

A man in a dark blue Salvation Army uniform jacket stands in the foreground, smiling. He has a name tag that reads "Stewart Lee" and "CAPTAIN". The jacket also features the Salvation Army logo and the Māori name "Te Ope Whakaora". In the background, a family of five (a woman, a man holding a baby, and three children) are gathered around a wooden table filled with various food items. The setting is a bright, wood-paneled living room with large windows.

**How you
helped people
overcome the
tough choices
this winter.**



Te Ope Whakaora

Report Back to supporters following the Winter Appeal 2024

This winter...

Thanks to your support, over **3300** people received weekly food assistance.

Because of your kindness, over **1500** food parcels or vouchers were distributed to families every week.

Thanks to your generosity, **1556** clients and dependents were housed in transitional housing.

You enabled **47** percent of clients in transitional housing to receive financial mentoring advice while they were there.

Because of you, **850** clients and dependents received whānau support, with many referred to our other services such as life-skills programmes.

Your generosity meant that over **500** clients and dependents benefitted through our development programmes, such as the Building Awesome Whānau programme.

Figures for the period 1 July 2024—31 August 2024



Thank you for supporting our Winter Appeal this year

Thanks to you and your support, families like those in our stories who were overwhelmed with debt and felt they had nowhere to turn, are now living happy, stable, confident lives. They have become empowered and are looking forward to a positive future.

Thank you for identifying with struggling families and assisting them in their plight. You have helped to provide wraparound services, including financial mentoring, transitional housing, advocacy, counselling and food support. These services make a tremendous difference in the lives of whānau, bringing long-term transformational change and hope where previously there was none.

You have enabled our mentors on the front-line to walk alongside people, encouraging, guiding and upskilling them. 'It took me a while to get better at managing my money. It wasn't easy but with the help of my financial mentor, who kept pushing me to be better and better with my money, I improved. There are so many things for which I am grateful to The Salvation Army. They helped me through my darkest days,' said Natalie.



'The Salvation Army programmes empower people and help them to strengthen themselves and their whānau.'

Community Ministries/Food Security Team Leader



Learning budgeting has saved my life!

Learning new skills can sometimes take time and perseverance until they finally pay off.

Such was the case with Natalie* who turned to The Salvation Army when she found herself in a financial crisis. The Sallies connected Natalie with one of its financial mentors, whose help turned her life around.

'I got myself into debt. I cried. It was bad. I didn't know what to do. A friend of mine told me to go to The Salvation Army. I met with a financial mentor, who was lovely but, to be honest I was like *no, I'm not going to follow your rules!*,' says Natalie, after she had received her first budget.

'Things got worse. They were so bad, and I was in debt. My power was about to be cut off. It was a terrible place to be in. So, I came back to see the financial mentor again! He went through everything again, list by list, of what I needed to do. The second time I did it a bit, but as soon as I had money in the bank, I spent it,' says Natalie.

For a third time, Natalie went back to the financial mentor, who told her firmly what she needed to do to get her debt down. This time it was make or break. She listened, and it worked!

'If it weren't for these guys, I can honestly say that I wouldn't have been able to manage my money. Even before I accepted the help, I was coming here for a food parcel. I can't remember how many times

I came here. I would go to other agencies and get declined and cry and come back here again.

'And the last time I came here I remember thinking, *they're not going to give it to me this time because I had been here so many times*, but they did. It's all because I didn't know how to manage my money. I can honestly say that what The Salvation Army does is amazing. They help broken people, like me,' says Natalie.



* Name has been changed to protect privacy.

There's still work to do...

Research shows almost one-in-five New Zealanders are spending more than half of their household income on rent, while home ownership has fallen to below 60 percent.¹

The 2022–23 annual health survey by the Ministry of Health showed that more than one in five children lived in households where food ran out sometimes or often. For Māori and Pacific children, that rate was more than one in three. Renters, particularly those in social housing, experienced more than six times as much food insecurity as people who lived in households that were owned. The Salvation Army's *State of the Nation 2024* report released in February this year echoed these findings.²

The affordability gap between processed foods and healthy produce is widening and falling disproportionately on marginalised communities, making it harder for households to access nutrient-dense and quality foods. Research found that from July 2014 to March 2023, the price of sugary, processed foods and drinks had increased by around 14%. Meanwhile, the price of some fruits and vegetables increased by around 45%.³

Following a new study, the Health Coalition Aotearoa (HCA) says it's 'appalling' that families on the benefit struggle to buy healthy food. Published in the *Journal of the Royal Society*, the Auckland University study found that soaring food prices have made it 'virtually impossible' for families on the benefit to feed their children healthily.⁴



1 rnz.co.nz/news/national/524234/crunching-the-numbers-kiwis-spending-half-their-household-income-on-rent

2 thespinoff.co.nz/kai/31-07-2024/around-the-world-food-insecurity-is-improving-in-new-zealand-its-getting-worse

3 nzherald.co.nz/kahu/food-for-thought-the-cost-of-living-crunch-is-forcing-double-income-families-and-the-elderly-to-food-banks-angela-calver

4 pmn.co.nz/read/society/appalling-health-coalition-aotearoa-on-families-struggling-to-afford-healthy-food





Roberta (left) and Destiny.

Together

CHANGING LIVES AND BRINGING HOPE

Destiny was once anxious and scared about where her life would take her. But after she had completed one of our cooking courses, her confidence began to shine through. Read her story in the *Together* newsletter where we celebrate people whose lives have been impacted by our programmes. They include

Destiny and her mum, Roberta, and Sarah, who has completed three programmes.

‘So, a couple of weeks ago my friend comes up and said, “How did you go from being that person back then to now?” I said, “I told you, it’s called The Salvation Army. I did the managing your money and parenting courses. I needed to start with myself, so I could teach my kids.” She looked very surprised. She could see the change,’ said Sarah.

Together we can make a difference.

**[salvationarmy.org.nz/
together-newsletter](https://salvationarmy.org.nz/together-newsletter)**



Scan the QR code to go to the *Together* website.



Te Ope Whakaora