

Stepping Forward Together



ONE

STEP

AWAY



Te Ope Whakaora
RED SHIELD
APPEAL

Report Back to supporters following the Red Shield Appeal 2023

Thank you for taking that step forward to help fellow Kiwis in need this Red Shield Appeal

It takes a lot of strength for those who need it to come to our doors and bravely ask for help. Your compassion means we can give them the chance to not only meet their immediate needs, but also wrap them in support which enables them to heal from trauma and look towards a more positive future for generations to come.

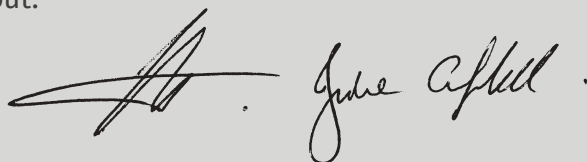
People like Sophie, Nicola and Mark—whose stories we have shared with you over this appeal—exemplify the impact of your kindness and demonstrate the amazing mahi of those who come to us for help to turn their lives around. It is our honour to celebrate their successes and show you the real change that your donations can bring about.

But the work is still not done. This winter we will continue to see Kiwis struggle as the cost-of-living hits whānau hard and puts the strain on affording even essentials like warmth and food.

Despite the difficult season ahead, we are encouraged by the fact that the heartfelt support from people like you will enable us to continue to fight for those in our society who need it, in the hope that **we will make Aotearoa New Zealand better together—one step at a time.**

May God bless you and those you love.

Your sincerely,



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



This Year so Far...

we provided 656 Positive Lifestyle Programme sessions.

2568 social work sessions were conducted.

39% more direct food parcels and vouchers were given out.

45% more people attended PLP than last year.

79% of Transitional Housing residents received social support.

From 1 January 2023–31 May 2023.

98 new people attended counselling.

31,385 food parcels were distributed.

4029 people were helped with financial mentoring.



The World is Our Oyster Now

Karen felt she had nowhere else to turn when she came to The Salvation Army's doors. She shared with us her story of transformation which was only made possible thanks to donations from kind people like you.

'I have always put other people first. My mum passed away when I was three and my siblings and I bounced from home to home. Without stability and with bad role models, I always tried to protect my little brother.

'Once I became a mum, I wanted to break the cycle because I didn't want my children to be raised like I was. But after my relationship breakup, my children ended up living with their father and this turned my world upside down. I was also dealing with looking after my brother, who was suffering from double kidney failure. With all this stress and turmoil, I turned to drugs to cope.

'I would walk for hours a day to give my brother his daily deep tissue massages which he needed to help his condition. Everything I did was for him, and he was my whole life. I decided to get clean from drugs when an opportunity came up for me to donate a kidney to him. This would keep him alive for longer, and I wanted more than anything to save him.

'Everything changed when I found out I was pregnant, because it meant I couldn't donate a kidney anymore. Finding out I was having a baby forced me to be sober and made me realise I wanted a better future for myself, and I wanted my other kids back with me. It was one of the most difficult times of my life because shortly

afterwards, my brother passed away. But I know he is at peace and his soul can rest. Now I need to focus on some things for me.

'I was heavily pregnant, deeply upset about the loss of my brother, and in desperate need of a place to live when I met someone from The Salvation Army. I probably cried through 90 percent of my first interview, I was so overwhelmed by the love and care. I was given a home to live in whilst receiving regular support with my parenting, budgeting advice and other life skills. It meant I could focus on my new baby in a safe space, wrapped in support.

'With my progress I was able to have my other children come and stay regularly; this has meant the world to me. Now, I have lots of hopes and I know life is not over for me. I am going to do a hairdressing course and am working towards saving up for a car and finding a rental for my little family to move in to.

'Most importantly, I just want to bring up my little boy. The world is his oyster and I know that he has a chance at a good future. I've been saved by The Salvation Army because they took a chance on me, and their support means I can now give my kids the childhood my brother and I never had.'

As We Step into Winter—Times Will be Tough

'Food prices increased by 12 percent for the average household.'¹

'Compared with April last year, fruit and vegetables were up by 22.5%, groceries were up 14% and meat and fish prices were up 9.5%.²

'Many households are currently living pay to pay, and another year of sizeable cost increases will add to budgetary pressures.'³

'People often respond to fuel poverty by reducing their social and family life: socialising less in cold weather and using fewer rooms in the home, which has mental health effects, and negative impacts on family relationships.'⁴

'One in six parents are having to choose between eating, and paying bills, according to a recent survey by My Food Bag.'⁵



1 James Mitchell in Statistics New Zealand. (2023, May 1). *Cost of living remains high for all household groups: Stats NZ*. <https://www.stats.govt.nz/news/cost-of-living-remains-high-for-all-household-groups/>

2 Sowman-Lund, S. (2023, May 10). *Food prices surge... again*. The Spinoff. <https://thespinoff.co.nz/live-updates/11-05-2023/food-prices-surge-again>

3 Mark Smith in RNZ News (2023, March 22). *Rising living costs set to 'significantly dent household budgets', economist says*. RNZ. <https://www.rnz.co.nz/news/business/486502/rising-living-costs-set-to-significantly-dent-household-budgets-economist-says>

4 Middlemiss, L., Ambrose, A., Simcock, N., Martiskainen, M., & Sheriff, G. (2022). *Fuel poverty in the cost of living crisis*. https://eprints.whiterose.ac.uk/192853/1/PolicyLeads-Note7_Fuel-poverty-in-the-cost-of-living-crisis3.pdf

5 Quill, A. (2023, May 12). *'Crying over cheese': Parents going without to feed the kids*. Stuff. <https://www.stuff.co.nz/bay-of-plenty/300867787/crying-over-cheese-parents-going-without-to-feed-the-kids?cid=app-iphone>

Feed hearts, minds & families this winter.



Te Ope Whakaora



Food is at the heart of whānau. It's also often the start of our relationships with Kiwis in need.

But feeding empty stomachs is just the tip of the iceberg for all the services your donations empower. Once that connection has been made,

we can offer as much or as little support as people require to help them get back on their feet.

This year's Winter Appeal will raise funds to provide not only nourishing meals, but also give practical and spiritual support this winter—feeding hearts, minds and families.

You can support the appeal at SalvationArmy.org.nz/WinterAppeal