

# HELPING KIWIS IN NEED



Te Ope Whakaora  
**RED SHIELD  
APPEAL**



**Report Back to supporters following the Red Shield Appeal 2024**

# Thank you for helping people in need this Red Shield Appeal.



Every day, New Zealanders are struggling due to the cost-of-living crisis and the onset of winter. They come to our doors asking for help. It takes courage to do that. The challenges they are facing are many, and it is heartwarming to know that through your generous support, we can provide them with wraparound services to meet both their immediate and long-term needs.

These can include food assistance, budgeting advice, advocacy, counselling and transitional housing. With your support, we can help people like Rita and Jenny who featured in our appeal this year, placing their lives on a firmer, more stable footing for the future.

‘Having that support was life changing. It was incredible having these people from The Salvation Army that I didn’t even know to begin with. They kept on believing in me until I believed in myself’, said Rita.

But there are still many more like Rita and Jenny who need your support. This winter, many families are struggling. Our Family Stores are busy providing blankets, and children’s shoes and jackets to needy families.

But despite the difficulties, we are encouraged by the generosity of many of you who continue to support our mission. Together, we can help to transform the lives of New Zealanders, one person at a time.

May God bless you and those you love.

Yours sincerely,

**Mark and Julie Campbell** (Commissioners)  
Territorial Leaders, The Salvation Army  
New Zealand, Fiji, Tonga and Samoa Territory

# THIS YEAR SO FAR...

We provided **29,504** social work sessions.

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Our financial mentors assisted **1922** clients.

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We distributed **34,152** food parcels.

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We provided **761** Positive Lifestyle Programme sessions.

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We assisted **1113** clients through our Transitional Housing programme, including a further **1869** dependents.

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We provided **1621** sessions through our development programmes.

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Altogether **55,984** people received food assistance.

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Figures for the period  
1 January 2024–31 May 2024



## NEW CITY, NEW HOPE FOR ONE BIG, HAPPY FAMILY

**When Jorja\* and David\* received the offer of a new home, their Salvation Army support workers helped facilitate their big move from the North Island to the South Island.**

After experiencing a series of tough life events that impacted their family, Jorja had initially reached out to her local Salvation Army centre for food. During an assessment of the family's needs, it became clear that there was a lot that could be done to help, including regular food in times of hardship, ongoing advocacy and social work. With only one parent able to work while the other cared for the children, budgeting advice helped the couple work out where to make savings and how to structure debt-repayment plans.

'I'm more empowered around managing money now and that definitely helped us have confidence to move south,' says Jorja. 'I'm celebrating each little win. The biggest thing I've learned is to put myself first. It's hard to ask for help, but I'll never regret the day I did.'

'It was important to connect this family to a new team when they moved,' says Rae, Jorja's social worker in the North Island. 'They've been through so much

and it's been a privilege to walk alongside them. They have come through it all, left friends and whānau behind and reached the safety of a warm, dry, permanent home which was very important for their children who have a variety of needs.'

Jorja and her family have made sacrifices in their move south, but they are clear on their priority—providing the right environment for their children to grow up safe and as healthy as possible. The opportunity of a new house was crucial for their youngest boy, who has long suffered from respiratory issues worsened by damp conditions within old homes.

'We had to come to terms with leaving support networks behind and starting fresh,' says Jorja. 'It's going to take time to settle, but kids adapt fast and the relief of having our housing issues sorted is everything. It's still tough, but the help is there when we need it. We're seeing life with fresh eyes.'

\*Names have been changed to protect privacy.

## As we step into winter— the tough choices continue

Statistics show over 200,000 children are living in poverty in New Zealand, said Zellara Holden, general manager of Meat The Need, citing The Salvation Army State of the Nation report 2024 and Child Poverty Statistics from StatsNZ. ‘More than one in five homes with children run out of food sometimes or often, which is a disturbing number for a country that produces so much food.’<sup>1</sup>

Fuel poverty is an ongoing challenge in Aotearoa New Zealand. In 2023, an estimated 40,000 New Zealand households had their power cut due to unpaid bills. Inadequately heated homes, or having to disconnect electricity, does not just mean people are cold. There are many related serious social, health and economic consequences.<sup>2</sup>

Food insecurity is one of the key factors in child poverty and material hardship. The past 18 months, since late 2022, have seen a sharp increase in food insecurity and the need for support. In the year ending December 2023, The Salvation Army distributed more than 92,000 food parcels, a 40 percent increase on 2022. The need continues into 2024.<sup>3</sup>



- 1 Bethwyn Littler. (2024, June 4). ‘Meat the Need: Farmers donate meat and milk for Waikato folks doing it tough.’ Waikato Times. [www.waikatotimes.co.nz/nz-news/350289424/meat-need-farmers-donate-milk-and-meat-waikato-folks-doing-it-tough](https://www.waikatotimes.co.nz/nz-news/350289424/meat-need-farmers-donate-milk-and-meat-waikato-folks-doing-it-tough)
- 2 Jodi Gardner. (2024, May 13) ‘NZ’s big chill was an early winter warning: Power should be subsidised for struggling households.’ RNZ. Originally published by The Conservation. <https://www.rnz.co.nz/news/on-the-inside/516704/nz-s-big-chill-was-an-early-winter-warning-power-should-be-subsidised-for-struggling-households>
- 3 The Salvation Army. (2024, May 31). [www.salvationarmy.org.nz/news/budget-shortcomings-prove-hope-needed-amid-increasing-desperation](https://www.salvationarmy.org.nz/news/budget-shortcomings-prove-hope-needed-amid-increasing-desperation)



Te Ope Whakaora



# Helping Kiwis overcome the tough choices this winter

In the midst of winter, a hearty bowl of soup can help to keep out the winter cold. For many needy Kiwis, their relationship with The Salvation Army begins at a food bank.

In winter, many whānau face greater challenges, especially with increased heating costs. Some families are being forced to make tough choices regarding whether they pay the rent, the power bill or buy food.

This is where The Salvation Army comes in. Our Winter Appeal will be raising funds to help support our financial mentoring services, as well as providing transitional housing for families in dire circumstances.

You can support the appeal at **[SalvationArmy.org.nz/  
WinterAppeal](https://www.salvationarmy.org.nz/WinterAppeal)**