



22 May 2020

## Going Digital – Salvos Red Shield Appeal this weekend

After more than 55 years of knocking on doors each May, The Salvation Army is taking the Red Shield Appeal digital in response to COVID-19's impact on social contact.

The Salvos Red Shield Appeal Digital Doorknock is taking place this weekend and aims to raise over \$8 million with a collective goal of \$35 million by June 30.

Australians are facing an economic and social crisis unlike anything witnessed in recent decades, with The Salvation Army preparing to provide hardship support on an unprecedented scale.

The Salvation Army's Major Bruce Harmer says, "We anticipate seeing some of the greatest need that we have ever seen in our 140-year history serving Australians, particularly when government funding ceases in the coming months. The Covid-19 crisis has financially crippled many Australians and it will take months to see the real impact it will have".

The money raised from the Red Shield Appeal Digital Doorknock will help fund vital services The Salvation Army provides across Australia.

Over the past year, The Salvation Army provided more than 1 million sessions of care to Australians in need; helped 46,000 people experiencing homelessness, provided financial counselling to more than 65,000, offered care to 13,000 people who were coping with family violence and served 500,000 meals and refreshments to first responders and displaced people during the recent Bushfire crisis. \*

Each year, Australian businesses play an essential role, generously supporting the Red Shield Appeal. The Salvation Army would like to acknowledge Westpac and Woolworths for their support of this year's Appeal. A donation of \$300,000 from Chemist Warehouse will also go towards this year's Red Shield Appeal, in addition to their generous contribution of \$1.2m to the Bushfire Appeal.

Chemist Warehouse Director, Mario Tascone says, "On behalf of Chemist Warehouse, The House of Wellness, we are thrilled to have donated to The Salvation Army's Red Shield Appeal. We are proud to support the vital work conducted in transforming the lives of Australians in need".

The Salvation Army's Red Shield Appeal is being supported by 75 high profile Australians, who have thrown their support behind the Appeal by filming a personalised video message. Supporters include TV stars like Hamish Blake and Sonia Kruger, sporting legends in Layne Beachley and Justin Langer, and many more.

"The Salvos see the great need within our community and know there will be a great deal of need to come, but together we can ensure no one goes it alone. To those who can support this year's Appeal, we thank you very much", says Major Harmer.

**To leave no one in need**, please donate at [salvationarmy.org.au](http://salvationarmy.org.au) or call 13 SALVOS (13 72 58) or use the Donation button at Woolworths checkouts.

**ENDS**

Please contact The Salvation Army's Media Relations Department for more information on (02) 9466 3143

\*The Salvation Army Australia Annual Report 2018-19