



MEDIA RELEASE

Thursday 5th October 2023

Mallee Family Care 2023 Christmas Appeal Set to Be the Most Impactful Yet

Mallee Family Care, the largest community service provider for child and family services dedicated to supporting communities in north-west Victoria and far-west New South Wales, is thrilled to announce the launch of its annual Christmas Appeal for 2023.

Mallee Family Care has been hosting the Christmas Appeal for over 20 years to ensure that every child they support experiences the joy of receiving a gift on Christmas morning.

In 2022 the appeal provided over 500 toys to children across the Mallee, one of the biggest years the organisation has seen.

This year, the organisation anticipates its most significant campaign to date, responding to the growing issue of poverty and cost of living increases affecting more children in care across the Mallee region.

"As the number of children in our care continues to grow, our commitment to ensure they have a brighter Christmas is stronger than ever," says Ms. Teresa Jayet, Chief Executive Officer of Mallee Family Care.

"We witness the growing effects of poverty and family violence each day, and these children need our support to experience some hope and joy on Christmas morning."

Furthermore, Mallee Family Care has been deeply moved by the overwhelming generosity displayed by local businesses in response to the Christmas Appeal.

Our sustaining business supporters for 2023 so far, Collie & Tierney First National Real Estate Mildura, Monash University – Rural Health Mildura, SuniTAFE, United Firefighters Union (UFU) members at Mildura Fire Station and Lime Therapy.

Carly Fleri, Collie & Tierney First National Real Estate Mildura says, "Collie & Tierney have been proudly donating to Mallee Family Care's Christmas Appeal for almost 20 years. We love supporting our local community each year, and making a small difference in a young child's life at such a special time of the year is very fulfilling."

Louise Hodgetts, Monash University – Rural Health Mildura says, "Monash University – Rural Health Mildura are so proud to be part of the Mallee Family Care Christmas Appeal. Rather than buy presents for each other every year, we choose to participate in the Christmas Appeal so we can give



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back to children in need. It brings the office together as we chat about the gifts we're picking out for the kids and gives us a sense of community. It's a simple way to get into the Christmas spirit."

Dani Coluccio, SuniTAFE says, "SuniTAFE is proud to be a longtime supporter of the Mallee Family Care Christmas Appeal. We feel a responsibility to support our community and our staff are always enthusiastic to support the appeal."

Luke Alexander, United Firefighters Union says, "we have loved being a part of Mallee Family Care's Christmas Appeal for the last few years. It's a small way for us to show young people in our community that they are cared for, belong and are valued. Giving a gift to a child who may not have received one otherwise, brings so much joy and happiness to their Christmas. We couldn't be happier that Mallee Family Care invites us to be involved each year."

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

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

Mallee Family Care's 2023 Christmas Appeal seeks to make a difference in the lives of even more children who are experiencing hardship. The organisation encourages individuals, businesses, and the community at large to join hands in spreading the joy of the holiday season by participating in this year's appeal.

For more information about Mallee Family Care's Christmas Appeal please contact Mallee Family Care on 1300 417 618 or email events@malleefamilycare.com.au

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