

Media Release

Date: 6 November 2014



Trolley Dash gets UnitingCare West and Target's Giving Box appeal off to a racing start

Leading community service provider UnitingCare and Target's Christmas collaboration 'The Giving Box' launched Australia wide on 6 November. The Giving Box Appeal will encourage fellow Australians to buy gifts and make donations to help children who otherwise may have nothing to unwrap on Christmas morning. UnitingCare West has joined up with WA Target stores to collect and distribute gifts and food hampers to families and individuals in need within our local community.

The WA launch of UnitingCare West and Target Giving Box occurred on 6 November at Target Carousel, Cannington. The launch included Santa handing out lollies, a performance by the student choir from Tranby College and a 'Trolley Dash' throughout the store. The 'Trolley Dash' included three trolleys operated by the Tranby students who chose gifts they would like to give to children in need this Christmas. The gifts, purchased using donated gift cards, were delivered to UnitingCare West's Christmas Warehouse where they will be allocated to children before being wrapped and delivered this December.

Last year UnitingCare West delivered gifts to over 1030 children, giving them all the opportunity to unwrap a gift, selected specifically for them, on Christmas morning. In addition to gifts, over 565 food hampers were supplied to families including treats and puddings, along with other vital supplies, helping to feed families at a time that can be stressful for those who are homeless or are struggling financially.

"As the financial situation in the Perth community continues to deteriorate, we expect to receive more and more requests for help and aid at Christmas. Unfortunately the gifts and monetary donations at Target each year have begun to decline, placing further stress on our providers to help families in need," explains Sue Ash AO, CEO of UnitingCare West.

UnitingCare West and Target encourage Perth families to get into the Christmas spirit and head to their local Target store and donate a toy or gift card towards this appeal to help out a Perth child or family in need.

End of release



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For quote or comment contact

Sue Ash AO, Chief Executive Officer on 0411 723 394 or email:

sue.ash@unitingcarewest.org.au

Ian Moore, Executive Manager Business Development and Strategy on 9355 9124 or email: ian.moore@unitingcarewest.org.au

For further information contact

Emma Durbridge, Marketing & Advancement Officer on 9355 9092 or

email: emma.durbridge@unitingcarewest.org.au

About UnitingCare West

UnitingCare West assists over 30,000 individuals and families each year. With over 300 staff members and approximately 300 volunteers, UnitingCare West is a community service agency that has a mission to support, serve and empower those most in need. UCW operates over 35 community service programs from 17 sites across Perth, reaching as far North as Merriwa and as far South as Bunbury, in the areas of community housing, accommodation, homelessness, family support, mental health and disability services. UnitingCare West's clients include those in the community experiencing financial hardship, domestic violence, child abuse trauma, mental health issues and disability to name a few.

About Target and UnitingCare West's Giving Box

Leading community service provider UnitingCare is once again partnering with Target Australia in an effort to spread Christmas cheer. The Giving Box appeal will encourage fellow Australians to buy gifts and make donations to help children who otherwise may have nothing to unwrap on Christmas morning.

This Christmas, it is estimated that nearly 600,000 Australian children will be living in poverty; an additional 40,000 will be living in out-of-home care and away from their families for a range of reasons. Over 26,000 families across Australia benefitted last year from the appeal, and this year organisers are hoping to assist and support even more struggling families.