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Call for donations as Mallee Family Care launches 2024 Christmas Appeal

Businesses and individuals across the Mallee region are being invited to give the gift of joy this festive season by supporting the 2024 Mallee Family Care Christmas Appeal.

Running for more than 20 years, the annual Appeal ensures vulnerable children in North West Victoria and South West New South Wales have a gift to open on Christmas morning.

Mallee Family Care CEO Teresa Jayet said the agency anticipated it would need to provide gifts to more than 500 children and young people this year.

“The ever-increasing cost of living is putting Mallee families under more stress than ever and in turn, demand for support through our services has grown significantly,” Ms Jayet said.

“This means we have a record number of families and children engaged in our programs whose only Christmas gift this year might be one they receive through our Appeal.”

Ms Jayet invited individuals, community groups and businesses across the region to consider making a donation to the 2024 Appeal.

“This region is renowned for its ‘support your own’ mentality, with communities coming together to help others in need – and every year our Christmas toy Appeal demonstrates this,” Ms Jayet said.

“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.”

Mildura’s Collie and Tierney First National Real Estate are one of the many long-time supporters of the Mallee Family Care Christmas Appeal.

Carly Fleri explained why the business continued to support this worthy cause:

‘For nearly 20 years, Collie & Tierney has been a proud supporter of Mallee Family Care’s Christmas Appeal. Each year, we’re honoured to give back to our local community, knowing that even a small gesture can bring joy to a young child’s life during this magical season,’ she said.

“Making a difference, especially at such a special time, is truly fulfilling, and we’re grateful to be part of something that brings so much hope and happiness to families in our region.’

Ms Jayet acknowledged the ongoing support of all those who have contributed to the Christmas Appeal in the past.



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"We are extremely grateful for the support of local businesses and the wider community in coming together for such an important cause," she said.

"The Christmas Appeal would simply not be possible without the generosity of our donors and supporters.

"As we continue to work together for families and children in need, we're reminded that our collective efforts can truly make a difference in our community."

Mallee Family Care's 2024 Christmas Appeal is on now. To make a donation or learn more call 1300 417 618 or email events@malleefamilycare.com.au

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