

THE SALVATION ARMY

MEDIA RELEASE



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25 May 2009

National Red Shield Appeal Doorknock results

The Salvation Army has announced that Australians have given nearly \$6.3 million nationally to the Red Shield Appeal Doorknock this past weekend. The result represents an increase of 3.4% on giving at the same time last year.

“This is an inspiring result,” said Appeal Director Major Gary Masters, “considering how many people have been impacted by the current economic downturn and the string of devastating natural disasters over recent months.

“Although we have not yet reached our national doorknock goal of \$9 million, we remain optimistic that when people send in their mail donations this week we will get close to that mark.”

In Queensland, \$741,000 was raised over the weekend, down slightly (less than 1%) on the \$806,000 result at the same time last year. Major Masters said: “This is an excellent achievement considering the floods and inclement weather in south-east Queensland during the week preceding the doorknock.

“Incredibly, North NSW achieved 70% of last year’s total, which is also a great result considering the flood crisis in the region on the weekend which meant a number of towns could not be doorknocked. These included Lismore, Kempsey, Grafton, Casino, Kyogle and Mullumbimby.”

In addition, many Salvation Army personnel who are involved in organising the doorknock were also out feeding people affected by floods at evacuation centres in Ballina, Coffs Harbour, Byron Bay and Kempsey.

“In fact,” said Major Masters, “our doorknock director for North NSW, Ged Oldfield, who is also a Salvation Army Emergency Services worker, spent the weekend feeding flood evacuees at the Kempsey evacuation centre. At the same time, our North NSW Emergency Services Coordinator, Captain Roscoe Holland, who coordinated our flood relief efforts, single-handedly doorknocked the town of Uralla.

“This highlights that our priority is always to meet people at their point of need.

“Nevertheless, after a year of massive demand upon our services due to economic factors and natural disasters, it is vital that we raise much-needed

more

funds through the Red Shield Appeal and we thank all Australians who have contributed so generously. We do not take it for granted, and without this support we would not be able to continue with our wide range of social programs and community services, assisting those less fortunate in our society.

“Despite real economic pressures on many households, due to the financial crisis and deepening recession, and the huge generosity of the Australian public to the recent Victorian Bushfire Appeal, it is evident that people are still strongly committed to assist those who are battling.

“We also thank the many thousands of volunteer collectors around Australia who assisted us this weekend in raising these vital funds and the hundreds of Westpac employees who yesterday donated their time to assist with the appeal,” said Major Masters.

For those who wish to make a tax deductible donation, please call **13 SALVOS (13 72 58)** or visit **salvos.org.au**. Donations can also be made at any Westpac branch, or by sending a cheque to PO Box 9888 in any capital city. In the near future a final release will be issued detailing the final result of the doorknock appeal. The \$9 million doorknock goal is part of the overall annual Red Shield Appeal target of \$73 million.

ends

QLD RESULTS

	2008	2009	Incr/ decr
Brisbane metro	\$331,000	\$312,400	-6%
Sth Qld country	\$288,300	\$228,000	-21%
North Qld	\$187,200	\$200,600	7%

INTERVIEWS RE. RED SHIELD APPEAL RESULTS, MAJOR GARY MASTERS ON 0419 996 940

CONTACTS FOR INTERVIEWS RE. LOCAL RED SHIELD APPEAL DOORKNOCK ACHIEVEMENTS IN QLD ARE AS FOLLOWS:

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