. Yet, he never forgot the lives of those less fortunate. Named as a major benefactor in Charles Viertel's Will in 1992, The Salvation Army, and more specifically its services in Queensland, have been able to support a range of youth and homelessness services thanks to the Charles and Sylvia Viertel Charitable Foundation.

The Youth Outreach Service works with up to 100 young people per day who need assistance due to trauma, homelessness, domestic violence, bullying, mental illness, relationship breakdowns, drug and alcohol issues and expulsion from education facilities, amongst other reasons. The Foundation also generously supports Accommodation Services for families experiencing or at risk of homelessness across six properties in Brisbane, Brisbane North, Cairns, Sunshine Coast, Gold Coast and Toowoomba.

We talk to Justice Debra Mullins AO who has been a trustee of the Viertel Foundation since 2005 and Chair since 2018.

Why does the Foundation fund the work of the Salvos?

The purpose of the Foundation is to benefit charitable causes including those identified in Mr Viertel's Will. He named three charitable beneficiaries and The Salvation Army was one of those. Mr Viertel was a Queenslander and so his gift to The Salvation Army was to be applied to its social work in Queensland. The Foundation doesn't limit its grants to works in Queensland but we're mindful that was one of the wishes of Mr Viertel.

It's also important to note that it's a perpetual foundation, so as trustees we are very mindful that we maintain the value of the Foundation going forward, so that it will continue to have funds to provide grants perpetually.

What kind of difference have the grants made?

When the Viertel Foundation started funding youth services in Queensland, like the Youth Outreach Services, it had a very basic educational program for homeless kids that used to drop in. That's now blossomed into an independent school across two campuses, and that model is also being applied in NSW. So, it's just been wonderful to see the

“Charles Viertel achieved enormous success in his lifetime as a stockbroker and investor. Yet, he never forgot the lives of those less fortunate.”

development of this independent school program for youth who have fallen through the cracks and out of formal schooling. These are kids who might have a number of social, personal and/or legal issues and they've managed to be funnelled back into some sort of education and training and who end up graduating from Year 10 or Year 12. It's really good to see.

What are the important considerations you look at as to how the funds are distributed?

One of the requirements under the Will was that Charles Viertel directed the trustees to disregard charities that have high administrative expenses. So, we look to make sure that the money given in grants actually benefits those that it's intended to benefit. I understand that organisations like The Salvation Army have to be able to fund its infrastructure and good works but it's a matter of balance to ensure that the administrative side is streamlined so that programs have the benefits for those intended.

How would you describe the impact of Charles Viertel's legacy?

It's immense and ongoing. We get regular reports on how the funds are used and the good works that have happened. And every year one or more of the trustees attends the

Youth Outreach Service school graduations where we hear the stories and see the results of young people's lives being changed as a result of having educational opportunities. In Australia, there are opportunities, but education opens the door to them. That's why it's so wonderful to see the teenagers who were perhaps marginalised from mainstream education having an opportunity to get a qualification that will make them employable, give them belief in themselves and their potential and assist them in being independent.

What do you see as the potential of philanthropic donations?

It is important with philanthropic grants to look at making a difference, not just in the dollar value use of the funds, but as a way to attract further funding. The ultimate aim for the philanthropic dollar is to maximise the benefits available for the clients of the programs and allow the grantee organisation to leverage this direct funding to secure other funding. Often community organisations, like The Salvation Army, come up with an idea where they see that a program could make a change and could benefit. So we've also funded pilot programs, which has allowed The Salvation Army to, when they have results, apply for government funding or funding from other organisations, to make the program ongoing.



**DRIVING POSITIVE
SOCIAL IMPACT**

Equity Trustees

JODI KENNEDY

GENERAL MANAGER EQUITY TRUSTS

As a general manager at Equity Trustees, Jodi Kennedy oversees a portfolio of trusts that contribute around \$100 million per annum to the not-for-profit (NFP) sector. The Salvation Army is one of many charities supported by the group for making a positive social impact, ensuring clients' wishes and legacies are fulfilled now and in the future.

What services does Equity Trustees provide?

Equity Trustees is a leading provider of specialist Trustee services across Australia. My team works with individuals and families to manage their wealth. In philanthropic terms, that could mean helping them plan their Wills to share their estates with the community beyond their lifetime, or alternatively working closely with them during their lives to practise meaningful and strategic giving.

How does Equity Trustees directly support the NFP sector?

Equity Trustees stewards over 650 philanthropic trusts and foundations, with many dating back to over 100 years ago.

We work closely with the NFP sector every year to distribute the income from these trusts as effectively as possible. It's our role to ensure that the philanthropic wishes of our clients – past and present – are delivered on. We also use our discretion, where we have it, to ensure funds are directed to cause areas or organisations achieving a demonstrated positive social impact, such as The Salvation Army.

What is your role?

My role includes ensuring that everything we do has a social impact focus at the centre of it. It's easy to just give away money, but it's much more challenging to be able to demonstrate that the money has contributed towards solving a particular social problem or challenge.

It's also my team's responsibility to foster a deeper culture of giving in Australia, by providing advice to clients during their lifetime to consider the philanthropic difference they want to make through structured giving – for example through setting up a private ancillary fund (PAF) or other charitable trust.

Why do you work in this sector?

The power of philanthropic funding creates huge possibilities to help shift entrenched social disadvantage or inequity – this was a compelling reason for me to be involved. Government funding on its own is never going to be the solution – while smaller in scale, philanthropy has so much more flexibility to effect social change. I love working with those in a position to give, helping them learn and experience the joy of giving and to share wealth more broadly across the community.

What, in your opinion, is the biggest impact that Equity Trustees has made?

Trustee companies play a very important role in society – we enact the wishes of clients for generations. Some of our philanthropic trusts were created back in the 1880s and today we are still ensuring that these very old and large trusts make a positive impact today. This would not have been achievable without the enduring oversight of a professional trustee company like ours, which contributes towards supporting a healthy and resilient NFP sector every year.

*“God loves with a great love the
man whose heart is bursting with
a passion for the impossible.”*

– William Booth
Co-founder of The Salvation Army



CORPORATE PARTNERSHIP

Philanthropy from the heart

CHEMIST WAREHOUSE

Like most Australians, Chemist Warehouse CEO Sam Gance was horrified as multiple bushfires raged across Australia last summer. Over a devastating three months, 18 million hectares of land were burned, more than 5900 buildings (including 2779 homes) damaged or destroyed, 34 lives tragically lost, and approximately one billion animals perished.

Already a donor to The Salvation Army through the Liptember Foundation, and the Collingwood Football Club's Magpie Nest Housing program, Chemist Warehouse felt that the bushfires called for special support.

"We knew we wanted to be a part of [bushfire relief], we just weren't sure how. There were quite a number of institutions and charitable organisations offering help. We had to decide who would be the most effective and we felt The Salvation Army were best served [to undertake the role]."

Contributing \$1.25 million to The Salvation Army's Bushfire Disaster Appeal through a combination of corporate and point-of-sale (POS) customer donations, as well as \$250,000 in gift cards to those impacted by the bushfires, funds provided by Chemist Warehouse during the Black Summer bushfires were critical to the effectiveness of The Salvation Army's response.

Supporting the The Salvation Army, however, isn't simply an act of generosity and goodwill for Sam. The motivation runs much deeper.

"My parents came from Europe [to Australia] after the war in 1949. At that stage [my father] was penniless and couldn't speak English. But one thing he used to say to me was that The Salvation Army 'were there' and he was ever grateful for the support and assistance he was given. In all honesty if it wasn't for them [the Salvos], there's no way Chemist Warehouse and our family would have existed. It also showed me the importance of helping, especially people in need."

THE JOY OF GIVING

More recently, Chemist Warehouse has also generously donated another \$300,000 to this year's Red Shield Appeal – a major shot in the arm at a time when Australians are experiencing ongoing crises and elevated levels of need.

“The purpose of our philanthropy is to give back and to build a better future for all of us together,” says Sam. “We’re enjoying the fact that our dollars and cents are generating true benefit. The Salvation Army are intimately involved in things like housing and homelessness and domestic violence, so our joy is really the joy of knowing that our funds are going back into the community. We’re pleased to be part of it and we’ll continue to be part of it and we only wish The Salvation Army the best of luck.”

THE ROAD TO RECOVERY LOOKS DIFFERENT FOR EVERYONE

When the bushfires tore through the Blue Mountains in New South Wales, Patrick was fighting to save a friend's property when his own burnt down. An avid musician, Patrick not only lost valuable musical instruments stored in the house he was renting, his caravan was damaged too.

“A friend of mine lived a couple of blocks away so I was helping save her place, when mine – the only place on the street – burnt down,” Patrick recalls. Patrick, 62, didn't have any insurance and is currently on Newstart. After applying for public housing, Patrick set up a temporary home in his caravan. When Salvation Army workers met Patrick, all he had was his beloved dog and a damaged caravan. All his tools and personal goods were lost in the fires.

The Salvation Army was able to provide Patrick with two financial grants that have initially helped him secure short-term rental accommodation and cover the cost of the rental bond while he looks for longer-term accommodation. He was also able to purchase personal items as well as a second-hand trailer to help him earn some income by mowing lawns. Patrick also received donated white goods from the Salvos.

“I'm still in shock because you never think it's going to happen to you until it happens. Nothing like this has ever happened to me so I'm trying to take it as it comes.”



CORPORATE PARTNERSHIP

The spirit of Christmas lives on

Some Christmas traditions may have been lost over time, but there are some wonderful Australian traditions that live on and remind us of the spirit of giving during the festive season.

MYER

For more than 27 years, the amazing team of people at Myer have stood by The Salvation Army in supporting the most disadvantaged and marginalised members of our community. Myer has placed a spotlight on family and domestic violence across Australia, raising awareness and more than \$9 million to support the work of The Salvation Army in this key area. Myer's support continues to help repair the fabric of our society.

Over the years, many customers have shared in the spirit of Christmas by purchasing the annual Christmas Carols CD, providing a gold coin donation for Christmas gift wrapping services or simply donating at the counter. Myer's Christmas spirit has spread to so many families and most importantly to those in need of joy during the festive season.

The financial generosity from Myer and its customers has brought hope and joy to disadvantaged children and their families and is nothing short of remarkable. Each year Myer hosts a very special Christmas celebration for vulnerable children and their parents where they are showered with fun and pampering and treated with gifts along with a visit from Santa. The true meaning of Christmas is brought to life as sparkles of happiness are seen upon the faces of those who take part in the event – knowing it may be the only celebration they get to enjoy at Christmas-time.

"The Salvation Army, and the vital work it does in the community, holds a special place in the hearts of Myer team members and customers. Through our 27-year partnership we are proud to have provided more than \$9 million to support the vital work the Salvos do. We know that through our Christmas POS Round Up Campaign and other initiatives, we are making a real difference to those in need. On behalf of our customers and team members, we thank the Salvos for all they do, each and every day, and we look forward to continuing this important partnership into the future," said John King, CEO, Myer Pty Ltd.

KMART

In 1987, Kmart came together with The Salvation Army to bring the idea of collecting gifts to fruition and started what is now Australia and New Zealand's largest and longest-running gift collection appeal.

The idea for the Kmart Wishing Tree Appeal began when an Adelaide team member suggested Kmart use its wide network of stores as gift collection points to assist charity groups at Christmas and beyond. The appeal gives shoppers the opportunity to "embrace the power of giving" and donate toys for marginalised families who would otherwise have nothing to give their kids at Christmas. Close to 400,000 gifts are donated every year with more than eight million gifts generously given since the appeal began.

In addition to the in-kind donations, Aussies have also financially contributed at the counter and online to help those in need, especially those doing it tough at Christmas time.

"With so many people facing such challenging times our partnership with The Salvation Army and their ongoing support of people facing hardships has never been so important. Whilst the Appeal has enjoyed over 30 years of service to the community, the Kmart team and our customers are incredibly proud to continue to participate and support the Kmart Wishing Tree Appeal tradition," said John Gualtieri, Director of Retail at Kmart Australia and New Zealand.





David & Xenia Williamson



David and Xenia Williamson have been long-time supporters of The Salvation Army, with David serving as The Salvation Army's corporate and philanthropic committee chair and receiving the Army's Others award in 2018 for his three decades of committed, passionate service.

Can you tell us about your background/childhood?

My sister and I were brought up in Geelong in a conventional nuclear family; we never experienced any kind of need. We had regular holidays – beach in summer, Melbourne with relatives in May, and an interstate road trip in September (there were only three school terms in those days). I attended a private school for all of my secondary education, having been at a government school for most of my primary schooling.

Who were/are the biggest influences in your life?

My father and mother, my grandmother, and a bachelor uncle were the biggest influences in my life up until I became an adult. Each of them were active contributors to the community in a variety of ways and each also emphasised the importance of providing support to less fortunate members of society, partly in recognition of the good fortune we enjoyed as a family. As an adult, the key reference points for me have been my wife, Xenia, and one of my mentors (and a former partner) at the law firm where I worked most of my career.

What led to your career choices and success?

Before embarking on a legal career, I studied medicine at university for two years, with the aim of becoming a country GP. I quickly discovered that I did not take to medical study, and medicine found that it did not like me. Having failed my second year at medical school, I transferred to law, and graduated and joined one of Melbourne's larger law firms as an articled clerk, and over the years progressed to partnership. My specialist area of practice was mergers and acquisitions, and two critical factors in my progression and success with clients over 30 years of legal practice were having a series of generous-spirited and talented colleagues, and a solid knowledge of the business world through my family's interest in the stock market.

What has been your greatest achievement?

Undoubtedly, a happy married family environment over the last 35 years. Finding a compatible life partner in Xenia was a stroke of good fortune. We have similar beliefs, but are complementary personalities, and bringing up four children, all now adults, of whom we are very proud, has been a life-defining experience.

What led you to donate to The Salvation Army?

From an early age I was instilled with the belief that The Salvation Army very often went where other equally well-motivated causes feared to go – in other words, the Army successfully supported some of the most downtrodden members of our society. In doing so, only a relatively modest percentage of the funds the Army receives go to fundraising and administration – the overwhelming proportion of donations go to deliver on the Army's mission. Being in a position to help the less well-off, giving to the Army seemed the best way to do so; Xenia and I have been making our largest annual charitable donation to The Salvation Army for more than 25 years. Working closely with The Salvation Army in various capacities over 15 or so years highlighted to me firsthand how deeply committed Army members are, and for very modest recompense. It is hard to think of a more highly motivated group of people in our society.

Is there an area of work The Salvation Army is involved in that you feel most strongly, or passionate about?

The Army provides such an extraordinary range of services to all corners of our society in need of support, so it's hard to single out particular examples, but the two areas which resonate most strongly with Xenia and me – having heard so many stories from the Army over the years – are homelessness and family violence.

Why would you encourage other philanthropists to donate to The Salvation Army?

All members of our community who are comfortable, let alone those who are well-off, should aim to make a difference by helping those less fortunate members of society – what better way to do this than by giving to The Salvation Army?

What is your advice for the next generation?

It's important that all of us have a sense of belonging and responsibility to our wider community, and society in general. Giving away money is laudable, but at the end of the day not sufficient, because it is in a sense the easy way out. Volunteering one's time – whether it be to The Salvation Army, Rotary, or to any other community-based organisation – and thus getting involved, is a critical element in belonging to a community, and in rounding out one's sense of self.



A SALVATION ARMY

Honoured friend

A childhood introduction, a challenge in adulthood and a gift for the future. Dorothy shares her inspiration for leaving a gift in her Will.

Dorothy's first experience with The Salvation Army was as a toddler. Her mum would take her to the local park on Sunday afternoons to hear the band play. "I was always fascinated by the shiny brass instruments ... whenever I think about that, I re-experience the lovely feeling their music engendered in me."

But it wasn't until she was an adult and doing some soul-searching that Dorothy returned to The Salvation Army. "I was made to feel very welcome and within about half an hour ... I knew The Salvation Army was where I belonged." Dorothy made a commitment and has been an official member for more than a decade.

"I am very proud to belong to The Salvation Army," she says.

Dorothy has been involved with The Salvation Army's Red Shield Appeal and other fundraising initiatives, plus volunteered at Christmas-time with hampers, and during natural disasters.

"What has struck me most with the Sallies [Salvos] is their down-to-earth attitude and their humanitarian care - they reach out with no judgment. The Salvation Army ethos relates to, and revolves around, people."

DOROTHY'S PASSION FOR SUPPORTING THE SALVOS

Having seen the Salvos in action - caring for people in need - Dorothy decided to include a gift to The Salvation Army in her Will. She is proud to be part of the special community of supporters called Honoured Friends.

"I hope my gift in Will to The Salvation Army will provide rehabilitation for somebody who desperately needs support with their drug and/or alcohol addiction," she says. "Addiction is a cunning, baffling and powerful disease. Rehabilitation can make the difference between living or dying."

Dorothy speaks from experience about the challenges of addiction. "There's been a lot of trauma in my life," she shares. "Wine ultimately became my solace, much to my detriment." Today, Dorothy calls herself a "recovering alcoholic" and has been sober for almost 20 years.

The Salvation Army values our supporters like Dorothy and those who have generously included a gift in their Will. Their gift ensures Salvos will always be there to help Australians in crisis.

"It's satisfying for me to know that my gift in Will will be used to further The Salvation Army's rehabilitation services and save precious lives," says Dorothy.

"It's satisfying for me to know that my gift in Will will be used to further The Salvation Army's rehabilitation services and save precious lives."

- Dorothy

*Photo changed to protect privacy

GIFT IN WILL AND CORPORATE PARTNERSHIP: WOOLWORTHS

Equipped to serve

The Salvation Army's capacity to serve during emergencies and disasters has been boosted with corporate partnership and gift in Will funding to procure a new fleet of catering trailers, trucks and other equipment.

Major Topher Holland, The Salvation Army General Manager of Strategic Emergency and Disaster Management, said the design of the new equipment incorporated learnings from the recent prolonged bushfire season that devastated many parts of Australia. He said the new equipment would give teams the opportunity to train with it during the winter 'off-season' months.

"We are so thankful to partner with Woolworths," Topher said. "Woolworths believes in The Salvation Army and our work, and their partnership allows us to be prepared and to serve the community with the funding and equipment that we need."

The Woolworths S.T.A.N.D (Support Through Australian Natural Disasters) partnership raises funds to assist the community with disaster preparedness, response, recovery and resilience.

Brad Banducci, Woolworths Group CEO, said: "The natural disasters that have taken place in recent years have been devastating for so many Australians. Thankfully, through the drought, floods, cyclones and fires, The Salvation Army has been there to help, and we are proud to partner with them to support communities through those tough times."



REDESIGNED TRAILERS

NSW, ACT and Queensland Salvation Army Emergency Services (SAES) teams are updating their food-service trailers that are used to cater for emergency services personnel or members of the public during emergencies and disasters or at public events.

Norm Archer, The Salvation Army Strategic Emergency and Disaster Management Coordinator for NSW/ACT, says trailers for his regions have been completely redesigned, driven by the need to be more adaptable and flexible. "The trailer is used as a transport device and all catering gear is easily accessible and removable so that crews can set up at any location. Inside the trailer are things like a gazebo, trestle tables, a wheel-out barbecue, hot-boxes, ice boxes and hand-washing and sanitising capability."



How to leave a gift in your Will to The Salvation Army

Many of the generous people who leave a gift in their Will tell us that The Salvation Army has played a significant role in their lives and they want this relationship to continue well into the future. By leaving a gift in their Will, they can still contribute to the causes they hold most dear.

Some give because they or a loved one has been supported at a critical point in life and they want to pay it forward, others because they feel privileged and want to help those who have less. Many want to help just because they can. What all our bequestors share is the determination to write a meaningful life story.

A gift in your Will ensures your impact lives on, giving hope where it's needed most.

If you have already included a gift in your Will to The Salvation Army, please let us know. We would love the opportunity to say thank you.

If you don't yet have a Will, we offer a community service in which generous local solicitors prepare simple Wills in return for a donation to The Salvation Army.

If you already have a Will, and now wish to include The Salvation Army, you can simply provide your solicitor with a codicil that outlines the changes.

Please call us if you would like to receive a free copy of The Salvation Army Wills Booklet to guide you through the process of preparing the gift of a lifetime.

Did you know you can leave a residual gift? After taking care of your loved ones, you can donate the remainder of your estate to The Salvation Army. You can either specify the size of your gift or choose to give a percentage of your estate. This allows for inflation and, as the value of your assets changes, so does your gift in Will.

While The Salvation Army cannot offer you legal advice, a Wills representative can confidentially discuss your gift in Will options with you. Simply call 1800 337 082 or visit salvos.org.au/wills

CATERING TRUCKS

NORTHERN TERRITORY

The Salvation Army in the Northern Territory, while experiencing its fair share of disasters due to cyclones and monsoonal flooding, had very little dedicated equipment. Soon, it will take delivery of a catering truck, a portable cool-room trailer and a Toyota Hilux to assist in getting to remote locations when disaster strikes.

"We are thrilled to finally be giving our dedicated volunteers the equipment they need to do what they already do so well," said Northern Territory Area Officer Captain Erica Jones.

"This equipment will be used for a twofold purpose," she continued. "For our cyclone season up here in the Top End and also for our dry-season Indigenous burns where parts of our bush burn for six months. Now we can partner with our rural fire brigades to provide catering during that time."

TASMANIA

Tasmania's SAES took delivery of a new, smaller catering truck in 2019 which is now being fitted out with cooktops, an oven, a bain marie, fridge-freezer, a hot water zip heater and fixed stainless steel shelving.

Gary Armstrong, The Salvation Army Strategic Emergency and Disaster Management Coordinator for Tasmania, said the Woolworths partnership also enabled the team to purchase new cooking equipment for the truck, a new generator/fridge trailer, gazebos, barbecues and large water stations.

WESTERN AUSTRALIA

In Western Australia, The Salvation Army's partnership with Woolworths has given the local SAES enough funding to purchase a new catering truck. "Our existing truck is 20 years old and still going strong," said Ben Day, The Salvation Army Strategic Emergency and Disaster Management Coordinator for Western Australia. "But the new truck will be state of the art."

“Whoever sows sparingly will also reap sparingly, and whoever sows generously will also reap generously. Each of you should give what you have decided in your heart to give, not reluctantly or under compulsion, for God loves a cheerful giver.”

– 2 Corinthians 9:6-7 (NIV)

The ride of my life

ON THE RIGHT PATH



“What is so lovely in this day and age, where everything is so fast-paced, is that the Salvos are there when people’s lives take a downturn; and that they are so willing to give their time to others. This is what makes the world go around.”

Jennifer Short, who spoke these words, has experienced first-hand the time and support given by The Salvation Army.

As a little girl, she was initially raised by parents who both had heroin-dependency issues. She remembers most afternoons going next door to the neighbours, who owned a bakery, to get leftover bread to eat.

After her parents separated, when Jennifer was six, there was a short period of time where they shared the care of both Jennifer and her older sister.

“Sometimes, when we stayed with Mum, she didn’t have enough money to feed us,” Jennifer recalls. “It was really tough for her as a single mum with the issues she faced.”

Jennifer’s mum reached out to The Salvation Army for assistance, and received immediate help.

Jennifer recalls going to the Salvos and getting some “little cards” – food vouchers – that enabled the family to buy what they needed.

“Whenever we went shopping after visiting the Salvos, Mum wasn’t as restrictive about what could go into our trolley. It was like Christmas Day. We could buy fresh produce, and just more food, so we weren’t hungry. It was a happy time. I really don’t know what would’ve happened if the Salvos hadn’t been there.”

Jennifer went on with her schooling, studied at university, and is now a lawyer. Her parents are also drug-free.

Last year, Jennifer saw a social media ad promoting the Red Shield Ride from Sydney to Melbourne. An avid cyclist, she was immediately drawn to finding out more and participating.

“I am always looking for cycling challenges and started looking into it,” she shared. “It also jogged my memory of my early years and how the Salvos had helped our family. I knew it was time to give back, and to combine that with a personal challenge as well.

“I raised \$13,000 for the ride which was above my goal of \$5000. I found that those that have the least give the most.”

Jennifer found the ride incredibly moving, as well as physically challenging.

“I pushed myself every day which was quite emotional as well because you always discover a bit more about yourself in those conditions,” she said. “They kept us on the move at the end of each day too; there was always someone from the local Salvos sharing about what they were doing in their local area. I loved it.”

In Canberra, the riders attended the Red Shield Appeal launch, where a Salvation Army client told the story of how much the Salvos had helped him through his heroin addiction and now raising his little girl.

“I was so moved by this,” said Jennifer. “I went up to him and shared my story, told him that I was that little girl and now I am a lawyer and have a happy life. It gave him a wave of hope that he was on the right track with his daughter.

“It was great to give back through the ride. I made heaps of friends and we keep in touch.

“Donating to the Salvos can change your life. Even a small amount can help set someone on the right path. If you’re fortunate enough to be able to give, then you should. It will mean more to someone else than it does to you.”

FUN WITH A PURPOSE

There are many ways you and your family, friends, business or organisation can help The Salvation Army raise much-needed funds. Test your endurance, improve your fitness, take a personal challenge, have fun with a purpose and raise vital funds to transform lives.

Check out: <https://www.salvationarmy.org.au/get-involved/race-ride-trek/>

“Donating to the Salvos can change your life. Even a small amount can help set someone on the right path. If you’re fortunate enough to be able to give, then you should. It will mean more to someone else than it does to you.”

- Jennifer Short



Key donors

Thank you so much to every individual, family, company, organisation, community group, charitable trust and foundation that has helped us meet great human need this year in the Australian community. So many suffering people have experienced the transformation and new hope that has been made possible by your kindness and generosity.

We would also like to acknowledge and give thanks to all those donors who have given anonymously. We can't honour you with a mention here, but we do extend our heartfelt thanks for your contribution and its impact.

COMPANIES AND ORGANISATIONS

7-Eleven Pty Ltd	DXC Technology	MSN CI Portal
A A Holdings Pty Ltd	Electel Resources Pty Ltd	MUFG Bank Ltd
ADCO Constructions Pty Ltd	EVENT Hospitality & Entertainment Ltd	Myer Community Fund Ltd
Advertising Federation Of Australia	Expedia	Myer Pty Ltd
Alinta Energy	FM Global	Nationwide News Pty Ltd
All Churches Trust (ATL)	General Motors Holden Pty Ltd	Northrop Grumman
Amazon Web Services Australia Pty Ltd	Hillsong Church	NRL (National Rugby League)
Amgen Australia Pty Ltd	HopgoodGanim Lawyers	NSW Government – Department of Premier and Cabinet
Apple	Idemitsu Australia Resources	Paypal Giving Fund Australia
Australian Leisure & Hospitality Group	Infinite Light	Pepsico Australia Pty Ltd
Australian Pacific Airports Corporation Ltd	JAF CAR Pty Ltd	Planetshakers Empower Ltd
Big W	Keolis Downer Pty Ltd	Portland Aluminium Smelter
Bondi Sands Australia Pty Ltd	Kmart Australia Ltd	Prezzie
BP Australia Pty Ltd	La Trobe Financial Services	PSA Products Pty Ltd
Bunnings Group Ltd	Latitude Financial Services	PwC Australia
BWS	Lesday Pty Ltd	Queensland Department of the Premier and Cabinet
CAF America	Lite n' Easy	Quilton
Chemist Warehouse Retail Group	Lotterywest	Real Estate Institute of WA
Coca-Cola South Pacific Pty Ltd	Lowes	Reece Ltd
Collingwood Football Club	Lumo Energy Australia Pty Ltd	Ritchies Stores Pty Ltd
CSR Ltd	Mainfreight	Roche Group Pty Ltd
Dan Murphy	Melbourne Airport Management Services	Sarah's Day Pty Ltd
Department of Communities, Disability Services & Seniors	Melco Resorts & Entertainment	Scenic Tours Pty Ltd
Dolarac Pty Ltd	Meticon Homes Pty Ltd	Scentre Group
doTERRA Healing Hands Foundation	MINTCLUB Realty Pty Ltd	Specsavers
	Mitsubishi Electric Australia Pty Ltd	State Government of Victoria
	Motion Picture Distributors Association of Australia	STAUFF
		Steadfast Group Ltd
		STFT Investment Holdings Pty Ltd
		Sussan Corporation Pty Ltd
		Technology One Ltd
		The Daily Edited
		The Warehouse Group (NZ)
		Tickets.com Pty Ltd
		Toyota Material Handling Australia

Toyota Motor Corporation Australia	Samantha & Baillieu Myer	RACQ Foundation
Tradelink	Tim Fairfax AC & Gina Fairfax	Ragdoll Foundation Pty Ltd
Transurban	TRUSTS AND FOUNDATIONS	Stan and Maureen Duke Foundation Ltd
Vicinity	A N Carmichael Memorial Fund	Tasmanian Community Fund
Village Glen	Alcoa Foundation	The Beryl and Lloyd Collins Perpetual Charitable Trust
Virgin Australia	Alison Margaret Clark Charitable Trust – the Warren Clark Bequest	The Cory Charitable Foundation
Vodafone Hutchison Australia	Amy Irene Christina Ostberg Estate	The Donald & Joan Wilson Foundation
Westpac	Anchorfield Pty Ltd as T/F Brazil Family Foundation	The Dulverton Trust
Woodside Energy Ltd	Australian Chinese Charity Foundation Inc	The Ernest Heine Family Foundation
Woolworths Ltd	Coca-Cola Foundation	The Haggarty Foundation
Wythenshawe Pty Ltd	Colin Bisdee Trust	The Harold Guyse Kinsman Trust Fund
INDIVIDUALS AND FAMILIES	Collier Charitable Fund	The Hugh D. T. Williamson Foundation
Alec Pring	Community Enterprise Foundation	The Irene Patricia Hunt Memorial Trust
Alexander Gusbeth	Eleanor Reeve Dailey Charitable Trust	The John & Margaret Schneider Charitable Trust
Barbara Maidment	Equity Trustees ATF Estate Jean Florence MacDonald	The Lewis Foundation
Dick & Pip Smith	Estate of the Late Gladys Essie Snodgrass	The Manildra Foundation
Dorothy Hancock OAM	Frasers Property Foundation	The McVay Foundation
Dr Varoe Legge	Gandel Foundation	The Mutual Trust Foundation ATF Eureka Benevolent Foundation
Frank & Rosie O'Halloran	George W Vowell Foundation Ltd	The Orloff Family Charitable Trust
Geoff & Louise	Goldburg Family Foundation	The Phyllis Connor Memorial Trust
Heather Crouch	Hector Waldron Pride Charitable Trust	The Profield Foundation
Herbert Elliott	Johnston Foundation	The Select Foundation
JiePing Tan	Leonard Christian Joseph Miller Charitable Trust	The Sun Foundation Pty Ltd
Jill Tilly	Lord Mayor's Charitable Foundation	The Theodore & Isabella Wearne Charitable Trust
Jillian Lees	Macquarie Group Foundation	The Werdiger Foundation
John & Penelope McBain	MAST Foundation	The William Mansel Higgins and Dorothy Higgins Charitable Trust
John A. Uhrig	Matana Foundation for Young People	Twin Towns Services Community Foundation Ltd
Kerr Neilson	Minderoo Foundation Trust	Viertel Charitable Foundation
Lady Primrose Potter	Path of Hope Foundation	Vietnamese Charity Group Western Australia
Lina Shlager	Perpetual Foundation – The Merrett Endowment	William Angliss (Victoria) Charitable Fund
Michael Burgess	Phyllis Connor Memorial Trust	Wood Family Foundation
Michael McLean	Queensland Community Foundation	

Continuing your support

The impact of your generosity is helping to shape the future for all Australians. Whether you choose to support a specific area of The Salvation Army's work, make regular donations or give major gifts, your support is vital and we cannot thank you enough.

CORPORATE PARTNERSHIPS

To find out how your business or organisation can partner with The Salvation Army, contact us by email:

corporatepartnerships@salvationarmy.org.au

FUNDRAISE FOR THE SALVATION ARMY

There are many ways you can help The Salvation Army raise much-needed funds. Below are some DIY fundraising ideas:

- Participate in a sporting event: run, ride, swim or trek for the work of The Salvation Army – check out: **salvationarmy.org.au/get-involved/race-ride-trek**
- Commemorate an important milestone in your life by asking your family and friends to make a donation in your honour
- Organise a concert, film festival, garage sale, car wash or cake stall
- Host a dinner party
- Donate a percentage of sale proceeds from your business
- Take up a personal challenge (e.g. giving up caffeine, walking 100km) and ask your family and friends to sponsor you

Go to **salvationarmy.org.au/get-involved/organise-a-fundraiser** for more information

ONLINE AND REGULAR GIVING

To make a one-off donation or register for regular giving as a Salvos Freedom Partner visit **salvationarmy.org.au/donate**

INTERNATIONAL DEVELOPMENT

Active in over 130 countries, The Salvation Army is empowering communities globally to overcome poverty. Your gift can change lives around the world. For more information, visit **salvos.org.au/said**

TRANSFORMATIONAL GIFTS, CHARITABLE TRUSTS AND FOUNDATIONS

Whether you are interested in strategic philanthropy, have a charitable trust, foundation, or Private Ancillary Fund, or you would simply like to arrange a visit to any of our programs, your dedicated relationship manager will be delighted to help. Please contact us at **philanthropy@salvationarmy.org.au** to find out more.

LEAVING A GIFT IN YOUR WILL

Change lives with a gift to The Salvation Army in your Will. Your gift in Will will provide lasting hope for future generations. Please call us on 1800 337 082 or email us at **willsandbequests@salvationarmy.org.au** to learn how you can leave a gift in your Will or receive support with your long-term planning.

VOLUNTEERING

The Salvation Army couldn't provide the services it does without our dedicated volunteers. Please contact us to discuss which of our many volunteering options would suit you best. Visit **salvationarmy.org.au/get-involved/volunteer-with-us** to express your interest.

*“You are not here in the world
for yourself. You have been
sent here for others. The
world is waiting for you!”*

- Catherine Booth
Co-founder of The Salvation Army



The Salvation Army Australia Impact Report 2020

Produced by The Salvation Army Australia Communications Department

For more information visit: salvationarmy.org.au