

...we needed you

As we join the rest of the nation in celebrating Level One, and adjusting to the 'new normal', The Salvation Army would like to say four significant words: **THANK YOU NEW ZEALAND.**

During our historic lockdown, requests for food parcels and other assistance soared to unprecedented levels. This was matched only by the generosity of 'team New Zealand'. You have given millions to supply food parcels through the online Foodbank Project. You have donated goods, food, services and money or vouchers. You have supported vulnerable Kiwis in so many other ways. Individuals and businesses alike donated—we have all come together and provided a lifeline, a sense of being kind and helped our neighbours.

You were one of those people. With every instance of kindness, every caring gift or donation, you joined the tide of generosity that helped get thousands of New Zealanders through the most difficult time of their lives.

'From previous experience, we know that need often presents as an immediate requirement for a food parcel. But this is the start of a longer journey, of addressing bigger and often complex underlying need or factors. It is the beginning; and just supplying a food parcel is not the whole solution,' says Jono Bell, National Director of Community Ministry Centres.

Here is a look back at how your donations were used during lockdown, and how The Salvation Army will continue to work with those in need during the long recovery to come.



Tim Hamilton,
Director of
Salvation Army
Public Relations.



When Aotearoa New Zealand needs us this winter, we need you

Our goal is to empower people to move from crisis to independence, with hopes and goals for their future.

New Zealand, you joined with us to provide food parcels for thousands of people in need. Now, please join with us as we walk alongside Kiwis in the months, and even years, to come.



Thank you for all you have done. Thank you for all you continue to do.



Te Ope Whakaora

salvationarmy.org.nz/winterappeal

When Aotearoa New Zealand needed us...



How your generosity got Kiwis through our historic lockdown

March–May 2020

WAZOINS

Lockdown in numbers



23 March–25 May 2020



Looking Back at Lockdown

The Salvation Army experienced the biggest ever jump in new clients—with over 11,000 people requesting help for the first time, between 23 March–25 May this year.

Many regions experienced a whopping 400 percent rise in the number of food parcels given out.

Overwhelmingly, these new clients had experienced job losses or a reduction in income.

‘We had a mum and dad—with two small children—and both of them lost their jobs and had no money coming in,’ recalls Lorraine Brooks, Salvation Army Centre Manager in Glenfield, Auckland. ‘So our driver dropped off a food parcel to their front door. Later, they phoned us and said they had really given up and couldn’t see a light at the end of the tunnel—it really gave them hope.’

Nationwide, The Salvation Army galvanised to respond quickly to the huge surge in need. A text number was set up to make it easy for people to ask for help, and welfare assessors were pulled from around the country to answer the thousands of requests coming in.

Churches and centres were transformed into warehouses to store the pallets of food and other items donated by businesses and individuals across the country. Staff were re-deployed to pack food parcels and deliver them, all while following social distancing protocols.

One new client sent the Sallies a message about their own experience: ‘I have never had to rely on help from a foodbank or anything like that before. Due to the current COVID-19 situation, my partner and I are unable to work and have been struggling financially.’

‘Someone mentioned The Salvation Army is offering a food parcel for people in need. I texted a number yesterday and someone rang me back today. Within two hours I had a box of groceries at my door. I just couldn’t believe the items that were given to us—everything we needed!’

The New Face of Need

Lockdown was a perfect storm for New Zealand’s lowest income earners. Many work in our hardest-hit industries, such as hospitality and seasonal work. Others are migrant workers, with English as a second language, or work in unstable zero-hour contracts. They were the first, and most severely, impacted by lockdown.

While some clients were able to receive the wage subsidy at 80 percent of their income, ‘if they’re on low-paid wages, their incomes are already stretched as far as they can possibly go. So 20 percent less has a huge impact,’ explains Central Division Community Ministries Secretary, Major Pam Waugh.

New Zealand may now be out of lockdown, but many Kiwis are not out of crisis.



So, Where to From Here?

Economists believe we are in a calm before the storm, with many job losses still to come. ‘We expect a surge in the next couple of months, especially when the wage subsidies end,’ says The Salvation Army’s Principal Policy Analyst Ronji Tanielu. ‘Many people on low incomes don’t have buffers, they don’t have savings, they don’t have job flexibility. We expect there will be a huge impact going forward for quite a long time. And the impact will be across the board—housing, child poverty, food insecurity and addictions.’

That is why a food parcel is just the beginning of the journey when someone comes to The Salvation Army. We wrap an array of services around our clients, including:

Financial mentoring to assist people with budgeting and paying off debt

The Positive Lifestyle Programme to help strengthen their emotional and mental wellbeing and set personal goals

Counselling

Temporary housing to help people in crisis

Social housing with long-term, affordable rents

Social workers specialising in many areas, from youth work to family violence

World-leading drug and alcohol addiction services

Problem gambling services