



St Vincent de Paul Society
NSW
good works



WINTER APPEAL 2022

INFORMATION KIT

DOMESTIC AND FAMILY VIOLENCE – MAKE IT STOP

Dear President,

It is with great pleasure that I present you with the latest Conference Information Kit outlining the 2022 St Vincent de Paul Society Winter Appeal. I am heartened and thankful for the committed efforts of your Conference during this challenging moment in time which has coincided with a rise in people reaching out for our assistance.

Our Winter Appeal plays a vital role each year in enabling the good works of the Society and, with your support, we hope to achieve a strong result in order to sustain our varied good works into the future.

The theme of this year's Winter Appeal is 'Make it Stop', focusing on the importance of providing safety to families and individuals fleeing domestic violence. During a time where the community has been routinely told to stay home in the interests of public health and safety, a perfect storm has arisen where women and children experiencing domestic and family violence have been put at greater risk of harm by being trapped with their abusers. Reports of domestic violence have increased during the pandemic with demand for assistance doing likewise; in the past year alone, the Vinnies Services team assisted more than 2,400 women and children with crisis accommodation and case management support. While life has incrementally returned to normal in the wake of multiple lockdowns, the scourge of domestic violence continues to place vulnerable people at risk of harm and in need of assistance.

The Winter Appeal will be supported by various advertising channels over the course of 1 May – 30 June 2022. If you require additional media or promotional support, we will be happy to facilitate to ensure the campaign is well received throughout your Central Council.

If you haven't already received them, your Winter Appeal resources containing posters and Parish envelopes should arrive shortly. Should you have any questions or concerns, please feel free to contact us on (02) 9568 0262 or donorcare@vinnies.org.au.

I wish you all the very best with your Winter Appeal and I look forward to working with you.

Kind regards,



Yolanda Saiz

Executive Director, Commercial Enterprise, Fundraising & Communications

PS – remember to stamp your address on your parish envelope or donations will be processed at the State Support Office.

WINTER APPEAL 2022

Medium	Details	Dates
Parish Materials	<ul style="list-style-type: none"> • 1,500 parish and shop posters • 80,000 Parish envelopes available for use 	From 1 May
TV	<ul style="list-style-type: none"> • Placement across Network 10, Channel 9, SBS, WIN and Broken Hill TV • Community Service Announcement (CSA) and bonus placement 	From mid May
Online and Social	<ul style="list-style-type: none"> • Social media campaigns across Facebook, Instagram and LinkedIn • Display and SEO marketing across Google Search and Vinnies website remarketing • Targeted emails 	From mid May
Outdoor Ads	<ul style="list-style-type: none"> • Digital billboards in regional areas and across metro near to supermarkets 	From mid May

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WITH US
ONLINE**



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[YOUTUBE.COM/VINNIESAU](https://www.youtube.com/vinniesau)





CASE STUDY: LEAH'S STORY

At just 22, Leah has been failed by many people in her life.

From an early age, her story is one of people around her deliberately trying to remove her ability to choose for herself.

Control of another person is the driving force behind domestic violence, and it is something so common that one in six Australian women have experienced it at the hands of a current or former partner.

At 11, Leah's mother left her caring for her younger sister.

Her father was verbally abusive with Leah and physically abusive to her sister.

At 16, she found herself couch surfing and then living in a youth hostel.

Even finding short-term accommodation there came at an emotional cost. “The only way I could get help was if my parents said they didn’t want me. They confirmed that which hurt.”

Shortly after, she met her boyfriend.

Leah became pregnant and her boyfriend didn’t want the child. Pregnancy is a time of heightened risk for women who experience domestic violence.

After fleeing the violence, at 17, Leah delivered a baby daughter six weeks premature.

Alone, at 18, Leah then met her second boyfriend, and the couple would be together for the next two years.

During that time, he was physically abusive, and financially controlling.

“It started with threats. He choked me at one stage and would hit me.”

“I was just angry because I wanted to protect my kid.”

Leah was scared and wondered where she would go and how she could protect herself and her daughter.

Leah ended the relationship after a particularly traumatic experience.

“I was scared of everyone, everything. The pain, the aching.”

Leah turned to her sister who called an ambulance and Leah ended up in the hospital.

“I was really broken, but it was where I actually got help.”

This led to Leah being put in touch with the St Vincent de Paul Society.

The Society has provided Leah with support to find housing, food, clothes, furniture, white goods, and emotional support.

“When I got there, the biggest challenge was dealing with the PTSD. I was loving life so much where I was having major highs from going to the beach and finding that calm. And then I would have huge lows, and nightmares, and insomnia. And I didn’t feel like I deserved it, but I knew my daughter deserved it.”

The assistance has opened an array of choices for her that had been closed due to the neglect and abuse she had experienced from those closest to her. Leah’s main goal is to provide the kind of life for her daughter that she didn’t have as a child.

“I want to give her what she wants which, at the moment, is gymnastics and swimming. She is a sporty kid and I love it. Because when I was young, I always wanted to do so sports, but my parents couldn’t afford it.”

“I just want her to be this strong, independent little woman. And I think she already is. Trust me, she is boss – she’s house boss.”





THE FACTS

In NSW, approximately 30 people are murdered each year by perpetrators of domestic violence.¹ Across Australia, one woman dies every week.²

For every woman who is murdered, hundreds of thousands more have experienced sexual, physical, emotional or financial abuse at the hands of an intimate partner. 1 in 3 women have experienced physical violence and 1 in 5 women have experienced sexual violence since the age of 15.³

Domestic violence is a major cause of poverty, while the experience of poverty can also make it harder for women to break free and start a new life.

While family and domestic violence is the most common reason given by people seeking help through a specialist homelessness service, these services are unable to meet demand.⁴ In NSW, an estimated 2,402 women are currently living with a violent partner they have previously left; returning because they could not find somewhere else to live. A further 2,410 women are homeless having made the decision to leave.⁵

These statistics are an acute expression of broader inequality experienced by women in our communities. And with the COVID-19 pandemic having a much more acute impact on women's economic security, this will compound the disadvantage they were already experiencing.

During the lockdowns, women were more likely to lose their jobs.⁶ And because much Government support excluded people in casual or insecure work, they were less likely to receive financial assistance. Women also took on a greater share of unpaid work, particularly while children were learning at home.⁷ During the pandemic, the full-time gender pay gap increased to 14.2 percent or \$261.50/week⁸ and the gap between men and women's superannuation balances widened.⁹ There is also emerging evidence that thousands of women may have been coerced into withdrawing their super.¹⁰

Research conducted by Australia's National Research Organisation for Women's Safety found that, during the pandemic, both economic insecurity and economic disparity within a relationship were associated with an increased likelihood of intimate partner violence among women.¹¹

With the support of our members and volunteers, the St Vincent de Paul Society NSW will continue to respond to women and children who find themselves at risk of homelessness or trapped in poverty.

We will also continue to advocate for the government investment needed to address the precarious housing situation faced by so many women, and for broader action to achieve gender equality in all our communities.

¹ NSW Bureaus of Crime Statistics and Research (2021) *Domestic Violence-related murder in NSW*.

² Bryant, W. & Bricknall, S. (2017). *Homicide in Australia 2012-2014: National Homicide Monitoring Program report*. Canberra: Australian Institute of Criminology.

³ ABS (2016) Personal Safety Survey

⁴ AIHW (2021) *Specialist homelessness services annual report 2020-21*.

⁵ Equity Economics 2021, *Nowhere to go: the benefits of providing long-term social housing to women that have experienced domestic and family violence, prepared for Everybody's Home: Housing for all Australians*

⁶ Grattan Institute (2021) *Women's work: The impact of the COVID crisis on Australian women*

⁷ Ibid

⁸ Glennie M, von Reibnitz A, William J, Curtis S, Bordia S, 2021. *Gender pay gap reporting in Australia – time for an upgrade*. The Australian National University: Canberra.

⁹ Financial News, Analysis and Data (2021) *Pandemic Widens Super Gap*.

¹⁰ Sydney Morning Herald (2022) *'A perfect storm': Up to 70,000 women may have been coerced into withdrawing super*.

¹¹ ANROWS (2021) *Evidence overview: Economic insecurity and intimate partner violence in Australia during the COVID-19 pandemic*.



STATISTICS for your Central Council

For the winter period between June to August 2021.

ARMIDALE CENTRAL COUNCIL provided **\$48,512** worth of assistance to people experiencing disadvantage, including \$27,381 worth of assistance for food.

BATHURST CENTRAL COUNCIL provided **\$80,979** worth of assistance to people experiencing disadvantage, including \$43,019 worth of assistance for food.

BROKEN BAY CENTRAL COUNCIL provided **\$226,631** worth of assistance to people experiencing disadvantage, including \$103,155 worth of assistance for food.

LISMORE CENTRAL COUNCIL provided **\$342,126** worth of assistance to people experiencing disadvantage, including \$293,645 worth of assistance for food.

MAITLAND/NEWCASTLE CENTRAL COUNCIL provided **\$316,672** worth of assistance to people experiencing disadvantage, including \$251,012 worth of assistance for food.

GREATER WESTERN SYDNEY CENTRAL COUNCIL provided **\$117,203** worth of assistance to people experiencing disadvantage, including \$63,763 worth of assistance for food.

SYDNEY ARCHDIOCESE CENTRAL COUNCIL provided **\$381,990** worth of assistance to people experiencing disadvantage, including \$164,050 worth of assistance for food.

WAGGA WAGGA CENTRAL COUNCIL provided **\$90,034** worth of assistance to people experiencing disadvantage, including \$61,802 worth of assistance for food.

WILCANNIA/FORBES CENTRAL COUNCIL provided **\$86,583** worth of assistance to people experiencing disadvantage, including \$36,597 worth of assistance for food.

WOLLONGONG CENTRAL COUNCIL provided **\$126,180** worth of assistance to people experiencing disadvantage, including \$90,108 worth of assistance for food.

PARISH SPEAKING NOTES

The success of the Winter Appeal will be dependent on the goodwill and the endorsement of the parish priest and generous parishioners.

Consider asking to submit a recorded video to be played after mass if your parish is meeting online during coronavirus restrictions or ask to speak in-person after mass when normal services are allowed to resume.

If you are holding a local collection or placing donation envelopes at mass, be sure to mention these as ways that parishioners can donate (in addition to the www.vinnies.org.au website and 13 18 12 phone number).

INTRODUCTION FOR ALL WEEKS:

Good morning/evening. My name is Thank you for the opportunity of speaking with you and asking your assistance with the St Vincent de Paul Society's Winter Appeal.

SPEAKER'S NOTES FOR JUNE 12, THE MOST HOLY TRINITY

Today, we reflect on the Church's deeply held faith of three persons in one God. Understanding the mystery of the Trinity has vexed theologians throughout time. From simplistic models like the three-leaf clover to parts of Aquinas' expansive work the Summa Theologica, the understanding has and will continue to be a mystery known only through the eyes of faith. Even to speak of the three "persons" of the one God we have a need to use the language of "persons" because we speak of the bond of love of persons and the concepts of love needs to be engaging with a being or person to be actual love understood. At the end of the day, what I do know with all my heart is that God's "self-communicating" love abides with us always, transcendentally and immanently.

In the St Vincent de Paul Society, most of our meetings begin with the prayer of the Holy Trinity in the sign of the Cross. May our lives together continue to be blessed in this profound mystery of God, opening us always to God's "self-communicating" love enabling us to respond compassionately to all we meet. [SEE CONCLUSION](#)

SPEAKER'S NOTES FOR JUNE 19, CORPUS CHRISTI

The gospel account provides an extraordinary dimension in an ordinary event. The ordinariness is a gathering for a meal but it is made extraordinary, or holy, through the narrative of the journey and the action of the breaking of bread. Both dimensions are important, the ordinary and the extraordinary. Pope Francis expresses these dimensions as he states that "the Eucharist, although it is the



fullness of sacramental life, is not a prize for the perfect but a powerful medicine and nourishment for the weak”. Fundamentally Christians have simply viewed the Eucharist as one dimensional, in the extraordinary realm, which in many ways is completely understandable but this then makes it affordable only to those always in a state of perfection. Humanity, by our very nature, needs to be touched by the ordinary and it is in this ordinariness that the Eucharist becomes nourishing for the weak. [SEE CONCLUSION](#)

SPEAKER'S NOTES FOR JUNE 26, 13TH SUNDAY IN ORDINARY TIME

Our gospel today opens our hearts to places beyond the walls of home or the wide places of adventure. Jesus sometimes leads us into places that we don't know or even understand especially at the time of a life changing “call”. Our Vincentian spirituality is similar to this for it takes us into places that we may question and may feel very uncomfortable. Frederic Ozanam understood this well when he was confronted with the first charitable visit in 1833. Jesus calls us in so many ways and at times in our life that we do not expect. What will be our response? [SEE CONCLUSION](#)

SPEAKER'S NOTES FOR JULY 3, 14TH SUNDAY OF ORDINARY TIME

The commissioning account of the seventy-two in Luke's gospel this week echoes the same instruction as for the commissioning of the twelve in the previous chapter of Luke (Lk 9.1-6). In both commissionings, Jesus offers clear directions of what is needed. Take nothing with you, “no purse, no haversack, no sandals”, bring only the gift of peace. The gift of peace is a profound gift but it is not ours to be hoarded but to be shared, constantly and continually. This really is our first gift to those we talk to, to those we walk with and to those we provide care. One of the founders of the Society, Blessed Rosalie Rendu inspires us with “So, be kind and love, for love is your first gift to the poor. They will appreciate your kindness and your love more than all else you bring them.” [SEE CONCLUSION](#)

SPEAKER'S NOTES FOR JULY 10, 15TH SUNDAY OF ORDINARY TIME

The Samaritan in today's gospel tends to an injured Jew, of whom other Jews with some status in the community pass by, presumably because contact with the bloodied man would have made them ritually unclean. After telling the story, Jesus rephrases the question, asking his questioner who proved a neighbour to the injured man. The story suggests that the question we begin with should not be about “who” but about “how”. How do we meet the needs of people in difficult times? How do we care for those who we meet each day? Pope Francis tells us; “We are all part of the human family. There are no barriers behind which we can hide; still less is there room for the globalisation of indifference.”

The story of the Good Samaritan shows that we ought not to walk past someone who is in need. For, if we dull our consciences to this call, we insulated ourselves from this human family to which we belong. [SEE CONCLUSION](#)

SPEAKER'S NOTES FOR JULY 17, 16TH SUNDAY IN ORDINARY TIME

This Gospel, in the light of our mission with the St Vincent de Paul Society, I realise that perhaps the greatest gift that we can give to the people we work with and each other as spiritual leaders, is the gift of our presence. To simply sit and listen to the people who have a story to share is such a precious gift. This story might be told with words. This story might be told through silence. This story might be told through a gesture or a glance or even at times tears or a cry for help. Yet this gift of presence is what I believe enables the St Vincent de Paul Society to be set apart from many other organisations. Not only do we have the chance to do good, but we have the chance to sit at the feet of our companions, those we walk with and companion in the journey, and listen to their stories. [SEE CONCLUSION](#)

CONCLUSION FOR ALL WEEKS:

Every day at the St Vincent de Paul Society, we see that ordinary people are able to make an extraordinary difference in their local communities. We are inspired by the joy of the Gospels and our Catholic social teachings to do things that matter. The spirit to feed, heal, shelter, nurture, and inspire – the power to change lives – is in everyone.

As we enter this winter in the shadow of coronavirus, your commitment to helping those experiencing disadvantage, poverty, loneliness and homelessness is still very much needed and appreciated.

If you are able to make a contribution to the Vinnies Winter Appeal, please do so by visiting www.vinnies.org.au or calling 13 18 12. Please help us to help others. Thank you.

ADVICE ON HOW TO DONATE:

- An envelope is on your seat – fill out and return to your Vinnies Member
- Alternatively, return your envelope and enclosed donation by post
- You can donate online at www.vinnies.org.au or by phone at 13 18 12
- Donations of \$2 or more are tax deductible





St Vincent de Paul Society
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Delivery Address:
PO Box 19, PETERSHAM NSW 2049

No stamp required
if posted in Australia



Please place this envelope in the St Vincent de Paul Society's Collection Box of any Catholic Church, drop off at any Vinnies Retail Centre or send to the address above.

DON'T FORGET!

**Before distributing Parish envelopes,
please stamp with your local details.**

**Good luck with your campaign and please
feel welcome to reach out to us if needed.**

**For enquiries about the
Winter Appeal please contact us on
(02) 9568 0262 or donorcare@vinnies.org.au**



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