



Christmas Appeal

MEDIA RELEASE

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Christmas Appeal 2017

Target and UnitingCare are aiming to raise \$1.5 million this Christmas to improve the lives of thousands of Australians through their annual Christmas Appeal.

Through the generosity of Australians, organisers hope to raise \$1.5 million to support the thousands of community services and programs delivered across the Uniting Network. A few dollars could help women and children fleeing domestic violence, people seeking emergency relief or children and families in desperate situations.

Target and UnitingCare have made it easy to contribute by simply purchasing an Appeal bauble for \$1 or giving an unwrapped gift at their local Target store.

UnitingCare National Director, Claerwen Little says the cost of living in Australia means people are constantly struggling to make ends meet and that 2017 has been a particularly tough year.

“One in six children under the age of 15 are living in poverty in this country,” Ms Little says. “We really do rely on generous people in our community to dig deep, show compassion and support our Appeal this Christmas.”

Managing Director Target Australia Guy Russo says the Appeal supports those in our community who need it most at a very difficult time of year.

“The Target team are proud to be partnering with UnitingCare Australia again this year. This Appeal helps such a vast range of families doing it tough in our community, and we feel privileged to be able to help by providing a place where Australians can give to others,” says Mr Russo.

In 2016 the Appeal raised over \$1.2 million and helped support over 45,000 Australian families. This year organisers hope to reach more people who will struggle at Christmas without the generous support from all Australians.

Shoppers are encouraged to donate via purchasing a \$1 Appeal bauble at the checkout. All proceeds will be donated to UnitingCare Australia to be distributed across the country. For more information visit <http://www.unitingcarechristmasappeal.com.au/>

The Target UnitingCare Christmas Appeal launches in all Target stores across the country on 6 November and runs through to 24 December.

For interviews, images or more information please contact:

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Did you know – *One in eight people in Australia live in poverty.*

- *2.99 million people in Australia (13% of the population) live below the poverty line, after taking account of their household Costs.*
- *42% of all households report suffering 'financial stress' concerning such indicators as inability to heat their homes, going without meals, struggling to pay utility bills and seeking financial assistance through income support.*
- *Single parents experience the highest poverty rates at 33.2% and this been consistent trend across the decade.*