



MEDIA RELEASE: Wednesday 19th November 2025

Ray White Swan Hill and Mallee Family Care unite to make Christmas brighter for local children

Ray White Swan Hill has once again launched its annual A Little Ray of Giving campaign, encouraging the community to donate unwrapped toys and gifts to bring Christmas joy to children supported by Mallee Family Care.

The initiative, now in its ninth year, has become a cherished local tradition. Last year, the Swan Hill community donated an incredible 1,165 gifts to brighten the festive season for children aged 0 to 18 years across the southern Mallee.

Ray White Swan Hill Principal Cameron Smits said it was humbling to see how powerfully the community comes together each year to make a difference.

“Every single gift represents a moment of joy for a child who might otherwise go without,” Mr Smits said.

“It’s an amazing reflection of the compassion and generosity that defines our community, and we’re proud to once again partner with Mallee Family Care to deliver something truly special this Christmas.”

Mallee Family Care CEO Teresa Jayet said the partnership continues to make a meaningful impact on families doing it tough.

“Cost-of-living pressures are continuing to stretch many households across the southern Mallee,” Ms Jayet said.

Last year, 138 children in the southern Mallee received gifts thanks to the A Little Ray of Giving initiative and Ms Jayet anticipates even higher demand in 2025.

“For some families, the support provided through A Little Ray of Giving can be the difference between an anxious Christmas and a joyful one. We’re incredibly grateful to the Ray White Swan Hill team and to every person who takes the time to give.”

Donations of new, unwrapped gifts for children and young people aged 0–18 can be dropped off at Ray White Swan Hill, 199 Campbell Street, during business hours.

People can also support Mallee Family Care’s 2025 Christmas Appeal by making a tax-deductible donation at <https://givenow.com.au/malleefamilycare>

Media enquiries

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To learn more about A Little Ray of Giving, contact Ray White Swan Hill on (03) 5032 2507 or visit the office to take part in spreading a little extra joy this Christmas.

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