

*You are the
hope people need*



The Salvation Army Australia



Impact Report

2025

“

We must be willing to step out of our comfort zones in order to truly make a difference in the world.

~ Catherine Booth-Gibson,
eldest daughter of Salvation Army founders
Catherine and William Booth

”



The Salvation Army Australia Impact Report 2025

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STORY OF HOPE

Krzysztof's story
Off the streets



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STORY OF HOPE

Julie's story
Finding hope to heal

To protect the privacy of the people we work with, when requested we have changed identifying details and used stand-ins in photography. We offer our heartfelt gratitude to those who shared their stories with openness and courage. All data, services and contact details were accurate at the time of publishing.

Our mission, vision and values

Mission

The Salvation Army (TSA) is a Christian movement dedicated to sharing the love of Jesus.

We share the love of Jesus by:

Caring for people

Being there when people need us most

We offer care and compassion as a sacred encounter with transformative potential

Creating faith pathways

Taking a holistic approach to the human condition that values spirituality

We graciously share the Good News of Jesus and grow in faith together

Building healthy communities

Investing ourselves in relationships that promote mutual flourishing

We find the wholeness God intends for us in community

Working for justice

Tackling the social systems that harm creation and strip away human dignity

We join God's work to build a fairer world where all can thrive

Vision

Wherever there is hardship or injustice, Salvos will live, love and fight, alongside others, to transform Australia one life at a time with the love of Jesus.

Values

Recognising that God is already at work in the world, we value:

Integrity

Being honest and accountable in all we do

Compassion

Hearing and responding to pain with love

Respect

Affirming the worth and capacity of all people

Diversity

Embracing difference as a gift

Collaboration

Creating partnerships in mission

Our commitment to inclusion and reconciliation



The Salvation Army Australia acknowledges the Traditional Owners of the land on which we meet and work and pay our respect to Elders, past, present, and future. We value and include people of all cultures, languages, abilities, sexual orientations, gender identities, gender expressions, and intersex status. We are committed to providing programs that are fully inclusive. We are committed to the safety and well-being of people of all ages, particularly children.

As a movement, we believe inclusivity is achieved by treating all people with dignity, compassion and respect. We deliver programs with cultural sensitivity and work with diverse groups to best understand their needs. This includes people of all cultures, languages, capacities, sexual orientations, gender identities and/or expressions.

Message from our leaders

We do this through our work with people experiencing homelessness, addictions, domestic violence, natural disasters and family dysfunction, and those who are isolated by language, social status and access to services.

Our work is centred on the person of Jesus and his love for all people. We are led by his Spirit to act with and on behalf of those who need us. We want to be bringers of hope, comfort and empowerment.

To all who help to make this a reality, we are deeply grateful. Your financial, practical and advisory assistance is so appreciated. Thank you for your commitment to our mission and to the people of Australia.

God bless you all.



Commissioner Miriam Gluyas
Territorial Commander,
Chair of the Board
The Salvation Army Australia



Colonel Winsome Merrett
Chief Secretary
The Salvation Army Australia

Our governance

2024-25 Territory Board

The Board is responsible for providing governance oversight to the Australia Territory in accordance with Australian law, all requirements under International Headquarters' Orders and Regulations, and the principles of theology, mission, integrity and compliance.

The Board is also responsible for strategically positioning the Territory so that it has a sustainable, major influence on Australian society, and to provide advice and assistance to the Trustees.

The Board is chaired by the Territorial Commander and is accountable to the General for its responsibilities.

Board membership for the period 1 July 2024 to 30 June 2025 is as listed:

- Commissioner Miriam Gluyas, Chair
- Major Kevin Lumb, Alternate Chair
- Mr Richard Grellman AM, Lead Independent
- Mr Greg Couttas, Chair, Audit and Risk Committee
- Ms Desley Hargreaves PSM, Chair, Quality and Safety Committee
- Ms Felicity Natoli, Chair, Professional Standards Committee
- Mr Adrian Appo OAM
- Dr Ian Brown
- Colonel Winsome Merrett
- Captain Colin Reynolds
- Captain Leisa Humbley
- Auxiliary-Lieutenant Rosy Keane

Board visits

In August 2024, the Board travelled to the South Australia Division to visit different expressions of The Salvation Army. In April 2025, the Board visited the Victoria Division.



Commissioner Miriam Gluyas
(Chair)



Major Kevin Lumb
(Alternate Chair)



Mr Richard Grellman AM
(Lead Independent)



Mr Greg Couttas
(Chair, Audit and Risk Committee)



Ms Desley Hargreaves PSM
(Chair, Quality and Safety Committee)



Ms Felicity Natoli
(Chair, Professional Standards Committee)



Mr Adrian Appo OAM



Dr Ian Brown



Colonel Winsome Merrett



Captain Colin Reynolds



Captain Leisa Humbley



Auxiliary-Lieutenant Rosy Keane

Board Committees

Audit and Risk Committee

The purpose of this committee is to ensure the integrity of the financial statements, the risk management framework and the system of internal controls, such that these align with The Salvation Army's values and meet its legislative and regulatory obligations.

Nominations Committee

The purpose of this committee is to fairly and objectively identify and nominate suitably qualified candidates for appointment to the Board.

Spiritual Life Committee

The purpose of this committee is to improve the depth and breadth of the spiritual life of The Salvation Army in Australia; and to guide the movement so that it operates in accordance with its God-given mission – “Share the love of Jesus by caring for people, creating faith pathways, building healthy communities and working for justice”.

Professional Standards Committee

The purpose of this committee is to define and promote within The Salvation Army a world's best-practice response to allegations of abuse and ensure The Salvation Army is actively enhancing child safety within the Australian community.

Quality and Safety Committee

The purpose of this committee is to define and promote a culture of continuous quality improvement and consumer safety that aligns with The Salvation Army's values and meets its legislative and regulatory obligations.

Remuneration Committee

The purpose of this committee is to assist and advise the Board on matters relating to remuneration for employees in senior roles as described in the Committee's Terms of Reference.

The Under-35 Board Participant Program



Dr Britta Lacey

In April 2021, the Board approved the concept of an Under-35 Board Participant Program. This initiative ensures that the under-35 cohort of Salvationists is able to participate in the governance of The Salvation Army in Australia.

Dr Britta Lacey, a General Practitioner based in Brisbane and a senior soldier at the North Brisbane Corps, was appointed to the Board in August 2024 as part of the Under-35 Board Participant Program.

As participating observers, the Under-35 Board Participants attend all Board meetings with full access to the information being considered at each meeting and any additional communications provided to the Board. This position does not carry a Board vote. However, full participation in all Board discussions is encouraged.



Find out more about The Salvation Army Australia leadership at salvationarmy.org.au/about-us/leadership-and-structure/australian-leadership



How we measure impact

The Salvation Army's Stronger Communities Outcomes Measurement Initiative

The Salvation Army (TSA) is committed to providing effective support to the Australian community, living out its mission and vision: "Wherever there is hardship or injustice, Salvos will live, love and fight, alongside others, to transform Australia one life at a time with the love of Jesus." The Stronger Communities Outcomes Measurement initiative is designed to monitor and understand TSA's progress in achieving its mission and vision. Led by TSA's Research and Outcomes Measurement team (referred to as TSA Research team), this initiative is carried out in partnership with frontline services and the client database team. TSA's outcomes measurement practices are considered exemplary and have been recognised with multiple [Social Impact Measurement Network Australia \(SIMNA\) Awards](#) (see Recognition and Awards section).

TSA's dedication to best practices and quality work is evident in our commitment to outcomes measurement, ensuring impactful support for those

in need. Various measurement and reporting tools have been developed to provide visibility into the progress and outcomes reported by community members across TSA's diverse services. These outcomes are aligned with the four TSA Outcome Domains. They are also aligned with, and can be mapped to, the outcome frameworks of the services' funding bodies, and various governments and peak bodies across Australia (see page 10 for TSA Outcomes Framework).

As part of this initiative, feedback and service experiences from community members are collected to facilitate timely issue resolution. This ensures that clients' experiences align with the model of care and intended service delivery, enabling services to be client-centred, inclusive, accessible, and impactful. Both outcomes and service experience data inform support plans, referrals, advocacy, and continuous service improvements. Mapping individual outcomes across TSA's four overarching domains helps us understand the impact of services and the transformation experienced by those we serve.



TSA Outcome Domains: Key Areas of Transformation

1. WELLBEING & SPIRITUALITY

This domain encompasses a holistic state of being well, satisfied, and content. It includes physical and mental health, spiritual wellbeing, life satisfaction, sense of purpose, happiness, and overall flourishing in life.

2. INDIVIDUAL CAPABILITY

This domain focuses on personal attributes, attitudes, competencies, and behaviours that help individuals function well in life and manage life adversities. It includes skills, knowledge, coping strategies, resilience, social functioning, self-advocacy, self-efficacy, and positive behaviours.

3. LIFE CIRCUMSTANCES

This domain covers the environments and conditions in which people live, directly impacting their health, wellbeing, and ability to handle stress and hardships. It includes factors like housing, economic resources, income, employment, and education.

4. SOCIAL CONNECTEDNESS

This domain encompasses the quality and degree of connections and interactions with significant others, family, friends, and access to the community and social services. Healthy social connections provide emotional and material support, promote social engagement, cohesion, and community resilience, and help individuals, families, and communities thrive and recover from adversities.

The Salvation Army Outcomes Measurement Framework

Our mission

The Salvation Army is a Christian movement dedicated to sharing the love of Jesus by:



CARING FOR
PEOPLE



CREATING FAITH
PATHWAYS



BUILDING HEALTHY
COMMUNITIES



WORKING FOR
JUSTICE

This mission informs the outcomes we want to measure.

Our outcome domains

The Salvation Army uses sector-specific frameworks and best practice to promote change across the following outcome domains:



WELLBEING AND
SPIRITUALITY



INDIVIDUAL
CAPABILITIES



LIFE
CIRCUMSTANCES



SOCIAL
CONNECTEDNESS

By measuring these outcomes, we determine our impact and the extent to which we are achieving our mission and vision.

Our collective impact

The Salvation Army measures and evaluates the impact of our work in fulfilling our mission and vision and this information is used to improve our services:



PRACTICALLY
(CARING FOR PEOPLE AND
WORKING FOR JUSTICE)



SOCIALLY
(BUILDING HEALTHY
COMMUNITIES)



SPIRITUALLY
(CREATING FAITH
PATHWAYS)

Our outcomes measurement framework enables greater accountability and supports our continuous improvement. It is a significant milestone on our journey towards understanding and appreciating our full impact.



Guiding Principles and Implementation of Outcomes Measurement for Individual Services

TSA Research team is guided by the following principles in developing the outcomes measurement framework:

1. ACCESSIBLE AND MEANINGFUL

Tools and processes are designed to be useful, relevant, trauma-informed, culturally appropriate, and accessible.

2. PARTICIPATORY AND COLLABORATIVE

We value the collective knowledge of our frontline team, people with lived experience, and community partners. We actively seek participation and collaboration from these stakeholders. Our projects are inclusive of all communities, including Aboriginal and Torres Strait Islander peoples and those from diverse cultural backgrounds.

3. HOLISTIC

We consider the physical, emotional, spiritual, and social wellbeing of people, and their connections to their communities and environments when developing our outcomes tools.

4. ETHICAL

All projects align with the [Australian National Statement on Ethical Conduct in Human Research](#) and the [Australian Government Guide to Evaluation](#) under the [Indigenous Evaluation Strategy](#) ensuring the wellbeing of participants and sharing project benefits with stakeholders.

Aligning with these principles, TSA Research team collaborates closely with frontline teams and seeks input from people with lived experience to ensure the tools are appropriate, feasible, useful, and accessible, while aligning with best practices. Findings from outcomes measurement also inform TSA advocacy and government submissions.

TSA Research team is enhancing our capability to develop outcomes dashboards using the latest software, presenting findings in accessible and impactful formats for internal stakeholders, aligning with data visualisation strategies. This promotes evidence-based practice in daily operations, encouraging the use of outcomes data to inform individual support plans, review client progress, and identify service-level outcomes for continuous improvement. The holistic nature of outcome measurement also helps identify other areas community members wish to address, sometimes through referral services.

When developing an outcomes framework for individual services, TSA Research team considers diverse funding reporting requirements to ensure services meet national reporting standards. This helps TSA remain competitive in maintaining and securing funding. TSA's client database team also develops automatic and safe data uploads to funding bodies' databases, reducing the administrative burden and allowing workers to focus on supporting community members.

Recognition and Awards

TSA is a leader in developing trauma and culturally informed outcomes measurement, incorporating voices of those with lived experiences and frontline teams. This approach is particularly critical in the family violence space, where TSA champions the voices of victim survivors. Evidence of TSA's leadership in this aspect is demonstrated through **the 2024 SIMNA Award for Innovative Design in Social Impact Measurement** for Flexibility in evaluation with culturally diverse victim-survivors of family violence: going beyond "doing no harm" for TSA Carinya Art therapeutic program.

Feedback from the four judges for the SIMNA 2024 Award were highly positive, highlighting the creative and innovative approach, particularly the involvement of children and diverse stakeholders, including the Cultural Advisory Group. The use of trauma-informed, strengths-based methods, the critical role of lived experience and cultural knowledge, and the creation of the Cultural Advisory Group were all commended. The evaluation's importance, clear approach, strong inclusion of women and children, and the transformative, co-design approach were praised, emphasising the innovative combination of methods and the importance of starting the process from the beginning to achieve genuine innovation and tailored outcomes. TSA has recently published this work in the [Evaluation Journal of Australasia](#).

TSA has also received multiple Social Impact Network Australia (SIMNA) Awards, including:

- **The 2018 Changemaker SIMNA Award** for Moneycare Financial Counselling Outcomes Measurement
- **Runner-Up for Excellence in Social Impact in 2022 and in 2023** for the national Doorways Emergency Relief Outcomes Measurement and the national Youth Services Outcomes Measurement respectively



“

This project places a significant emphasis on the critical lived experience and peer support that is only eligible through the involvement of people with cultural knowledge and understanding. The impact measurement approach keenly recognised that evaluators cannot undertake this work without the insights, knowledge, and skills of those with cultural awareness and lived experience of trauma. The creation of the Cultural Advisory Group, 'mock' therapeutic session/s, and mixed methods are therefore designed to mitigate power imbalance and trauma while using positive tools and co-design to facilitate safe, personal data sharing and collection.

~ Judge 2

The successful deployment of a transformative, trauma-informed, and co-design approach in designing this evaluation is highly commendable. This framework is innovative not only in concept but also in its influence on the methods adopted – an innovative combination of approaches that effectively prioritised lived experience while maintaining methodological rigour.

~ Judge 4

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Progress Report (as of March 2025)

The **Moneycare financial counselling services, Doorways, Alcohol and Other Drugs, and Youth streams** have successfully integrated outcomes measurement into their business-as-usual operations. They have identified substantial advantages in utilising outcomes data and client feedback to refine service delivery, foster continuous improvement, enhance organisational learning, secure funding, and strengthen advocacy efforts. These insights provide tangible evidence of the positive impacts on the lives of those accessing TSA services.

Homelessness stream

In April 2024, TSA Research Team finalised the National Outcomes Measurement Framework for the Homelessness Stream. This framework, developed with the national homelessness specialist and leadership team, provides a consistent approach to measuring outcomes across TSA homelessness services. It includes a National Logic Model linking resources to outcomes, an Outcomes Matrix mapping key outcomes to measurable indicators, and various Measurement Tools to track client progress and service quality.

The framework was developed through extensive research and consultations with people with lived

experience of homelessness, practitioners, and analysis of external frameworks and policies, and funders reporting requirements. Consultations with people with lived experience helped identify relevant outcomes, while focus groups with practitioners provided insights into expected client outcomes. The framework also draws on internal documents and research.

The pilot implementation of the framework began in July 2024 and is set to conclude in May 2025. It involved over 170 staff members across 23 programs, testing the new measurement tools and processes. Key milestones include training sessions for staff, ongoing support from the Research Team, and feedback collection from staff and clients. Initial feedback has been positive, highlighting the framework's effectiveness in understanding client needs and progress.

Across May and June 2025, TSA Research Team will review feedback from the pilot to refine the framework before a full national rollout starting in July 2025. The rollout will include onboarding and training for all programs, integration with the Homelessness Stream's Practice Guide, and ongoing support from TSA Research Team. The framework will transition to a broader monitoring, evaluation, and learning approach to drive continuous improvement and strengthen client outcomes.



Family violence Stream

In July 2023, TSA Research and Family Violence (FV) teams, in collaboration with the Centre for Social Impact at the University of Western Australia, embarked on a groundbreaking journey to develop a comprehensive Outcomes Measurement (OM) Framework for TSA's National FV Stream. This initiative highlights TSA's commitment to providing effective support for victim survivors and represents a pioneering effort in the FV sector.

The pilot project, conducted during a period of rapid change in the FV sector, addresses the critical need for robust outcomes measurement. In response to the high vulnerability of clients and the lack of sector-appropriate OM approaches, TSA is developing a purpose-built OM tool, the FV Wellbeing and Recovery Indicator, based on [Australia's first validated FV OM instrument](#) and adapted to TSA's unique service delivery model. The complexity of this project involves navigating the nuanced circumstances of FV clients, who often face severe risks and are engaged with multiple services.

To manage this complexity, TSA established the FV Advisory Network, comprising subject matter experts, lived experience representatives, government officials, academic experts, and internal FV stakeholders. This network ensures the OM Framework meets the needs of the community, funding bodies, governments, and the wider sector. As the project progresses, insights gained from the pilot will inform the national rollout of the FV Wellbeing and Recovery Indicator and additional OM tools, integrating them into ongoing business practices by the end of 2025. This project aims to transform support for victim-survivors, ensuring meaningful documentation of impact and continuous improvement in FV services.

As all key streams progress with their outcomes measurement implementation, TSA will gain greater visibility into its collective progress and mechanisms towards achieving its mission and vision. Implementing outcomes measurement across all streams further enhances TSA's ability to deliver and demonstrate effective service deliveries that support Australians experiencing hardships and disadvantages.

Other programs

Outcomes measurement has been piloted or implemented in smaller-scale programs such as:

- The Positive Lifestyle Program
- Emergency Disaster Assistance
- Lived Experience Engagement Program
- Carinya Family Violence Art Therapeutic Program
- Townsville Indigenous Youth Resilience and Leadership Program
- Youth Transitional Support Service
- Townsville Indigenous COACH Mentoring Program (pilot)

Knowledge Sharing and Collaboration

TSA Research team actively shares and exchanges outcomes measurement knowledge within TSA, and with the broader community services and evaluation sectors. This collaboration enhances service delivery, advocacy, and continuous improvement within the sectors.

Knowledge Exchange Activities and Partners:

- The Salvation Army Family Violence OM Advisory Network
- Government partners (Commonwealth, states, and territories)
- Community and University partners
- Data Catalyst network
- Conference presentations (Australian Institute of Family Studies, Australian Evaluation Society)
- International knowledge exchange (The Salvation Army New Zealand, Fiji, Tonga, Samoa Territory, Youth Wellness Hubs Ontario, The Salvation Army International Research Network)

TSA's commitment to best practices in outcomes measurement ensures effective support for the Australian community, fulfilling its mission to transform lives with the love of Jesus.

Need Help?

The Salvation Army provides all social services without discrimination. Find out more at salvationarmy.org.au/need-help/



CASE STUDY

The Salvation Army's holistic and collaborative supports bring hope to a struggling mother and her daughter

TSA offers a wide range of community and social services to support individuals and families experiencing hardships. TSA Moneycare service offers free and confidential financial counselling to help individuals manage their finances and reduce debt. Doorways Emergency Relief supports people experiencing financial distress by providing immediate assistance, such as EFTPOS vouchers, material aid, and referrals to local services and community activities, while Casework assists families and individuals to address the underlying causes of financial hardship. These services are designed to be inclusive and accessible, often working together to support community members to improve their financial wellbeing and capability.

In early 2025, Sophie*, a 31-year-old mother of two teenage daughters, found herself in a distressing situation. Referred to Moneycare from TSA Employment Plus due to overwhelming concerns about her utility bills, her initial Moneycare appointment revealed the depth of her financial struggles. Unable to work due to a broken foot, she was at a loss for how to manage her household expenses and provide for her daughters.

Moneycare stepped in to offer comprehensive support through a series of targeted actions. Recognising the immediate need to restore essential services, they assisted Sophie with the reconnection of her phone, securing a waiver for two months of bills and a 12-month discount on future charges. Additionally, a Utility Relief Grant Scheme was applied for Sophie to reconnect gas and electricity, and a minimal affordable payment plan was established to ease the financial burden until Sophie could return to work.

Understanding that housing stability was crucial, Sophie was referred to Doorways Casework where she was supported to apply for Private Rental assistance to cover rent arrears. This step ensured that Sophie and her daughters could remain in their home without the looming threat of eviction.



Basic needs were also addressed through referrals to the Salvos Community Connect site, which provided school uniform assistance, food support, and Share the Dignity bags containing essential hygiene products for her and her daughters. Further assistance was arranged through TSA Doorways Emergency Relief, which provided a Salvos Stores voucher and an EFTPOS voucher to cover medication and petrol expenses.

Recognising the importance of mental health and extracurricular activities for her teenage daughters, referrals were made to TSA Corps youth program. This program offered mental health support and a karate class, providing her daughters with opportunities for personal growth and engagement that Sophie could not afford on her own.

As a result of these comprehensive efforts, Sophie now feels a renewed sense of hope and capability. Her outcomes data show significant improvements in her mental health and wellbeing. Sophie's Kessler-6 score decreased from 15 to seven, indicating a substantial reduction in psychological distress and an improvement in her mental health. Her Personal Wellbeing Index score increased from 51 to 83, which is above the average score of around 75 for the Australian population. With utilities reconnected, assistance with rent arrears, and general wellbeing supports in place, Sophie can now focus on finding suitable employment and attending health appointments. This holistic and collaborative approach has not only stabilised Sophie's immediate situation but also laid the groundwork for a brighter future for her and her daughters.

*Name changed for privacy reasons.

The Salvation Army is committed to assisting individuals and families who are experiencing or at risk of experiencing social disadvantage.

Our key social and community service focus areas cover **Homelessness**, **Family and Domestic Violence**, **Youth Services**, **Alcohol and Other Drugs**, **Salvation Army Emergency Services (SAES)**, **Community Services (material aid, community programs, financial inclusion, financial counselling and poverty alleviation)** and **Chaplaincy**.

Along with generous donations from individuals and corporate partners, our Mission Enterprises allow The Salvation Army to carry out our mission and meet the needs of those in our community.



The Salvation Army's key social and community service focus areas



Homelessness

The Salvation Army has a long history and strong capacity to respond to the immediate needs of those experiencing or at risk of homelessness. While our services and programs vary in offering and size, they are united by a singular vision: by ending homelessness, we transform lives and communities, restoring hope and dignity wherever there is hardship or injustice.



Family and Domestic Violence

The Salvation Army is committed to upholding every person's right to be safe, empowered and free from violence. Through early intervention and prevention services, we support survivors and their children to feel safe, while holding perpetrators to account.



Youth Services

The Salvation Army's network of youth services offers targeted programs that engage youth across Australia as they transition to independence. These programs include youth homelessness services, driver training, educational programs, drug and alcohol addiction support, youth justice programs, mental health programs, counselling, chaplaincy, advocacy support, creative arts and multimedia.



Alcohol and Other Drugs

The Salvation Army offers a range of recognised services and programs that enable and support recovery from alcohol, drug and gambling addictions.



Salvation Army Emergency Services

The Salvation Army Emergency Services (SAES) have served Australian communities for more than 40 years. Whether it's a natural disaster or a missing person search, SAES volunteers are among the first to arrive on the ground, providing support to victims and emergency personnel on the frontline. The Salvation Army is committed to staying for as long as it takes for local communities to recover.



Community Services (material aid, community programs, financial inclusion, financial counselling and poverty alleviation)

Every week, 280 Salvation Army community support services and emergency relief centres assist thousands of Australians experiencing disadvantage. For people facing hardship, these services help alleviate poverty by addressing immediate needs, such as food, shelter, clothing and utility assistance. Additionally, these services connect clients with long-term support services to build capacity and resilience through financial counselling and case management.

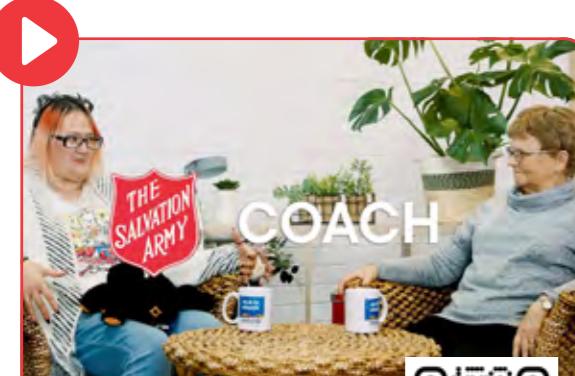


Chaplaincy

Salvation Army chaplains provide practical, emotional and spiritual support to people facing a crisis, coping with trauma or with a need for a listening ear. Chaplains provide one-on-one support, spiritual guidance, prayer, worship, education, advocacy, conduct Christian ceremonies, and more. They draw on their Christian faith, training and experience, and use a variety of appropriate resources designed to enhance a person's holistic wellbeing. They believe in the possibility of a better future for everyone, where lives are transformed through the love of Jesus.

Spotlight on selected services and programs

The Salvation Army is mainly driven by people who passionately work to make a difference in the lives of individuals and families. These people often face tough life circumstances and experiences that limit their abilities and chances to fully engage in the community. A key focus of The Salvation Army has always been to equip and empower local people to influence their own community. Today, the demand for our services is increasing. However, with your support, we can help the vulnerable thrive financially, socially, and spiritually.



Click or scan to view COACH Mentoring program video



COACH Mentoring program

COACH is a community-based program that stands for Creating Opportunities and Casting Hope. It aims to match a mentor with someone in the community who is doing it tough through meaningful connections and someone to bounce ideas off. COACH is a flexible program that offers simple goal-setting ideas, but at its heart, is journeying alongside others and extending the love of Jesus.



Click or scan to view Salvos Schools Engagement program video



Salvos Schools Engagement program

The Salvos Schools Engagement Program seeks to create opportunities for schools and students to meaningfully engage with social injustices, such as homelessness and financial hardship, through the work of The Salvation Army.

The aim is to equip and empower young people with the language and knowledge to respond to these social issues and seek help in times of hardship through curriculum resources, educational workshops, hands-on activities and real-life stories.



» You certainly can't beat a beautiful, illustrated book with an amazing story, says Suzanne West, STeP123 Literacy Program Coordinator.



STeP123 Literacy's Reading Together program

The Salvation Army's STeP123 Literacy's Reading Together program, initiated in Tasmania, is transforming children's lives one step at a time through an exciting program initiative that fosters a love of reading, enhanced literacy skills and positive relationships.

"Many children these days don't have adults who read with them at home due to many factors, and

the subsequent conversation is crucial to increasing the ability to read. Reading Together is valuable for children and volunteers to nurture positive relationships together," said Suzanne West, STeP123 Literacy Program Coordinator.

"Volunteers are paired with a child, and the feedback received is that self-esteem and confidence in individual reading skills has risen dramatically. It really makes so much difference in a child's life."



Red Dust partnership

Partnerships play a vital role in living out The Salvation Army's mission of transforming lives and restoring communities. One such partnership is the collaboration between The Salvation Army and Red Dust, a community organisation, implementing intergenerational Alcohol and Other Drugs (AOD) programs for men aged 18 and above on Arrernte lands in Alice Springs.

The program takes a trauma-informed approach, acknowledging the impact of personal and intergenerational trauma on people and their journey to recovery. This critical approach establishes a sense of safety and trust through the various activities Red Dust runs throughout the year.

Capacity-building has allowed Red Dust to grow independently while the partnership continues to provide employment opportunities, lifting people out of poverty and making a positive impact on individuals, families and communities.



Tarrawanna kids learning 'skills for life' while frying bacon and eggs

The Kids in the Kitchen program at Tarrawanna Salvation Army (NSW) starts with children learning to cook bacon and eggs, then progresses through 10 weeks of recipes, including macaroni cheese, hamburgers and stir fry before, finally, participants cook a meal of fried rice for their families. Weekly sessions cover budgeting for food, understanding safety and earning recognition badges.

While the Kids in the Kitchen program is centred around food, Lyn Mather, leader of Tarrawanna Kids in the Kitchen, said it's about much more than just learning to cook. She explained that the group will properly set the table and enjoy the finished meal together.

"They're learning the basic skills for life," Lyn said. "They're learning social skills, they're learning the basics of cooking. They're learning how to use a knife and fork. They're learning about God, [and about how] to make friends with kids that they don't know."



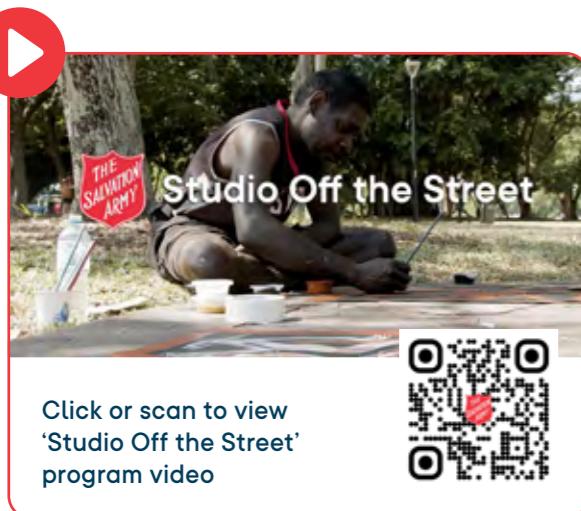
Youthlink Skills 4 Life

Youthlink Skills 4 Life, is The Salvation Army's specialist youth disability service that supports young people at risk for various reasons, such as homelessness, drug and alcohol problems, social isolation, mental illness and family trauma – its core work is to help disadvantaged young people achieve their full potential.

The Skills 4 Life team offers a range of programs that combine recreation, vocational and life skills to assist young people, encouraging their independence at home and within the community.

"We provide day programs, holiday programs and after-school programs for young people with disability," James says. "We're offering the supports that build the life skills young people need, cooking, health, social skills, finances, job applications, whatever the needs are."

Youthlink believes that every person has potential, despite their life problems and experiences, no matter their backgrounds.



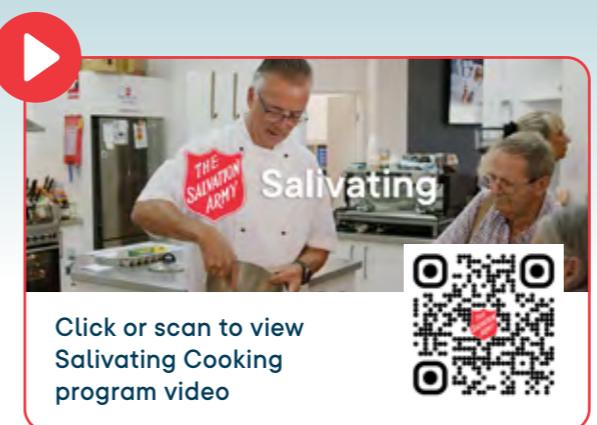
Click or scan to view 'Studio Off the Street' program video



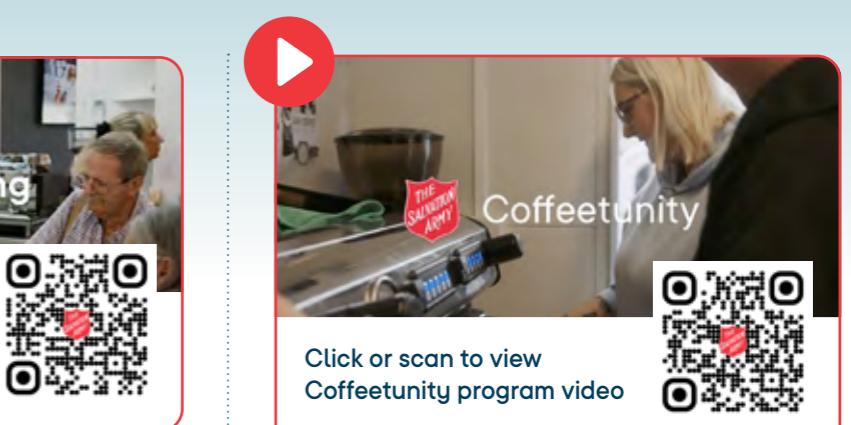
'Studio Off the Street' program

The 'Studio Off the Street' program in Darwin is an Aboriginal and Torres Strait Islander engagement program. The Salvos provide the community members with canvases, paints, and a safe space to paint. Each and every program participants is valued, is cared about, is loved and is given purpose within the program.

Doorways Coordinator Emmanuel Migi said the initiative allowed local community members to socialise and showcase their cultural communication skills and talents through artistic expression and painting. The completed artworks can then be sold, with each artist keeping the profits.



Click or scan to view Salivating Cooking program video



Click or scan to view Coffeetunity program video

Salivating Cooking program

At Noosa/Coolum Salvos (Qld), the new Salivating Cooking program couldn't have come at a better time. As the cost of living continues to rise, the program helps participants make the most of their grocery shop, learn new culinary skills and create tasty dishes too. Tony, an accomplished chef, generously donates his time to teach and has found that he loves being part of this community as much as his students.



Oasis Youth Service 'sparks' positive change through leadership program

The 'Spark Collective' initiative of The Salvation Army Oasis Youth Service on the NSW Central Coast is a nine-month leadership program designed for teens and young adults. Its purpose is to empower young people to make their voices heard and take action to spark positive change within the community, while building self-confidence and important professional life skills.

Young people involved in the program have the opportunity to plan and deliver youth events, learn how to plan and direct meetings with agendas, all while being mentored by great local leaders and youth workers.



Salvos' haircut ministry transforming lives

When Captain Phuong Reynolds decided to put her hairdressing talents to great use and offer free haircuts to her beloved community, little did she know the simple gesture would profoundly uplift people's lives.

"Phuong is doing hair for people who haven't had a haircut in two or three years because they just can't afford it. So, it is super important for us here at Sunshine Salvos (Vic.) to make sure that we're doing everything to treat the whole person with dignity, to honour them, and to ensure that not only are we giving food and material aid but also helping them feel lovely about themselves too. We want them to be healthy on the inside and feel beautiful on the outside."



THE SALVATION ARMY AUSTRALIA HIGHLIGHTS 2023-24



1.76M+
SESSIONS OF CARE
across all social programs

Community Services

 **360,000**
SESSIONS OF CARE
provided by mission and community services

140,000+
PEOPLE ASSISTED
by Doorways and community services

 **24.3M**
FINANCIAL ASSISTANCE
Provided in cash, cards, vouchers etc.

250,500+
PEOPLE ASSISTED
across all social programs

 **1.1M+**
NIGHTS OF ACCOMMODATION PROVIDED
across all social programs

Family and Domestic Violence

NEARLY **12,000**
PEOPLE ASSISTED
who experienced family violence



Youth
5000+
YOUNG PEOPLE ASSISTED



Aged Care
3000+
PEOPLE CARED FOR
in residential aged care facilities

Moneycare
NEARLY **12,000** PEOPLE PROVIDED WITH 
financial counselling

Salvos Stores

\$39.5M+
SURPLUS GENERATED
for The Salvation Army



Homelessness
NEARLY **40,000**
PEOPLE ASSISTED
at risk or affected by homelessness



AOD/Gambling

 **220,000+**
SESSIONS OF CARE

provided to people impacted by addiction to alcohol and other addictions

Employment Plus
CONVERSATION RATE
 **36%**

Area in focus

DOORWAYS AND EMERGENCY RELIEF

The Salvation Army's holistic Community Services programs – **Doorways**, **Microfinance** and **Moneycare** – provide case management and referrals to internal and external support services. Doorways also provides emergency relief, Microfinance offers No Interest Loans and Moneycare offers financial counsellors, financial capability workers and a range of resources.

"The Doorways philosophy is based on the Christian belief that all people are made in the image of God and so are equally worthy of dignity and respect," says Vaughan Olliffe, Doorways National Operations Manager. "We are missional, relational and professional."

Emergency relief is provided through the SALVOS Phone Assessment Line and select financial assessment sites. People can pick up their vouchers from local sites, which are mainly corps although in certain circumstances cards may be posted to the person.

Corps often run special activities to welcome and involve people coming in and may provide extra items such as bread and fruit. Corps are also intentional about building connections with community coming in for support. "It's about building healthy communities as well," said Vaughan. "This is important because people are not coming to seek help from Doorways, but from The Salvation Army. People's lives have been changed because of these connections."

Doorways also bases their caseworkers out of local corps.

"Emergency relief is only one part of what Doorways does," says Vaughan. "Our caseworkers also work alongside people to support them make changes in their lives to prevent, or get out of, longer-term or

▶

 **Elliott's Story**

Doorways program supports people like Elliott all over the country. Elliott shares his story of seeking help after experiencing homelessness in South Australia.



generational poverty. This includes referrals. Casework is not compulsory – it's driven by the person.

"Our caseworkers are like GPs – you go to them for a specific problem, they connect you with specialists as needed, but you stay connected to them for ongoing help and support."

Doorways works with Moneycare and NILS to assist individuals regain control of their finances. It also provides early-education and prevention strategies for people who may be at risk of financial hardship.

If someone presents with a debt issue, particularly involving credit cards, Doorways refers them to Moneycare. Caseworkers refer to NILS when they identify a client's specific purchase needs. These referrals are reciprocal. Many caseworkers and financial counsellors also work from, and with, the local Salvos corps.

Doorways also focus on harnessing technology to achieve missional outcomes. As part of an information technology project a new AI tool has been developed that assessors can use to check on practice guidelines, procedures and external information, such as energy rebates in NSW or remote assistance in Western Australia. The tool, with human checks for accuracies, also alerts the team to



activities and programs available at all Salvos centres to allow for meaningful referrals for people directly to those programs which increases the chances of developing connections.

"Sadly, though, we will never be able to meet the call demand," says Vaughan. "There will always be more calls than we have the capacity to answer and respond to. We are, though, not the only provider. So, we focus on our mission and doing the best job that we possibly can."



Find out more about Doorways at salvationarmy.org.au/about-us/our-services/doorways-and-emergency-relief/



The Doorways philosophy is based on the Christian belief that all people are made in the image of God and so are equally worthy of dignity and respect.

We are missional, relational and professional.

~ Vaughan Olliffe, Doorways National Operations Manager



MONEYCARE

Moneycare: national but local

As the cost of living rises, The Salvation Army's free and confidential financial counselling service, Moneycare, is working to expand its programs and help meet the increasing need in communities where people are struggling with debt, the impact of a natural disaster or other financial crisis, budgeting or navigating spiralling living costs.

"From what we're seeing, the cost of housing, whether rent or a mortgage, is affecting people the most because it's taking such a significant amount of the family budget," said Kristen Hartnett, National Moneycare Manager. "The flow-on effect means people are unable to afford their other bills.

"Buy Now Pay Later debt has also now surpassed credit card debt for the first time as the most common form of debt. We see the harm this is causing. The Salvation Army advocated for legislative change in this area to provide a layer of protection for all Australians.

"The number one presenting issue, though, is debt. There are many non-financial factors that affect people's finances including health, relationship breakdown and employment."

Moneycare is currently present in 85 locations in around the country, except Tasmania. "We are national but local," says Kristen. "We work in Salvation Army corps (churches) and centres alongside Doorways and NILS.

"Financial counselling is the core work of Moneycare, both face-to-face and increasingly, by phone. This gives us more reach," says Kristen.

The Salvation Army and Moneycare also deliver the National Debt Helpline in South Australia and, over the past year, have been respectfully learning from local communities in Alice Springs and Darwin, to offer targeted support initiatives.

The Salvation Army Research and Insights team supports Moneycare through producing outcomes that show significant improvements in the five domains measured - financial hardship, cost of living, food insecurity, health and wellbeing, and children and families.

Moneycare also offers a central intake line that anyone in Australia can call during business hours for timely assistance. Financial counselling and referrals are part of this process.

An increasingly utilised live-chat option is now also available on the Moneycare website.

The long-standing You're the Boss financial wellbeing program, and Planning for the Unplanned – Are you financially ready for a natural disaster? are both being digitised to make them more accessible and user friendly.

Financial inclusion is also focused on upskilling around 1200 staff internally to assist with financial conversations and referrals.

Regular newsletters, which include cost-of-living tips, are also sent to approximately 30,000 Moneycare and Doorways clients.

Through the secure Moneycare database and other resources, The Salvation Army can track cost-of-living trends, quickly analyse the impact they are having and share the information with relevant bodies.

"For our team, it's heartwarming to hear from clients that they now have hope after receiving help from Moneycare. They see a bright future, can manage their finances and don't feel judged or misunderstood.

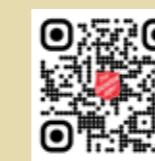
“

We are national but local. May we each continue to connect with every community member who comes to our site, makes a phone call or connects online.

~ Kristen Hartnett,
National Moneycare Manager

”

Find out more about
Moneycare at
[salvationarmy.org.au/
need-help/financial-
assistance/](http://salvationarmy.org.au/need-help/financial-assistance/)



CASE STUDIES

Paul's story*

Paul* is 36, Indigenous, employed part-time and recently separated from his wife and children due to a domestic violence situation. He was living in "a shack in the scrub".

Paul was drinking alcohol, gambling, and suffering from mental health issues. His current vehicle required attention.

Police issued a Domestic Violence Order (DVO) against him. He was placed on parole and reported weekly to police.

The Salvation Army referred Paul to their Bridge Program, a 10-week clinical and therapeutic drug and alcohol recovery program that offers clients complementary, wraparound services to support their ongoing rehabilitation.

Doorways assisted Paul with his application to the Aboriginal and Torres Strait Islander Legal Service, referred him to a local Indigenous service for physical health and assessments, and to The Salvation Army's NILS (No Interest Loans Scheme) for car repairs.

Legal Aid assisted Paul with a DVO amendment, allowing visits with his wife and children. As Paul progressed through Doorways, Moneycare and other services, his DVO continued to be assessed.

Paul's mental health is improving with counselling. He completed the Bridge Program (drug and alcohol recovery program) and has remained abstinent from alcohol and gambling. The NILS loan enabled his car to be repaired.

Paul also completed The Salvation Army's Positive Lifestyle Program and received his certificate.

*Name has been changed

Krzystof's story:

Off the streets



STORY OF HOPE

In 1991, Krzystof came to Australia from Poland. As a qualified electrical engineer, he was seeking work when a dispute arose between him and Centrelink.

"There is no other way, but only to take to the street," said Krzystof.

"I knew nothing about life on the street. Sixteen years has passed, and I learned how to live, how to survive, what to do."

"I was passing under freeways and looked on the left and the idea came to me because I was looking for a place for myself, a base, [to set up there]. Because, you know, to spend one night here, one night there, it is not convenient. I slept behind [one of] the pillars [under one of Perth's bridges]."

"I had a carton, like four boxes, long enough for me [to lay on]. All my things were under [there]."

"It was not pleasant in the beginning, like every new place. But I tamed it, I think, and made it convenient, comfortable to myself. And after many, many, many years, it was my home, [for more than] 12 years."

Turning point

Nicola, the Salvos' Doorways (emergency relief) worker in Perth, tells how she first met Krzystof: "There was a poster for a missing person that was put up in the reception area at Doorways in Perth. And either that day or the next, Krzystof walked in."

"I looked at him, looked at the picture, and then was like, 'I think that's him.' And that's where our journey began. Having that face-to-face with Krzystof and then going from there... it's been a gradual, slow process. I've been working with Krzystof now for four years. But it's been a great journey."

"To think that Krzystof spent so much of his life under that bridge with the background traffic noise."

For Krzystof, that first meeting with Nicola was the first step towards a new and better life.

“

The Salvation Army took an interest in me. They started to take me away from the street, step by step. First, Centrelink agreed to restore my payment, and The Salvation Army found me some accommodation.

”

Off the streets

Krzystof is very happy to now have his own secure home.

"There have been big impacts," said Nicola. "Seeing Krzystof, from being on the streets, what he's endured, [from then to] now, seeing him in his home. And how he's managed, how he's coped."

"The impacts for Krzystof, too? He's done this on his own, with the help of The Salvation Army. But prior to that, he had no family or anyone around. But he has done amazingly, considering."

"They [the Salvos] came to my rescue, organised everything," Krzystof shares. "[They] still keep an eye on me 'cause the process is not finished yet."

"I feel secure with The Salvation Army. They give me assistance; they simply supervise the process of my return to normal life."

Nicola is humbled by her interactions with Krzystof. "Krzystof has taught me a lot," she said. "For somebody that has been on the streets for so long – you can never judge a book by its cover – just look at him now, in his home. Give people the dignity and respect that they deserve because, after all, everyone is human."

"It has definitely been an honour to be journeying beside him."



Stretch RAP

The Salvation Army officially launched its Stretch RAP at an event on 2 June 2025 at Box Hill Corps, Victoria, demonstrating its commitment to deepen engagement with First Nations stakeholders and make reconciliation-aligned practices standard across the organisation.

In doing so, The Salvation Army joined a small number of Australian non-profit organisations with Reconciliation Action Plans that have progressed to implementing such an initiative.

What is a Stretch RAP?

A Stretch RAP is an initiative designed by Reconciliation Australia, a non-profit organisation that promotes and facilitates reconciliation by building relationships, respect and trust between Aboriginal and Torres Strait Islander peoples and the wider Australian community.

The Stretch RAP's adoption follows The Salvation Army's 2020 implementation of the Innovate RAP, reflecting a commitment to reconciliation and truth-telling in this nation. Reconciliation Australia's RAP Frameworks provide organisations with structured approaches to advance reconciliation.

According to Reconciliation Australia, a Stretch RAP is best suited to organisations that already demonstrate strong, meaningful engagement with internal and external Aboriginal and Torres Strait Islander stakeholders.



» The cutting of the cake ceremony at the Stretch RAP launch.

» Master of ceremonies, Major Stuart Glover, a Bundjalung man and TSA Assistant Chief Secretary for Business, gave a newly written Acknowledgement of Country.



» Indigenous dancers perform at the start of the Stretch RAP launch.

“This is our journey — blackfulla and whitefulla business. We have Gumbi (listened) and we Bianga (yarned), and now we go back to our Guuyungs (camps) and start this healing together. Creator God wants us to heal, reconcile and work together. As Jesus said, ‘Blessed are the peacemakers, for they will be called children of God’ (Matthew 5:9, *The Voice*).”

View the Reconciliation Action Plan 2025 Artwork Animation on YouTube.



» (L-R) Lieut-Col Gregory Morgan, Commissioner Miriam Gluyas, Helena Plazzer (Reconciliation Australia), Lucy Davis, Joelle Low (Reconciliation Australia), and Colonel Winsome Merrett at the Stretch RAP Launch.



» Shirli Congoo, Aboriginal Torres Strait Islander General Manager and Lucy Davis, Reconciliation Action Plan and Projects Manager at the Stretch RAP launch.

Progress and setbacks

Reconciliation Australia Program Manager Helena Plazzer said, “I wanted to say that this truth-telling is courageous and essential, and we cannot bridge now to next without it.”

Helena said that of the approximately 3000 non-profit organisations in the RAP program, only 5 per cent held either a Stretch or Elevate RAP.

“I want to acknowledge that this Stretch RAP and the work that you are undertaking, that is not simple, will also be looked on by many other people who are looking for an example of leadership – of where to go and where to be brave enough to go,” Helena said.

Reconciliation Action Plan and Projects Manager Lucy Davis, a proud Cobble Cobble Burrungum woman from South West Queensland, said that the launch was just the beginning, and the next day

would mark the start of the real work, which would involve digging deeper into reconciliation.

She said the Stretch RAP included six significant commitments, which were Truth-Telling, Reconciliation Ally Guuyungs (guuyungs means camp/circle), Cultural Safety, a RAP Framework Database, Sorry Business and Social Justice Advocacy.

“Our Innovate RAP analysis showed us that there is still much work to unpack about what reconciliation is and looks like in practice,” Lucy said. “The latest RAP Circle Analysis reinforced that while education is still needed, our focus ahead shifted from learning to action.”

“Each of these commitments reflects the evolving journey of reconciliation, truth-telling and social justice and advocacy, built on previous RAP deliverables, bringing them to life in new ways.”

Red Shield Appeal 2025

With the theme, "Be the Hope People Need", this year's Red Shield Appeal, The Salvation Army's key fundraising activity, launched at several events across the nation, attended by dignitaries, corporate leaders, prominent philanthropists and senior Salvation Army personnel. These events included several testimonial speakers, the presentation of awards for dedicated support and exceptional contributions to the work of The Salvation Army – the Others Award and the Eva Burrows Award – and raised essential funds to assist those in need.

Donations made to the appeal provide vitally needed financial support for services and programs, enabling The Salvation Army to deliver on its mission across local communities, cities, suburbs, and rural towns.

Across Australia, many people are experiencing crises that most of us can't even imagine – extreme poverty, mental illness, domestic violence, homelessness, addiction, and more.

The cost of living continues to be a pressing issue for many Australian households, especially those with low incomes. Over the past year, the price of essential items, such as food, transport and utilities has increased, further straining household finances. Housing prices and rental payments have surged, putting additional pressure on many households.

For those already facing financial hardship, the

situation is even more precarious. Vulnerable groups, including low-income households, government support recipients, single-parent families and older Australians are struggling to make ends meet. Many are living on limited disposable income and can barely afford necessities such as food and healthcare. The rising costs are not just a financial burden but also a source of considerable stress and anxiety for many Australians.

The 2025 Red Shield Appeal campaign brought to life the struggles of everyday Australians and in response, we set an ambitious Red Shield Appeal target of \$38 million this year and asked all Australians to donate – to bring hope to people who thought things could never get better. Thanks to our generous donors and supporters this year the Red Shield Appeal raised \$45 million to provide support and care to people in need.

Your support of The Salvation Army's Red Shield Appeal helps create a place for those who have been forgotten and feel left behind. Whether through accommodation and housing services, financial assistance, food vouchers, case management, emergency relief, addiction recovery services, advocacy and referrals, or local Salvation Army corps and community offerings, your support of the appeal welcomes the lonely into a caring community and brings hope to people who thought things could never get better. At a time when many were facing uncertainty, you chose to willingly share what you have to bring hope.



» Commissioner Mark Campbell, TSA Assistant Secretary for Communications, Janine Kewming, TSA Head of Fundraising, TSA mascot Shieldy, and Colonel Rodney Walters, TSA Secretary for Communications at the Canberra Red Shield Appeal launch event.



» Master of ceremonies Kris Smith at the Melbourne Red Shield Appeal launch event. Photo: Shireen Hammond.





» Ross (left) and members of his family and other supporters who journeyed with him on the 288km walk.

Retired officer walks 288km in grandmother's memory

Retired Salvation Army officer Major Ross Hailes completed a 288km walk to honour a grandmother's legacy and raise money for the Red Shield Appeal.

"We raised just over \$10,500 from the walk to support the Salvos in Sunraysia and partner agencies in their work with women and children escaping domestic abuse," Ross said.

Ross, supported by several family members, including his siblings and their spouses, walked from Renmark in South Australia to Underbool in Victoria in memory of his grandmother, Jennie Norton Hailes.

Jennie raised five children as a single parent in Adelaide during the 1920s and 30s. Later in life, she moved to Renmark, where she had lived in her youth when she was married.

The money raised in her memory will support the specific work of assisting single mothers facing financial hardship and/or fleeing domestic abuse in the Sunraysia area.

"The Salvos in Sunraysia and partner agencies will now be resourced to further their work with mothers and families escaping domestic abuse," Ross says.

Through vital support services and programs, The Salvation Army is dedicated to offering wrap-around care to Australians facing hardship and homelessness and offers a broad range of services nationwide to support women and mothers with children affected by domestic violence.

We are forever grateful for the fun, creative and practical ways in which Salvos, celebs, community workers, donors and supporters, corporate partners, and their staff and customers came together to raise money for the Red Shield Appeal, showing compassion and support for Aussies doing it tough.



The campaign

Salvos all over the Australia Territory ramped up their efforts in support of the Red Shield Appeal campaign. Salvos in their traditional red and white have been a prominent presence in local communities across Australia during May, which culminated in the national Doorknock the weekend of 24-25 May. The unmistakable Red Shield logo has been on display at collection points in shopping centres, main streets, community centres, train stations and more.

The Doorknock now takes various forms, with collectors present on streets, in shopping centres, at sports grounds, on train platforms, at Bunnings, and in many other public spaces around the country.

20,000+ volunteers
involved in this year's Red Shield Appeal

 **Salvos Stores raised over \$1.063 million**
at POS for FY25

 **Cashless giving continues to grow year on year**
increasing by 9% this year

“

This is my favourite time of year when Aussies dig deep and give so generously. The need is so great, but I love the fact that when we ask them to help, they never let us down. That is what we do, it's in our DNA... we look after our mates even if we haven't met them. Thank you, Australia, for trusting us for over 60 years.

~ Andrew Hill, Community Fundraising General Manager



“

We are honoured to have supported The Salvation Army for over two decades as they have provided relief, hope and opportunities for not only our community, but globally. The Salvation Army's work is a testament to their compassion and dedication, and we are proud to work alongside such an organisation that has helping others at the forefront of everything they do.

We were incredibly proud to continue as a principal sponsor of the Red Shield Appeal this year, and we were deeply moved by the stories shared by individuals whose lives have been transformed by the Salvos' efforts. Being involved in events like these reminds us of the importance of supporting community organisations like The Salvation Army.

~ Luke Mountford, Managing Partner, HopgoodGanim Lawyers

“

Electel Resources is proud to be able to continue to support The Salvation Army with its outstanding efforts in ensuring as many people as possible, regardless of beliefs or background, receive the support they need when most needed. A support that can be delivered in so many ways.

~ Mark Gevers, Managing Director, Electel Resources Pty Ltd

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Find out more about the Salvos research that was released on the Doorknock weekend at salvationarmy.org.au/about-us/news-and-stories/media-newsroom/shocking-new-research/



Thank you

I can't thank you enough for your continuing support, as well as the wonderful compassion you show towards fellow Australians in times of crisis.

With our nation in the grips of a cost-of-living and housing crisis, your support has been more important than ever. A growing number of Australians are being pushed into hardship, and even homelessness. Your support is a beacon of hope when they need it most.

It was remarkable to see everyone come together during the Red Shield Appeal to provide support through events, volunteering and donations to help those in need.

Thanks to you, people are leaving homelessness behind and making a fresh start. Support like yours makes new beginnings possible for people facing hardship and crisis right across Australia. Thank you for being part of the Salvos community and for your continued belief in our mission.



God bless you,
Colonel Rodney Walters
The Salvation Army
Secretary for Communications

Matched giving

As part of this year's Red Shield Appeal, an exceptionally generous group of Salvation Army supporters came together to create a Matching Fund.

We are grateful to the kindness of our donors and matched-giving pledge partners as they have helped Australians struggling to make ends meet, raising over \$1.1 million.

Thank you for being the hope our community needs.



Julie's story:

finding hope to heal



Julie's artwork.

STORY OF HOPE

I've always been adventurous. I grew up carefree on 4000 acres in country Western Australia. At 11, I went to boarding school – an experience that was both amazing and damaging. I left home a child and became an adult overnight.

After school, I worked in town and then in a mining camp. By 18, I was travelling the world, only returning home when Mum fell ill. I worked in Kununurra and spent two years on fishing trawlers in the Gulf of Carpentaria.

On Groote Eylandt, I met my husband. We had a daughter, then a son, and moved between WA and Queensland, starting a cleaning business. But drugs and alcohol crept into our lives. We planned a fresh start in Victoria, but on the way, he took a job on the Gold Coast with his cousin.

A dark chapter

He started disappearing, working and partying, isolating me from family and friends. Our marriage fell apart. I tried to help him, but he didn't want help – or me. I became a single mum, heartbroken, scared of his control.

I drank to numb the pain. His arrival once brought joy, then dread. I wanted to leave many times, but I stayed until the kids were grown because I felt that was the right thing to do. One day, I heard Vanessa Amorosi's *Shine* on the radio. That song gave me permission to leave and to know that I could shine. I left.

My parents had recently died, two weeks apart. I was grieving, alone, overwhelmed, in a rented room. I fell into depression and attempted suicide twice. I ended up in a Brisbane psychiatric ward.

A place to heal

Eventually, I returned to Perth. I got my dump truck licence and worked in the Pilbara, even in leadership roles. My suicide attempt reminded me not to give up. For me, mining was a positive environment that gave me structure, connection and purpose. It helped me heal.

When my daughter had kids, I moved back to the Gold Coast. I worked FIFO (Fly-In Fly-Out) from Brisbane to Adelaide and lived near her. But when the mining industry crashed, I returned to aged care.

Then, in 2020, I broke my back. For two years I was in

and out of bed. The housing crisis escalated, and a rent increase left me homeless.

I lived in my car, covering the windows with towels for privacy. One night, a council worker found me and said he wouldn't move me on – he'd call the Salvos.

Life-changing support

The next day, Susan from Still Waters (Gold Coast Supported Accommodation) called. By Saturday, I had a shared room. I lived with three lovely ladies and soon moved into my own unit, tailored to my back injury. I stayed for eight months.

The support I received at Still Waters was life-changing, I had time to heal, breathe, and know I had help to find permanent housing. Susan was like an angel. She listened to my 'stuff', and helped me organise my paperwork, which took enormous stress off me and was a great relief.

I was fragile. I couldn't take another setback or challenge. They assured me they had my back. All the staff and their support were amazing. Nobody judged me. There were no expectations on me, no time pressure. The focus was on me feeling safe and secure, to be still, to be at peace emotionally and physically. That is what Still Waters gave to me.

New beginnings

My time there also helped me fully recommit to not drinking, which I had started doing again when recovering from my broken back. I wanted to continue the arts and crafts I had started at Still Waters and wanted to paint the pelicans I used to visit with my grandkids. When I googled 'pelican', the first line read, 'Pelicans are drawn to still waters.' It was a perfect fit. I painted 'Still Waters' on the beak of my pelican.

I also wanted some plants in my new place. I bought an orchid, then wondered why. So, I googled 'orchid', and it means 'new beginnings'.

I've learned I need people, and that personal boundaries are a must. And I now believe that with the support of The Salvation Army, everyone can have the tools to change their life. Just put your hand up and ask for help.

I did. Believe. Achieve. Succeed.

“

Let us not become weary in doing good, for at the proper time we will reap a harvest if we do not give up.

~ Galatians 6:9

”



Awards

2025 Eva Burrows Award

The Eva Burrows Award is a prestigious award that recognises an individual's outstanding contributions and extraordinary service to The Salvation Army in the Australian community.



The Award is given in the name of General Eva Burrows AC OF* 1929-2015.

Eva Burrows was only the second Australian to be elected as General of The Salvation Army, a position she held from 1986 to 1993. She was also the second woman to serve in this role, after the Founder's daughter Evangeline Booth.

During her seven years as the leader of The Salvation Army she proved highly effective, directing operations in some 90 countries and reawakening the Army's founding spirit of evangelism in Australia and throughout the world.

General Burrows was a strong and effective administrator, but it was her warmth, wit and passion while in office and in her retirement that earned her the popular title of "The People's General".

Eva Burrows was a capable and wise human being, whose life has made a genuine difference to the lives of people across the world. This award is given in her name, honouring individuals who make a genuine difference to the lives of Australians.

*AC – Companion of the Order of Australia, OF – Order of the Founder (highest honour of The Salvation Army)

This year's winners are:



» Award accepted by Joycelyn Morton, presented by Commissioner Miriam Gluyas, TSA Territorial Commander.

JOYCELYN MORTON

Joycelyn was born in Zambia to Australian Salvation Army Missionary parents. The late Major Eva and Stan Morton OAM gave their lives in the service of others, and they instilled this spirit in Joycelyn from a very young age. During her years with various committees, boards and advisory councils, Joycelyn has overseen the raising of many millions of dollars and continues this today. Joycelyn's energy is not limited to just our shores. For many years she has been active through Zimbabwe and Zambia. Many schools, hospitals, dormitories and the like, have also been assisted greatly by Joycelyn's initiatives.



» Award accepted by Geoff and Louise Barrow, presented by Commissioner Miriam Gluyas, TSA Territorial Commander.

GEOFF AND LOUISE BARROW

Presented to Geoff and Louise Barrow for their dedicated and loyal support to The Salvation Army spanning over 45 years. They continue to contribute significantly through our Regular Giving – Salvo Crisis Partner Program and recently supported through a specific Philanthropic Funding. Their passion and dedication to sharing the mission and work of The Salvation Army by connecting like-minded individuals and philanthropists, and hosting a special fundraising event, led to the recent donation of a property to The Salvation Army Homelessness Service in Regional Victoria. Hundreds of people have received support, care and assistance because of their commitment and dedication over these many years.

2025 Others Award

The Others Award recognises an organisation, trust, or foundation's remarkable dedication to serving 'others' and their exceptional support of The Salvation Army's work in the Australian community. This year, the award has been presented to the following:



» Award accepted by Natalie Helm, a representative from Coca-Cola South Pacific, presented by Commissioner Miriam Gluyas, TSA Territorial Commander.

COCA-COLA SOUTH PACIFIC

Since 2017, Coca-Cola South Pacific has been a key partner in supporting The Salvation Army's mission. With nearly \$1.4 million donated to the Christmas Appeal, Coca-Cola has helped provide essential services and meals to individuals and families across Australia, ensuring that those facing hardship have access to festive meals and community support.

Beyond financial contributions, Coca-Cola has donated beverages, gifts, entertainment and decorations, created a joyful Christmas and enriched the atmosphere of numerous corps meals and gatherings. These events, held across regional and metropolitan areas, offer vital community connections for those affected by natural disasters and the ongoing cost-of-living crisis.

This ongoing partnership has made Coca-Cola a valued supporter of The Salvation Army, providing both tangible resources and a sense of belonging for individuals who may otherwise feel isolated.



» Award accepted by Justice Debra Mullins AO, Chair of Sylvia & Charles Viertel Charitable Foundation, presented by Colonel Winsome Merrett.

THE SYLVIA & CHARLES VIERTEL CHARITABLE FOUNDATION

Established in 1992 after the passing of Mr Viertel, The Sylvia & Charles Viertel Charitable Foundation has very intentionally distributed funds to Queensland organisations that were very important to him, including The Salvation Army, Cancer Council Queensland, Queensland Eye Institute and over 250 other organisations. Our funding partnership exceeds 24 years with donations totalling more than \$40 million. This support has enabled us to focus on innovative practice, maximise leverage funding and utilise seed funding to expand the work of The Salvation Army in response to the growing need and strengthen service delivery across Queensland.

On behalf of the thousands of people who have received support, care and assistance because of your generosity, we thank you and acknowledge Charlies' legacy for the people of Queensland.



» Award accepted by Shane Timmerman, CEO of Design Group Australia, presented by Commissioner Miriam Gluyas, TSA Territorial Commander.



» Award accepted by Michelle Hutton, Partner, and Antony Boonen, Associate of Andersons Solicitors. (Pictured) Suzanne Brown, The Salvation Army's Gift in Wills Manager (far right) with representatives from Anderson Solicitors and their Others Award.

ANDERSONS SOLICITORS

Andersons Solicitors have been actively supporting our Salvation Army Wills Days Program in South Australia since 2010, while their firm has also provided other valuable services to our community when needed. In addition to having solicitors volunteer at the Wills Days, their firm has then prepared the Wills in their offices to provide a very valuable service to a wide cross section of the community – especially those on lower incomes. They have also been supportive of Wills Day attendees who wish to leave a gift to the Salvos in their Wills, and the funds that have subsequently been distributed have been instrumental in funding capital projects that help to address homelessness, domestic and family violence, and other important social issues.

DESIGN GROUP AUSTRALIA

We extend our heartfelt gratitude to Design Group Australia for over 25 years of dedicated support. Their vital contributions have provided much-needed relief to those facing hardship, and their ongoing efforts continue to make a profound difference in the lives of many. The Salvation Army is proud to partner with Design Group Australia and acknowledge their impact through the sale of retail products across the country. We thank everyone at Design Group Australia for their dedication to compassion, resilience, and community spirit. Their continued work inspires hope and positive change for those in need.



» Award accepted by Michelle Testa, Chairperson of The Oasis Committee, presented by Commissioner Miriam Gluyas, TSA Territorial Commander.

THE OASIS COMMITTEE

In 1996, a group of individuals representing the Media, Marketing and Advertising sector in Western Australia formed a committee with the task of organising an event to celebrate excellence in the sector with an underlying cause of giving back to community. They chose The Salvation Army's Youth Services (originally known as Crossroads West) being a relevant and meaningful cause to the industry. Since this first event, The Oasis Ball has become a unique and important annual fixture on the event calendar in Perth, traversing the years still recognising achievement in the sector whilst steadfastly supporting The Salvation Army's Youth Services. Now in its 29th year, the event remains a remarkable testament to an aspiration in seeing young people experience an alternative pathway in life. With over \$3 million being gifted to this cause over the years, many thousands of young people are experiencing a better life due to those who began and have since contributed to this day.



Salvation Army Emergency Services update

From emergency response to early recovery, we stand with communities to provide financial, material, emotional and spiritual support so lives can be re-established after disaster.

In the aftermath of a disaster, it's easy to feel overwhelmed by the enormity of what needs to be done. You don't have to take that journey alone. The Salvation Army is available to provide advice and clarity, to make sense of what the next steps are and to help you regain some control over the situation. The Salvos are here to support you for as long as it takes to recover.

Cyclone Alfred, South East Queensland and Northern NSW



» Northern Rivers Team Leaders Captains Phil and Donna Sutcliffe (right) with volunteers who came up from Sydney and Canberra to assist with relief efforts in Lismore.



» Volunteer Kevin Lawler serves two policemen.



» The Pine Rivers team (from left) Major Donna Todd, Renee Thompson, Chris Brindley, and Aux-Lieuts Alli and Liam Holland.

As Cyclone Alfred hovered near the Australian east coast, Salvation Army Emergency Services (SAES) teams were preparing to respond to the imminent Category 2 cyclone due to make landfall in early March 2025. At the same time, The Salvation Army launched the Cyclone Alfred Appeal and released \$600,000 from Red Shield Appeal funds, along with an additional \$400,000 pledged by Woolworths, the NAB Foundation, AGL and other corporates to fund the recovery.

Although the cyclone was downgraded, almost 250,000 properties were without power. In the cyclone's peak, SAES supported up to 13 evacuation centres across South East Queensland and the Northern Rivers region of New South Wales. Thanks to the generosity of our donors, supporters and 95 volunteers, SAES provided 8924 hearty meals and refreshments, as well as psychological first aid and a friendly chat, to first responders and residents displaced by the cyclone and subsequent flooding.

Lismore Corps Officer Captain Phil Sutcliffe noted that, although community members had more time to prepare for this emergency, stress levels were significantly higher than in previous events, as many in the area are still recovering from the record-breaking floods of 2022 that caused extensive damage.

"In Lismore, there is a huge sense of relief that the river didn't peak," he said. "Our biggest issue is that

this has brought up a whole fresh sense of trauma from 2022 and that will be our continued ongoing work after the evacuation centres close – to support communities to get back to normality."

As the evacuation centres closed, The Salvation Army supported eight state government recovery hubs in New South Wales and managed an online and phone application process in Queensland to provide hardship grants to community members.

As of 8 May 2025:

 **\$1.76 million distributed in financial assistance**

 **5614 grants issued**

 **7000 adults & 3852 children had been supported**

North Queensland monsoon



» The Salvation Army Emergency Services (North Queensland) actively supported evacuation centres in Townsville and Innisfail.

In February 2025, a once-in-a-lifetime flood crisis loomed over northern Queensland and after days of heavy rain, Townsville, Innisfail, Ingham, Gordonvale, Cardwell, and many surrounding areas of the Hinchinbrook Region were inundated with floodwater.

Queensland Premier David Crisafulli warned North Queensland residents that rain, flooding, power outages and critical infrastructure damage could get worse.

"This is a serious event," he said, describing the flooding as monsoonal and a "once-in-a-century occurrence".

SAES General Manager Daryl Crowden said the Salvos were "bringing people, support and resources" to Townsville and would remain engaged with Queensland and the local governments for as long as necessary.

"Many of those sitting in an evacuation centre, or staying with friends or family, are wondering what they will return to."

The Salvation Army supported 13 recovery hubs where 3124 individual assessments were processed and 435 people received psychological first aid.

In FY24, the Queensland SAES team:

 **distributed \$940,000+ in hardship grants**

 **supported 5349 people**

Joe's story

In Crystal Creek, Joe, a proud farmer, saw his northern NSW home spared from the worst of the floods, losing only a kilometre of fencing. While others around him faced immense hardship, he stepped up to support his neighbours. However, when access roads were cut off, he too needed help. The Salvation Army Response Team ensured that food and essential supplies reached him and his community, carrying boxes over a rail bridge in the rain to ensure the Crystal Creek Community Hall, a refuge for locals, was well stocked with essential supplies.

"They didn't let a little rain stop them," Joe said with a grin, full of gratitude for the efforts made on his community's behalf. At 70 years old, his spirit of resilience and unwavering optimism was a reminder of the strength found in small communities during crisis. His story, like so many others, highlights the privilege of coming alongside those impacted by disasters and offering hope where it is needed most.



» Joe with Territorial Envoy Margaret Coombridge, Recovery Coordinator Victoria/Tasmania.

I want to pass on my thanks to the team, they went above and beyond, and we're all so grateful for it.
~ Joe

Western Australia bushfires



» Country Women's Association team assisting SAES.



» Volunteers are the backbone of the SAES crews.



As several fires destroyed bushland and threatened homes in Western Australia over the Christmas and New Year period, the SAES were on the ground catering to fire response teams.

The fires occurred in Carabooda, Mardella, Two Rocks, Northam, Geraldton, Dongara, Cowalla and The Lakes. The Lakes bushfire destroyed over 700 hectares of bush and one home. In four days, the WA SAES team supplied 1875 meals to firefighters. The Country Women's Association also generously assisted SAES teams with catering.

In FY24, the Western Australia SAES team:

 **supported 114 incidents**

 **provided 19,759 meals**

 **1056 volunteer shifts worked**

Victoria bushfires, Victoria



 **1400 meals provided to affected residents**

 **more than 76,000 hectares of national park and agricultural land burned**

Victorian Salvation Army Emergency Services (SAES) volunteers from across the state joined forces to feed the many community members displaced by the Grampians National Park bushfire crisis.

The team provided more than 1400 meals to residents affected by the major bushfire that began on 17 December in the Grampians (Gariwerd) National Park. Dry lightning started multiple fires in the southern part of the national park. Additionally, the Salvos distributed a large amount of material aid to hundreds of people residing at council-run relief centres during the crisis.

More than 76,000 hectares of national park and agricultural land burned during a three-week period before the fire was contained, and four homes were lost.

"Boxing Day was very scary," said Adam Clark, Assistant Coordinator of the Victorian SAES.

"We didn't really know what was going to happen on Boxing Day. It was scary because all the intel (intelligence information supplied by local authorities) that was coming in from the government was that it was going to be like Black Saturday. That is what they were expecting in terms of the impact and certainly the weather. But they were very lucky that they could contain it pretty much within the national park, and when it came out onto private land, they could really tackle it."



South Australia bushfires

The SAES provided meals to first responders fighting fires in the lower Flinders Ranges over 10 days.

The SA Country Fire Service said the fires had burnt 3850 hectares of hard-to-access terrain. Bushfires in the Flinders Ranges had destroyed at least 20 per cent of Mount Remarkable National Park.

"The deployment has only been able to occur because of the amazing volunteers that have given so much time and effort," said Response Coordinator Major Reno Elms.

A fire fighter from the Willunga Brigade, Heath L'Estrange, was full of praise for The Salvation Army's presence at Wilmington.

"As a CFS firefighter who was at Wilmington earlier this week, I really want to express my gratitude and admiration for what all of the Salvos are doing up there," he said.

"All the Salvos I saw up there were run off their feet. They were working so hard, and likely not getting the gratitude that they deserve. I came home from Wilmington heavier than before I went up. The food was amazing, and you all seemed to care so much for our welfare."



“

All that what you (the Salvos) do doesn't go unnoticed, and you guys are the cogs keeping it all going up there. I think you are all extraordinary people.

~ Major Reno Elms, Response Coordinator

”

A pearl of a truck: Honouring 30 years of service



Surprised and honoured, longtime SAES volunteer Pearl Dunn had a new emergency services truck named after her - 'Pearl' - in recognition of 30+ years of service. Funded by Woolworths, the truck was unveiled at Pearl's retirement village in Melbourne, celebrating her enduring care for communities and first responders across countless emergency responses with The Salvation Army.

Corporate volunteering



» Mercer Team at South Australian Warehouse Pooraka.

Salvos Pooraka Warehouse, South Australia and Mercer

Corporate Volunteer teams bring with them a diverse range of skills. Marketing, finance, logistics, customer service, and more. These capabilities can be game-changers for our Program Managers and the programs they run, introducing fresh skills and new perspectives.

Volunteering outside the office encourages teamwork in a meaningful new context. Staff members collaborate toward a shared goal, strengthening relationships and boosting morale.

What often begins as a one-off volunteer day can blossom into something far greater: clothing drives, workplace fundraisers, and even in-kind services.

When a corporate team connects with the mission of The Salvation Army, it can inspire ongoing

contributions, creating a ripple effect of goodwill and sustained support.

For partnerships to truly succeed, they must be built on mutual respect, realistic expectations, and a genuine commitment to understanding the community context. Corporate volunteering becomes a bridge between two very different worlds, helping to create meaningful social impact while directly supporting our mission.

Our Pooraka warehouse not only manages the Christmas Cheer program but is also in the early stages of becoming a central Material Aid Centre to support communities across South Australia. This is a space that enables corporate volunteers to see the way the community pulls together to deliver donations for Christmas as well as the impact the Kmart Wishing Tree has on reaching those locally. Being able to unbox and sort donations, then



» (L-R) SAES South Australian volunteer Zoe Green, Change & Communications Manager at Mercer and Darren Hall, Head of Operations Pacific at Mercer.



» Darren Hall, Head of Operations Pacific at Mercer and Jennifer Pendergrast, National Strategic Relationships Coordinator.

categorise them into age-appropriate fields. These then get distributed to nearly 11,000 people across SA and NT.

Corporates can see firsthand that their efforts on the ground contribute to the bigger picture but also see the immediate need. This often leads to them taking this information back to their workplace and doing intentional local fundraising or food and gift drives as they have formed a connection to the program.

It really does take a village.

In the past 12 months, we've been fortunate to welcome over a dozen corporate teams to volunteer at the warehouse, some returning two or even three times. Several of them have gone on to volunteer in other areas of The Salvation Army, expanding their impact even further.

Among these are our Mercer Corporate Volunteer Teams, who have generously contributed their time not only at our warehouse but also at our City Salvos Store and other locations across the country!

Thank you Mercer.

Collaboration between corporate partners and The Salvation Army is essential to creating lasting, meaningful impact. When all parties work together with open communication, shared goals, and mutual respect, the results go far beyond what any one

group could achieve alone. It ensures that the needs of the community are properly understood and addressed, that corporate teams have a valuable and rewarding experience, and that The Salvation Army programs are strengthened with the right support. True collaboration transforms volunteer days into long-term partnerships – building trust, fostering innovation, and creating a united effort toward positive social change.

Corporate partnership



» The team from Fortescue volunteering at the weekly community lunch.

Fortescue, Western Australia

Fortescue has been a valued supporter of The Salvation Army, championing vital community services across Perth and beyond. Their commitment to creating positive, lasting impact includes not only generous financial support but also hands-on involvement through volunteering at our weekly community lunches and annual Christmas Cheer initiatives.

Notably, Fortescue has played an instrumental role partnering with The Salvation Army in support of the Karratha Women and Children's Centre (KWCC), a vital service that provides safety, stability and hope to women and children experiencing or escaping family and domestic violence.

Located in the heart of the Pilbara, KWCC delivers lifesaving support for those in crisis, including secure crisis accommodation, intensive case management, and safety planning. The purpose-built facility features 14 self-contained units, 10 for families and four for women without children,

capable of housing up to 14 women and 45 children at any one time. In just two months since opening in April 2025, the centre has supported 61 clients, including 23 adults and 38 children, most of who identify as Indigenous Australians.

The need for KWCC is growing. The current housing crisis has intensified the pressure on crisis services, leaving many women at risk of homelessness, isolation, and continued exposure to violence. KWCC not only offers physical refuge but also empowers women and children on their journey to recovery, through programs like Positive Lifestyle Pathways (PLP), and community support via the Karratha Mobile Outreach Program. This outreach service offers risk assessments, home security upgrades, and safety planning for those unable or unwilling to enter crisis accommodation.

Thanks to the support of corporate partners like Fortescue, KWCC has been able to recruit and train 12 new staff members, furnish all units with the essentials, and create a warm, safe and homely environment for those in need. From volunteering days to donations of cash, appliances, clothing, and hygiene items, Fortescue's support has been instrumental in helping families rebuild their lives. In addition, support has enabled children at the centre



» The team from Fortescue volunteering at the annual Christmas Cheer event.



“ We encourage our staff to support and volunteer with The Salvation Army WA as we know the positive impact the organisation has on the lives of many Western Australians throughout our state. Be it a safe refuge from family and domestic violence, a warm meal on a cold day or someone to listen during a time of need, together The Salvation Army and Fortescue are there for the WA community. ”

~ Manager Communities, Fortescue

to access sports and other recreational activities, helping restore a sense of normalcy during an otherwise traumatic time.

KWCC provides holistic, trauma-informed approach to recovery that requires ongoing, coordinated support. Whether it's providing emergency shelter, connecting families with legal services and Centrelink,

or simply ensuring there's a warm meal and someone to listen, the impact of this work cannot be overstated.

Fortescue's partnership reflects a deep alignment with our mission to uplift and empower communities across Western Australia.

With the help of corporate partners like Fortescue, we are building safer futures for women and children across the state, one family at a time.

Christmas: corporate partnerships



Christmas is a time many Australians eagerly anticipate, often marked by festive gatherings with family, friends, and the community. It is also a significant religious event, celebrating the birth of Jesus Christ.

However, for some, the season can bring added pressures, leading to financial strain, hardship, and feelings of loneliness. The festive period is often one of the busiest times of year for community organisations and charities, as many people seek support and a sense of connection. But once again, the Salvos community, donors and our corporate partners came together over this time, to keep Christmas joy alive for thousands of people struggling through the current cost-of-living crisis.

Thanks to your incredible generosity, The Salvation Army Christmas Appeal raised \$23.192 million last year and because of this, we were able to assist thousands of Australians facing challenges such as paying household bills, accessing enough food, or finding safe accommodation. Through our Emergency Relief services, we provided hampers, food vouchers, bill assistance, shelter, and gifts for children to open on Christmas morning.

Support like yours makes new beginnings possible for families and individuals experiencing hardship and crisis across Australia – and we can't thank you enough for your continuing belief in our work. We are deeply grateful for your contribution – it brings hope and joy to so many during the festive season.

Thank you.

“

Christmas is the busiest time of year for the Salvos. It is a time that allows us to support people in their time of need, not just practically but also emotionally. While Christmas can be a time of joy and connection, for some, it can be a time of increased loneliness and isolation. We don't want anyone to suffer alone, no child to go without a present, and no person to go without a special meal at Christmas. We are here to help.

~ Major Bruce Harmer, Head of External Communications – Australia

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With your support during the Christmas period, The Salvation Army provided:



92,000+ nights of accommodation to people in need



184,000+ meals to those experiencing homelessness



\$1.8+ million in cash, gift cards and vouchers

Lighting the way: A brighter Christmas for thousands of Australians

In 2024, The Salvation Army's Light the Way campaign brought vital support to over 2000 Australian families during the Christmas season. As the cost of living continued to rise, many households faced the holidays with uncertainty and financial strain. The campaign set out to raise \$1 million through a matched-giving initiative and thanks to the generosity of corporate partners and the public, it surpassed that goal, raising over \$1.1 million.

Along with founding partners AGL and Alinta Energy, major contributors also included RAC Arena and the Perron Foundation, among others. Their support had a profound impact on many Australians, helping families cover unexpected bills, access emergency accommodation and enjoy festive meals and gifts. Their generous contributions ensured families could celebrate Christmas with dignity and joy.

Research conducted by The Salvation Army revealed that 72 per cent of Australians planned to cut back on spending, and over a third reported feelings of loneliness, anxiety, or depression during the season. Alarmingly, more than half of those seeking help were doing so for the first time.

The Light the Way campaign not only provided practical assistance but also raised public awareness of the growing need in communities across Australia. With continued support, The Salvation Army aims to expand Light the Way in the coming years, ensuring that no one is left behind during the holidays.

“

Alinta Energy recognises the great work Salvos do for the community. We're proud to support the Light the Way campaign again this year.

~ Mike Searles, General Manager Safety and Sustainability, Alinta Energy

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Thank you to the generous support of our Light the Way partners. We were able to assist over 2000 families at Christmas in 2024, helping to lighten their load in meaningful ways, including:



contributing to unexpected bills



providing Christmas food hampers to ensure families can enjoy a special meal together



offering emergency accommodation for women and children escaping family and domestic violence, providing them with safe and secure housing during the holiday season



allowing parents to choose gifts for their loved ones, bringing joy and delight to families at Christmas

MYER: 25 years of Charity Bear and Kids Day Out

For 32 years, Myer has been supporting The Salvation Army as a Christmas partner with over \$10 million of support provided. For the many who are experiencing family and domestic violence, this support continues to bring Christmas Cheer at a time when they, too, want to feel loved, cared for and to experience this special time of year.

The Myer Charity Bear 'Chester' and extended merchandise range, together with the Christmas register round-up campaign, provided much-needed funds to support the work of our family violence services and programs.

A special VIP Christmas event – 'Kids Day Out' – was again hosted by Myer and supported by our services – bringing joy to many young people and it was a memory they will treasure.



“ Christmas 2024 was another proud moment for Myer as we had the privilege of helping to brighten the lives of some of Australia’s most vulnerable children through our charitable Christmas campaign.

This included the Myer Charity Bear, Kids Day Out and Register Round Up initiatives.

Our partnership with The Salvation Army is one we are proud of, and we are grateful to continue supporting the vital work they do in the community.

~ Tony Sutton, Chair, Myer Community Fund and Chief Operating Officer, Myer

» Kelly Townson, Group General Manager Crown Resorts and Crown Resorts Foundation presents the big cheque to Colonel Rodney Walters, Secretary for Communications. Pictured with Natasha Stipanov, Group Head of Crown Resorts Foundation and Community Partnerships Crown Resorts and the team along with TSA representatives Major Warren Elliott, External Communications Manager – Victoria and Judi Agnew, Relationship Manager Corporate Partnerships.



« Majors Sandra and Brendan Nottle with the team from Crown Resorts and Crown Resorts Foundation supporting during the Christmas season.



Crown Resorts and Crown Resorts Foundation

For almost 20 years, Crown Resorts and Crown Resorts Foundation has been supporting the Salvos and are incredibly proud to donate \$300,000 towards the Christmas Meals Appeal.

The programs and services that are supported through this initiative from the Crown Resorts Foundation are able to provide much-needed assistance to many individuals and families struggling in these uncertain days. The Salvation Army is so thankful for the Crown Resorts Foundation's ongoing commitment. Helping us to help others.

“ Life can be challenging for many, and during these times, the Crown Resorts Foundation is continually inspired by the compassion and genuine care our guests and team members show, especially in support of The Salvation Army. The donations we witness are a beautiful testament to this spirit of generosity, serving as a wonderful reminder of how fulfilling giving can be. It's truly infectious, creating a ripple effect of kindness that uplifts our entire community.

~ Kelly Townson, Crown Resorts Foundation Group General Manager

Kmart: 37 years of the Kmart Wishing Tree Appeal

Celebrating its 37th year, the Kmart Wishing Tree Appeal has once again been an overwhelming success. Thanks to the incredible generosity and support from the Kmart community, we have been able to assist vulnerable individuals and families not only during the Christmas season but throughout the entire year.

For many Australians, Christmas is a time of celebration, joy, and connection. Yet, for others, it brings added pressure, financial hardship, and loneliness. The ability to purchase gifts for loved ones or prepare a special Christmas meal can feel out of reach. Unexpected expenses or sudden changes in financial circumstances often force families to make difficult decisions.

Thanks to the continued support of Kmart customers and partners, many families, especially children, can experience the joy of Christmas. This year, the generous donation of toys and financial contributions received through the appeal can provide The Salvation Army with critical assistance to those in need well beyond the holiday period.

We extend our deepest gratitude to the Kmart team for their remarkable initiatives launched in 2024. Initiatives included The Family Appeal, Kenzie Bear and Kenzie PJ's, Point of Sale fundraising efforts, and collaborations with Coca-Cola and Infinity Group. This led to an increase in toy donations in stores across Australia and a 185 per cent rise in financial contributions to the appeal. The combined efforts of Kmart and its customers have been truly inspiring, making a significant difference in the lives of those facing crisis.



“

The Kmart Wishing Tree Appeal is testament to the extraordinary generosity of our customers, team members and corporate supporters, whose kindness helps transform lives across Australia and New Zealand.

With the growing need in our communities, last year's appeal was one of the most impactful to date – and is proof of what we can achieve when we come together. We are incredibly grateful to everyone who contributed, as well as our incredible team members across Australia who dedicate their time and passion to making this initiative a success.

Thanks to your support, the Salvos can continue their invaluable work, bringing hope to those who need it most.

~ Aleksandra Spaseska,
Managing Director, Kmart Group

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Infinity Group: Full circle of giving

Rebecca and Graeme Holm and their business Infinity Group first became involved with the Kmart Wishing Tree Appeal following a desire to give back. Infinity Group's generosity, community spirit, and a commitment to making a meaningful impact was driven by Graeme's own personal experience receiving gifts himself as a young child.

Staff at Infinity Group were each given \$400 to spend on gifts at the Kmart Robina store bringing joy to countless children during Christmas and beyond. In addition, Infinity Group also extended this giving to their clients with giving opportunities at internal events and financial donations via The Kmart Wishing Tree Appeal online site. Thank-you to the generosity of Infinity Group, Infinity Group staff, clients and supporters The Salvation Army can be the hope that people need.



» Infinity Group founders, Kmart and The Salvation Army giving back for the Kmart Wishing Tree Appeal.

“

I'll never forget when I was a little boy, times were tough for my family. The fact that a stranger, someone I'd never met, was able to pick a present for me so I had something at Christmas made a lasting impression, it's something I've never let go of and something I want to be able to do for other kids too.

~ Graeme Holm,
Co-Founder of Infinity Group Australia

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Strategic philanthropy

Perpetual partnership

Perpetual and The Salvation Army have developed a strong philanthropic partnership, working together to channel generosity into impactful programs across Australia. As one of Australia's most trusted financial and wealth management institutions, Perpetual has played a crucial role in helping The Salvation Army maximise the value of donations through structured giving mechanisms such as family trusts, endowments, bequests, and grant funding.

This collaboration provides donors with confidence that their contributions will be allocated in ways that reflect their intentions, supporting critical social initiatives led by The Salvation Army. By guiding individuals and families through tailored giving strategies, Perpetual empowers philanthropists to make long-term, sustainable contributions to programs that assist vulnerable communities, respond to crises, and drive social change.

Working closely with the team at Perpetual not only ensures that generosity continues to flow where it is needed most but also helps donors preserve their legacy of giving for future generations. The ability to channel funds efficiently into charitable work reinforces The Salvation Army's mission, allowing them to expand their outreach and deepen their positive impact across the nation.

Q&A WITH PERPETUAL



» Jane Magor, National Manager – Philanthropy & Non-Profit Services, Perpetual Australia

The following is an interview with Jane Magor, National Manager – Philanthropy & Non-Profit Services at Perpetual Australia, who shares some valuable insights into structured giving and philanthropic trends here in Australia in 2025.

What services does Perpetual provide?

Perpetual is dedicated to creating enduring relationships with our clients and offers a unique mix of wealth management, philanthropy and trustee services to individuals, families, businesses, not-forprofits and First Nations communities. When it comes to philanthropy, we help individuals and families with the management and governance of their charitable foundation or endowment and help them to identify causes and charitable organisations to support. Importantly we take the time to understand the outcomes they hope to achieve with their giving and ensure that these align with their values and interests.

One of the reasons that philanthropists choose to work with Perpetual is the grant making support and service that we run, which involves assessing the governance and programs of over 1000 charities on a yearly basis. It's a large undertaking but it provides

our clients with an opportunity to identify and connect with great charities and projects, while also having confidence in the rigour those organisations apply to their impact.

What are the latest trends in philanthropic giving in Australia in 2025?

From a giving perspective, 'pay what it takes' is becoming more prevalent: which is understanding the true cost of running a project when considering funding commitments. Other trends include providing untied funding through a trust-based philanthropy approach and we're also seeing a year-on-year increase in the number of donors funding initiatives over multiple years. This last point is critical for charities to effectively (and efficiently) resource and run their programs.

How does Perpetual differ from other structured giving organisations?

Perpetual is a licensed trustee company with more than 130 years of experience, and we have a long history of successfully managing philanthropic funds. One reason for our success is that we have a team of professionals who are specifically dedicated to supporting all aspects of managing a philanthropic structure – from family strategy, grant making and trust governance specialists, to financial advice teams who spend all their time working with clients who want to have community impact with their wealth. This team is dedicated to ensuring that philanthropic funds are carefully stewarded, and that the investment strategy is closely aligned to the individual aims and values of each trust or foundation.

What are the most common misconceptions about structured giving?

The most common misconception is that you need to be a billionaire to start giving. The reality is that you don't need huge sums to make a difference – with Perpetual, you can set up an endowment

fund with \$20,000. You can choose the charitable organisations and causes you wish to support and we handle the investments, administration, and compliance. Another misconception is that philanthropic trusts can't react quickly to meet community needs. The structured giving vehicles that we manage at Perpetual are designed so that donors can be responsive to sudden or emergent needs.

What impact does a partnership between Perpetual and The Salvation Army have on benefactors?

Like all good partnerships, ours is based on mutual trust. In this case, it's a trust earned over generations. We're completely aligned in our aims; we want to ensure that the generosity we see every day is applied for the benefit of community, so that every Australian has an opportunity to live a fulfilled and dignified life. The charitable trusts that we proudly manage on behalf of clients have given sustainable, long-term support to The Salvation Army over many decades, and will continue to do so for decades to come.

What motivated you to become involved in philanthropy?

When I began my career, I quickly realised that I thrived in an environment that connected me with people and our community. Through my work as a philanthropy adviser, I get to work with some of Australia's most generous individuals and families and connect them with impactful charitable organisations – it's a real privilege. I'm also blessed to lead a team of over 20 philanthropy specialists who are passionate about, and deeply committed to, helping philanthropists and community organisations achieve their goals.

DONOR SPOTLIGHT

A personal story of kindness – My mother's greatest deed

Interview with Douglas Vaughan

Douglas has been a passionate donor and advocate for The Salvation Army for many years. Following the example set by his parents, who instilled in him the importance of helping others, Douglas supports The Salvation Army because he believes “their work truly changes lives”.

Who were the people in your life who influenced you the most?

The people who influenced me the most were my parents. They led by example, demonstrating kindness, integrity, and a strong work ethic. Their guidance helped shape my values and instilled in me the importance of helping others.

In March 1951, my mother was in the hospital giving birth to her last child. Sadly, the baby did not survive. During her stay, she befriended a young woman who had just given birth to a boy. This young mother, unmarried and working, was deeply worried about how she would be able to raise her child alone while maintaining her job. Seeing her distress, my mother made a remarkable offer – she would look after and raise the boy as her own, with the condition that his mother could visit and take him out whenever she wanted. The young woman agreed, and my mother raised him for many years.

The boy and I grew up like brothers. Today, he lives in the White Mountain area of New Hampshire, USA. He had a fantastic career in the Air Force, allowing him to see much of the world. He turned 74 on March 28th, and we are still in touch.

My mother was also a very dedicated blood donor. Her generosity and kindness knew no bounds, and she left behind a legacy of selflessness that continues to inspire me every day.

“

Love is to give of yourself for the good of others.

~ Doug

”

What led you to becoming involved with The Salvation Army?

Interestingly, my journey with The Salvation Army began with a simple Red Shield Appeal form in the newspaper. It caught my attention, and after reading more about the work they do, I knew I wanted to contribute. That small moment led to a long-lasting connection with an organisation that does so much for those in need.

What aspects of our work interest you the most?

Honestly, all aspects of The Salvation Army's work interest me. It is a truly worthy cause. From providing food and shelter to offering support for those facing hardship, the breadth of your mission is inspiring. The dedication to helping people in various ways is what makes the organisation so remarkable.

Who do you hope your gifts are helping?

I hope my contributions go towards helping those most in need of support. There are so many individuals and families facing difficult circumstances and knowing that my donations can make even a small difference is incredibly rewarding.



» Doug, pictured with his wife Eva

What is something you would like to see your gift accomplish?

If I could dream big, I would love to see my gift contribute to world peace. While that may seem like an unattainable goal, I truly believe that acts of kindness and generosity, no matter how small, can create ripples of positive change in the world.

What motivates you to stay involved with the Salvos?

As the world's population continues to grow, the demand for essential services will only increase. The work The Salvation Army does is vital, and the need for support will always be there. Knowing that my involvement can help sustain and expand these efforts motivates me to stay committed.

How would you describe our organisation and mission to another potential donor?

The Salvation Army is the greatest organisation for helping and assisting those in need. They provide food, shelter, and support to people facing hardship, and their work truly changes lives. If you have the means to donate, I encourage you to give it your all – you never know when you or someone you love might need their help.

What would you say to others who are thinking of donating or working alongside The Salvation Army?

Don't just think about it – do it. The need is real, and your contribution, whether financial or through volunteering, can make a world of difference. Giving back is one of the most rewarding things you can do.

What is a piece of advice you'd like to share with future generations?

Live by the Golden Rule: “Do unto others as you would have them do unto you.” If everyone lived with that mindset, the world would be a much kinder and more compassionate place.

A great sense of fulfilment can be gained when you do more for others than yourself. Acts of generosity and kindness enrich not only the lives of those you help but also your own.



» Cairns Supported Accommodation Service Concept

GIFT IN WILL

Life changing legacy

For many people, tropical Cairns recalls relaxing holidays and visits to nearby rainforests and the Great Barrier Reef. But beyond the glossy postcard images, a severe housing crisis is pushing people into homelessness. Locals with nowhere to go are living in their cars and tents, while crisis services are overwhelmed with urgent pleas for help.

Thanks to a generous group of people who have left The Salvation Army a combined gift of \$1 million in their Wills, there is hope.

This extraordinary generosity is helping to fund a new, modern housing hub in Cairns – providing safe, permanent homes for some of the city's most vulnerable.

"The new hub will include 40 modern social housing units for single people over 25 who are at high risk of long-term homelessness," says Aaron Pimlott, Homelessness Manager for Queensland.

"There's an urgent need for this kind of support. A growing number of people are stuck in crisis accommodation, unable to transition to permanent housing because there simply isn't enough of it."

For Queenslanders like Shelley, permanent housing has been life changing.

Shelley experienced family violence, was battling

“
This new hub will offer people with immediate housing for as long as they need it, along with wraparound case management support. Each unit can even be a forever home if they wish.
~ Aaron Pimlott, Homelessness Manager for Queensland
”

drug addiction, lost custody of her children, and became homeless.

"The pain of that time will never leave me," she says. "I was couch surfing and sleeping in the car. I had my kids taken from me and I had to do everything I could do to get them back."

Shelley successfully completed rehabilitation and soon after was able to access permanent housing like that provided in the new Cairns hub. No longer using drugs and with a safe and secure home Shelley has her children back living with her.

"It is the biggest step in rebuilding my life," Shelley says. "It is us having stability and being able to come home with my kids to somewhere that's mine."

If you are considering a Gift in Will Aaron says, "You will be creating something extraordinary, beyond your lifetime. Your gift is going to bring bricks and mortar and you will provide vulnerable people with housing for many years to come."



Your *kindness* can live on

With a gift in your Will to the The Salvation Army, you'll leave the world a warmer, kinder and caring place for people in need.

Contact our Gift in Wills Team today to find out more about leaving a gift in your Will to The Salvation Army. Call 1800 337 082 or email bequest@salvationarmy.org.au

www.salvationarmy.org.au/gift-in-will



Scan here

Key donors

Thank you so much to every individual, family, company, organisation, community group, charitable trust and foundation that has helped us meet great human need in the Australian community. So many suffering people have experienced the transformation and new hope that has been made possible by your kindness and generosity.

We would also like to acknowledge and give thanks to all those donors who have given anonymously or made the powerful decisions to invest for generations to come via a gift in their Will. We can't honour you with a mention here, but we do extend our heartfelt thanks for your contribution and its impact.



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