



MEDIA RELEASE

Friday 17th December, 2021

Supporters get behind Mallee Family Care Christmas Toy Appeal

Every year, Mallee Family Care organises a Christmas Toy Appeal to ensure that the children they support receive something special on Christmas morning. Just like last year, as a result of COVID-19 and the successive lockdowns, Mallee Family Care has seen an increase in the number of families needing assistance, meaning they have more children than ever before, to support through the Christmas Appeal. However, the Agency says local businesses have responded to the call-out and they have been overwhelmed by their generosity and community spirit.

Mallee Family Care Chief Executive Officer, Ms. Teresa Jayet, says the Appeal is a great reminder of the values that have always underpinned Mallee communities.

“This region has long been known for a ‘support your own’ mentality – communities coming together to help others in need – and every year our Christmas toy Appeal demonstrates this.

“From large organisations, to small family businesses, staff take the time to go out and purchase gifts themselves, putting a lot of thought into it and donating out of their own pockets.”

As 2020 drew to close, Ms. Jayet reflected on the impacts of COVID-19 across northwest Victoria, not anticipating that 2021 would deliver more of the same. However, as the year unfolded, the rolling lockdowns once again drove people to seek assistance from Mallee Family Care, and increasingly, the Organisation has seen people who’ve never required support before.

“The last two years have been a stark reminder that anyone can face difficulties and the community is showing a genuine willingness to be part of solutions and to support those in need.”

Many of the businesses supporting the Mallee Family Care Toy Appeal have been doing so for a number of years, committed to an initiative that sees donations distributed locally. Other businesses and organisations are participating for the first time, keen to spread a little joy this Christmas.

Along with the businesses supporting the Appeal, Ms. Jayet says the Organisation has also received donations from members of the community, people who simply wanted to make a difference.

“We even had a seven-year-old boy who used his own pocket money to buy some toys. The Christmas spirit is alive and well in Mildura.”

Thanks to the 15 businesses and other supporters of this year’s Appeal, who’ve donated hundreds of gifts, there will be many happy faces around the Mallee, come Christmas morning.

ENDS



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