



# Christmas Appeal

## MEDIA RELEASE

Thursday 1 November 2018

### A CALL OUT TO AUSTRALIANS TO GIVE A LITTLE LOVE THROUGH CHRISTMAS APPEAL

In the true spirit of Christmas, Target and UnitingCare Australia will join together to improve the lives of thousands of Australians struggling during this festive season. Funds raised from their annual Christmas Appeal will help the UnitingCare Network to support its community services and programs nationwide.

Now in its 27<sup>th</sup> year, the Appeal has helped hundreds of thousands of families across Australia.

It is easy to contribute in all Target stores by simply purchasing an Appeal bauble for \$2, [a white Christmas gift box for \\$3](#) or giving an unwrapped gift at your local Target store. Volunteers from the UnitingCare Network will collect donations and distribute them to people and families in need.

UnitingCare Australia National Director, Claerwen Little, says the rising cost of living in Australia means many people are struggling to make ends meet and 2018 has been a particularly tough year.

"In Australia, 2.99 million people live below the poverty line – which includes one in six children under the age of 14. It's crucial that we continue to do what we can and lend a helping hand to our fellow Australians that are less fortunate. The Appeal makes it easy for people to donate, whether it be at a Target store, donating online at [www.unitingcarechristmasappeal.com.au](http://www.unitingcarechristmasappeal.com.au) or providing a gift of their choice," says Ms Little.

Target Australia Managing Director, Marina Joanou, says the Appeal supports those who need it most at what can be a very difficult time of year and encourages the community to donate.

"Everyone has the ability to give a little love this Christmas, and we feel privileged to play a small part in making sure UnitingCare Australia are able to support people facing hardship, through this Appeal. The Target team are passionate about supporting their communities, and along with our generous customers we hope to relieve some of the pressure experienced by many at this time of year," says Ms Joanou.

In 2017, the Appeal raised \$700,000 nationwide from over 22,000 donations, helping support over 42,000 Australian families. This year, organisers hope to reach more people who will struggle this Christmas thanks to the generous support from all Australians.

The Target UnitingCare Australia Christmas Appeal launches in all Target stores today, 1 November and runs through to 24 December 2018.

For more information visit [www.unitingcarechristmasappeal.com.au](http://www.unitingcarechristmasappeal.com.au).

- Ends -

#### **Did you know?**

- One in eight people in Australia live in poverty.
- 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.

#### **For interviews, images or more information please contact:**

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