

You Brought the Light into Christmas...

Report back to supporters
following the Christmas
Appeal 2023



Te Ope Whakaora



‘Hope is being able to see that there is light despite all of the darkness.’ Archbishop Desmond Tutu

It is amazing to see a change in someone who is finally starting to feel hope.

They see light coming into their lives and they themselves start to light up. They begin to believe things can get better. Your support for our Christmas Appeal has brought that light. You took the opportunity to look beyond your own festivities and make a tangible difference in the lives of countless others.

Thanks to actions like yours, the available funding has received a boost, and that money will go directly towards ensuring our services are available to vulnerable Kiwis. We can provide nutritious food and wraparound support such as budgeting advice, counselling and personal development programmes.



This holistic approach is designed to assist those in need on their journey towards a brighter future.

Every donation, regardless of size, has the power to transform lives and bring warmth, nourishment and hope to those in our community who need it most.

During the season of giving, the ‘Light up Someone’s Christmas’ appeal has done just that. And your gift goes further. It has lit up all the possibilities for a brighter year ahead.

There is now a beacon of hope for those facing hardship. Together, we can make a difference and bring joy to those who come to us for support.

The gift of light is powerful—to know you are cared for and have hope is immense. This is the true impact of your donations.

From everyone at The Salvation Army, thank you.

You Brought Light with Your Gifts

Christmas Kai

More than **19,300** instances of food assistance and parcels.

You helped provide:

Wraparound Support

1358 people who received food support were referred to other wraparound services.

Whānau Support

389 individuals received Whānau Support that benefits them and their family—that's more than **1370** people helped.



Lifestyle Programmes

1176 clients and dependents benefited from a range of development programmes.

Financial Support

You have given **1278** participants more choices through financial guidance sessions.

Over 39,800 individuals helped this Christmas

Gifts under the Tree

Over **49,000** gifts were distributed.

1 November 2023–16 January 2024

Navigating Challenges Toward a Bright Future

The Salvation Army has journeyed with Jorja* and David* through a series of financial, health and emotional challenges.

With six children, several of whom have disabilities, the couple first approached their local centre five years ago after a devastating house fire.

‘Our kids have pretty much grown up with the Sallies,’ says Jorja. ‘They are always there for us.’ The range of services the family has accessed has included food parcels, social work and budgeting help. One of the ongoing aspects is advocacy, making sure the family get all their entitlements and helping to structure repayment plans.

‘With the kind of pressures and challenges this couple has faced, our support can literally be the difference that keeps a family together,’ says Rae, Jorja’s social worker. ‘They do the best for their beautiful children and are always top of our mind when it comes to food and gift support at Christmas.’ As a family of

eight with only one income, providing enough food is a constant struggle.

‘We both have the motto “children come first” so if there’s anything we can go without so they can have enough, we try to,’ says Jorja. ‘My husband is the cook in our house and knows how to bulk out meals so there is enough for the teenagers to have seconds.’

‘I don’t think it would be possible for us to be on the positive track we are now on without the support we’ve received.’

‘At Christmas, the Sallies have played the hugest role in us being able to provide something for the kids. We’re feeling good about the future. And I don’t think it would be possible for us to be on the positive track we are now on without the support we’ve received.’

*Names have been changed for privacy.



Ensuring There is Light Tomorrow

It’s an uncertain time. For many it’s stressful that costs keep rising; it seems like everything is becoming out of reach.

There is hope. There is a way forward. There are opportunities. We have a commitment and passion for caring for people, transforming lives and reforming society. Our programmes and dedicated staff deliver change.

Every day is a struggle for staff, seeing more and more people come to us for help. The constant demand for our services means we cannot stand still. Amid rising costs and increased stresses, we are building resilience, finding new ways to support families and individuals.

Last year there was an increased demand for food provision along with an increased cost of putting each food parcel together. If the trend continues, it is going to be

increasingly tough, forcing us to turn more people away from our foodbanks. We know there is more need behind each request for food. Referrals to already stretched staff and under-resourced centres are a sad reality.

We are committed to providing these vital services, to ensure we deliver wraparound support that is going to make a difference—enabling real change and brighter futures. But this all comes at a cost.

This is where we need the support of those who can help. Together, we can provide more staff, more access to our programmes, and empower more people. This plan is possible. This prayer can be achieved. It will take time and will require resources.

Knowing you are with us in this endeavour lightens our load and lights our path.

Jono Bell, Territorial Director
Community Ministries





Our Next Focus: **1000 Days Appeal** February 2024

‘By **investing** in our tamariki and their whānau **now**, we are ensuring **quality outcomes** for them in the **future**.’

Helen Armstrong, National Coordinator
Early Childhood Education



Every child deserves the opportunity to grow and thrive in supportive and nurturing surroundings.

In 2023, we set a three-year goal to raise \$1million to help 1000 children for 1000 days.

This year, we have launched the Next Generations Initiative to ensure your donations are specifically allocated to funding the vital services supporting children and young people.

Together we can give our nation’s biggest asset—the children of today, and the children of their children—a better start.

Your choice today gives them choice tomorrow.

Please donate at
**SalvationArmy.org.nz/
1000Days**



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