



Media Release

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Minderoo's Matching Pledge Lifts Salvos' Red Shield Digital Doorknock

Nicola and Andrew Forrest's Minderoo Foundation has pledged \$500,000 in matching donations to inspire Australians to support this weekend's Salvation Army Red Shield Appeal Digital Doorknock (May 23-24).

The traditional fundraising weekend has been severely disrupted due to COVID-19, restricting The Salvos' ability to doorknock and collect Australia-wide, resulting in a shift to focus donations to digitally, to salvationarmy.org.au.

The coronavirus has also impacted the demand for Salvos' services. In April, 40% of calls to The Salvation Army's Emergency Financial Relief team were COVID-19 related; and it accounted for more than 20% of financial counselling sessions provided by Salvos' Moneycare.

Lt. Col Neil Venables said "the very generous support of Nicola and Andrew's Minderoo Foundation not only directly helps our fundraising, it brings attention to our work at a time when the social and economic impact of COVID-19 is causing people to turn to the Salvos for the first time. And we know there is further uncharted territory in this journey."

The Red Shield Appeal through May and June aims to raise \$35 million dollars for the Salvos' work with a target of \$8 million for the digital doorknock this weekend (May 23-24).

"The Red Shield Appeal has come under significant pressure from COVID-19 but just as our services have adjusted to continue serving people during this time, we know people who can support us will do what they can. We thank the Minderoo Foundation for their leading gift on this Digital Doorknock Weekend," says Lt. Col Venables.

Minderoo Foundation Co-chair Nicola Forrest AO said: "the Minderoo Foundation exists to help Australians in their time of need."

"For many Australians, 2020 will be the toughest year of their lives," Mrs Forrest said. "A nation devastated by drought and bushfire is now grappling with the fear and disruption of a pandemic, and the incredible economic hardship that comes with it.

"Today, I am incredibly honoured to announce that the Minderoo Foundation will match all donations made to the Red Shield Appeal up to \$500,000.

"That means if you have \$5 to donate, we will match that and effectively double it to \$10. If you have \$20 that you have generously agreed to part with, we will make it \$40. It is our way of saying: every little bit helps...

"Together, let's help the Salvos help our most vulnerable Australians."

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For more information please contact The Salvation Army's Media Relations Team on (02) 9466 3143 or for audio visual grabs visit <https://www.dropbox.com/sh/w2ykk9jvwnlxlz/AACofZYcOLM7cLQrSVw3wm4va?dl=0>