

**CHRISTMAS APPEAL 2022**

**INFORMATION KIT**



**Vinnies Christmas Appeal**



St Vincent de Paul Society  
*good works*

## HELPING FAMILIES SURVIVE THE COST-OF-LIVING CRISIS

Dear President

Please find enclosed the latest Conference Information Kit outlining the 2022 St Vincent de Paul Society Christmas Appeal. Right now, the outlook is perilous for people experiencing disadvantage and I am thankful for the efforts of you and your Conference in helping so many people keep their heads above water.

Each year, our Christmas Appeal plays a vital role in enabling the good works of the Society and, with your support, we hope to achieve a strong result so we can help as many people as possible.

With inflation the highest it's been in years, interest rates rapidly rising, and both yet to peak this year, our theme for the Christmas Appeal is the cost-of-living crisis. As we know from previous economic crises, it is always the most vulnerable who are the most acutely affected. What makes this point in history different is that we are seeing the effects of inflation more pronounced on the price of necessities like housing, food, and energy. The assistance that Conferences around the country provide to people experiencing hardship this Christmas will be needed more than ever.

The Christmas Appeal will be supported by an advertising campaign until the end of 2022. If you require additional media or promotional support, we will be happy to help to ensure the campaign is well received throughout your Central Council.

If you haven't already received them, your Christmas 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](mailto:donorcare@vinnies.org.au).

I wish you all the very best with your Christmas 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.**

# CHRISTMAS APPEAL 2022

MEDIUM	DETAILS	DATES
<b>Parish Material</b>	<ul style="list-style-type: none"><li>• 1,500 parish and shop posters</li><li>• 80,000 parish envelopes available for use</li></ul>	From 1 November
<b>TV</b>	<ul style="list-style-type: none"><li>• Placement across Channel 9, SBS, Network 10, WIN and Broken Hill TV</li><li>• Community Service Announcements and Bonus Placement</li></ul>	From November
<b>Social and Online</b>	<ul style="list-style-type: none"><li>• Social media campaigns across Facebook &amp; Instagram, LinkedIn and Twitter</li><li>• Display and Search Engine Marketing across Google</li><li>• Vinnies Website remarketing</li><li>• Targeted Emails</li></ul>	From November
<b>Outdoor</b>	<ul style="list-style-type: none"><li>• Digital billboards and Street Furniture across Metro and Regional</li></ul>	From November
<b>Print</b>	<ul style="list-style-type: none"><li>• Full Pages within key publications (ie. Catholic Weekly)</li></ul>	From December

**CONNECT  
WITH US  
ONLINE**



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





## CASE STUDY: KELLY'S STORY

**Surging inflation and interest rates are creating acute cost of living pressure on those who can least afford it — people who are already vulnerable.**

Kelly and her family have been doing it tough in the wake of COVID-19 lockdowns and now, economic pressures are adding to her already desperate situation.

“The bills have now gone up so much.

“We’re doing everything we can from not using lights, taking the shortest possible showers, eating only pasta because it’s cheap, but nothing ever seems to be enough,” she says.

The cost of housing, food, energy, and petrol have seen some of the sharpest inflationary pressures and there's only so much you can do to cut back on the necessities of life.

This is what sets this moment in time apart from previous periods of high inflation – the fact that so many of the sharpest increases are on things people can't do without.

“My husband works. My eldest daughter works. But, with everything going up, we just can't keep up.

“It gives me so much anxiety - it's crippling,” Kelly says.

Kelly's husband works in the hospitality industry and lost his job due to the pandemic.

He was rehired as a kitchenhand but is now earning a lot less money.

The cost of rent for Kelly and her husband exceeds more than half of their combined income, placing them in acute housing stress.

More than half of the people who approach the St Vincent de Paul Society NSW are experiencing housing stress.

A household is in housing stress when it spends more than 30% of its gross income on housing.

This leaves very little left over to manage other bills and expenses.

“When our electricity bill came in, I dropped. I literally dropped.

“There's just no way we could pay it,” Kelly says.

“The roof is leaking, and it's destroyed our microwave.

“We can't afford to fix it, and we can't afford to replace the microwave.

“What do we do?

“I get so much anxiety.

“There's always another bill.

“There's always something to be fixed, or things we need, like clothes.”

The St Vincent de Paul Society NSW has provided the family with assistance including rent, utilities, food and school expenses, as well as bedding for Kelly's daughters.

“To get some help, it really changes everything.

“I just started seeing a counsellor thanks to Vinnies,” Kelly says.

At this point, we have likely not seen either the peak of inflation or interest rates, so costs are only set to increase the closer we get to Christmas.

For many families like Kelly's, who are already struggling, things are likely to get worse before they get better.





## THE FACTS

**As we've navigated towards a new normal in our third year of the COVID-19 pandemic, for some, 2022 has offered new hope, more freedom and opportunities to reconnect with loved ones.**

But for others, this year has been one of grief and increasing isolation. And now, the economic impacts of the pandemic, natural disasters, and global disruptions such as the war in Ukraine, are becoming increasingly apparent in people's everyday lives.

With the inflation rate rising by 6.1% in the 2021/2022 financial year<sup>i</sup> and the cost of essentials becoming increasingly volatile, individuals and communities are starting to feel the pinch. For people on low incomes, day-to-day essentials account for a much greater proportion of weekly budgets. Substantial increases in the price of fuel, fruit, vegetables, and takeaway meals<sup>ii</sup> mean that for people on low incomes, access to the essentials needed to stay healthy, access employment, and remain connected to family and friends are increasingly out of reach.

If inflation continues to rise, so too will the number of people experiencing housing stress. The number of people renting in NSW has grown significantly over the last few years, with an increase of 17.5% since 2016.<sup>iii</sup> Over a third of people in the private rental market are experiencing rental stress, and the number of people paying more than 30% of their income on rent rose significantly between 2016 and 2021.<sup>iv</sup> For people on low incomes, that figure is even higher, with 50.2% experiencing rental stress.<sup>v</sup>

Renters now make up a third of all households in NSW, but for many, the private rental market is out of reach or is not able to accommodate their needs. A lack of social housing dwellings has left more than approximately 50,000 applicants – or over 100,000 people<sup>vi</sup> – on the social housing waitlist,

without a safe place to call home. Social housing should be available to meet the housing needs of the growing number of people at risk of, or experiencing, homelessness.

In part, the inflation rate has been impacted by supply chain disruptions, labour shortages, rising freight costs, and an increase in the frequency and severity of natural disasters.<sup>vii</sup> This year, we have seen how severe weather events have devastated our communities, and how climate change disproportionately affects communities already experiencing poverty and disadvantage.

Across NSW, it is projected there will be more frequent and longer heatwaves, significant increases in rainfall causing riverine and flash flooding, and an increase in heat-related health concerns.<sup>viii</sup> Many people across NSW are already feeling the effects, with some communities having dealt with one natural disaster after another in quick succession.

People on low incomes are more likely to live in high-risk locations, and in properties that do not meet minimum standards. They face exorbitant electricity bills to cool their homes during prolonged heat waves, or to stay warm in freezing temperatures, and many poor-quality homes will become unlivable during extreme temperatures. Higher energy prices also limit an individual or family's financial capacity to meet their other needs, such as clothing, education, and healthcare.

Across NSW, many people in our communities are now struggling to keep a roof over their heads and are being forced to make increasingly hard choices as they navigate housing stress, rising inflation, higher energy prices, and more expensive daily essentials. These pressures undermine living standards, limit job or educational opportunities, and can be a catalyst for homelessness, relationship breakdowns, and mental health concerns. Yet we are only at the beginning, with inflation set to peak at 7.75% by Christmas time this year<sup>x</sup>. Christmas can be a challenging time for many, and the rising cost of living and inflation will further disadvantage those struggling to make ends meet.

<sup>i</sup> ABS (2022) Consumer Price Index, *June 2022*, <https://www.abs.gov.au/statistics/economy/price-indexes-and-inflation/consumer-price-index-australia/jun-2022>

<sup>ii</sup> ABS (2022) Consumer Price Index, *June 2022*, <https://www.abs.gov.au/statistics/economy/price-indexes-and-inflation/consumer-price-index-australia/jun-2022>

<sup>iii</sup> Tenants Union of NSW (2022) Census 2021: Renters are the fastest growing tenure in Australia, <https://www.tenants.org.au/blog/census-2021-renters-are-fastest-growing-tenure-australia#:~:text=Stress%20is%20growing&text=The%202021%20Census%20data%20tells,2016%20to%20335%2C404%20in%202021.>

<sup>iv</sup> ABS (2022) New South Wales – 2021 Census All persons Quick Stats, <https://www.abs.gov.au/census/find-census-data/quickstats/2021/1>

<sup>v</sup> Productivity Commission (2021) Housing and Homelessness, *Report on Government Services 2021*, <https://www.pc.gov.au/ongoing/report-on-government-services/2021/housing-and-homelessness#footnotes>

<sup>vi</sup> Family and Community Services NSW (2022) Applicants on the NSW Housing Register at 30 June 2021, <https://www.facs.nsw.gov.au/housing/help/applying-assistance/expected-waiting-times>

<sup>vii</sup> ABS (2022) Consumer Price Index, *June 2022*, <https://www.abs.gov.au/statistics/economy/price-indexes-and-inflation/consumer-price-index-australia/jun-2022>

<sup>viii</sup> NSW Government Department of Planning and Environment (2016) Fact Sheet: Climate Change in NSW, *Office of Environment and Heritage*

<sup>x</sup> The Hon. Dr Jim Chalmers (2022) Ministerial Statement on the Economy, *28 July 2022*, <https://ministers.treasury.gov.au/ministers/jim-chalmers-2022/speeches/ministerial-statement-economy>



# STATISTICS for your Central Council

For the period November 2021 – January 2022

## ARMIDALE CENTRAL COUNCIL

provided **\$94,793** worth of assistance to people experiencing disadvantage, \$36,199 of which was food (including Christmas hampers).

## BATHURST CENTRAL COUNCIL

provided **\$120,733** worth of assistance to people experiencing disadvantage, \$61,837 of which was food (including Christmas hampers).

## BROKEN BAY CENTRAL COUNCIL

provided **\$243,273** worth of assistance to people experiencing disadvantage, \$141,446 of which was food (including Christmas hampers).

## GREATER WESTERN SYDNEY CENTRAL COUNCIL

provided **\$130,743** worth of assistance to people experiencing disadvantage, \$83,686 of which was food (including Christmas hampers).

## LISMORE CENTRAL COUNCIL

provided **\$531,570** worth of assistance to people experiencing disadvantage, \$468,033 of which was food (including Christmas hampers).

## MAITLAND/NEWCASTLE CENTRAL COUNCIL

provided **\$372,047** worth of assistance to people experiencing disadvantage, \$318,972 of which was food (including Christmas hampers).

## SYDNEY ARCHDIOCESE CENTRAL COUNCIL

provided **\$662,000** worth of assistance to people experiencing disadvantage, \$320,000 of which was food (including Christmas hampers).

## WAGGA WAGGA CENTRAL COUNCIL

provided **\$72,190** worth of assistance to people experiencing disadvantage, \$60,395 of which was food (including Christmas hampers).

## WILCANNIA/FORBES CENTRAL COUNCIL

provided **\$87,521** worth of assistance to people experiencing disadvantage, \$56,136 of which was food (including Christmas hampers).

## WOLLONGONG CENTRAL COUNCIL

provided **\$228,247** worth of assistance to people experiencing disadvantage, \$187,076 of which was food (including Christmas hampers).

\*These figures are an approximation and may not include the value of food items and other material goods donated to the Society at Christmas time.

# PARISH SPEAKING NOTES

**The success of the Christmas Appeal is dependent on the goodwill and the endorsement of the parish priest and generous parishioners. Consider requesting to speak to the parish and collect donations after masses on one of the following Sundays. You may also like to issue an invitation to parishioners to become part of the work of the Society as members or volunteers.**

## **SPEAKERS NOTES: NOVEMBER 20, FEAST OF CHRIST THE KING**

On the feast of Christ the King, the readings chosen in the liturgy are always readings which speak of a kingship far from human concepts. It is quite different in tone from the Calvary scene given in the Passion narrative of Luke, which is today's gospel. So, of what does Jesus' kingship consist?

Jesus is the living presence of God in the world, a presence that stresses service rather than status, simplicity rather than grandeur, championing of the poor and the weak rather than association with the rich and the powerful.

The story of creation in the Old Testament book of Genesis concludes each day with, "And God saw that it was good": light, darkness, clouds, the heavens, earth, sea, vegetation, sun and moon, creatures of the sea and birds of the air, all creatures of the earth, men and women in his image to be fruitful and populate the earth. All that comes from the Creator is good. Jesus is king also in that he is the presence of God in every aspect of the created world, "The world is charged with the grandeur of God." Jesus Christ is the presence of God, in people and in the created universe. This model of leadership presents much for our reflections.

Our "good works" change lives from within, as we reach out to people with material needs. It is through this realisation that the St Vincent de Paul Society makes this gospel reading from Matthew and the kingship of God a reality.



## **SPEAKERS NOTES: NOVEMBER 27, FIRST SUNDAY OF ADVENT**

Advent is the season that prepares us liturgically for the coming of the joy of Christmas. The word Advent is from the Latin word *adventus*, translated simply as “coming”. However, the reading of this week’s gospel from Matthew was not about paralysing the disciples with fear but hoping to energise them in action. The message of Advent, which leads us to the birth of the Christ-child, is to stay watchful. The gospel encourages us to do two things, which are difficult to hold together: to be realistic about the way the world is going; and, at the same time, not lose hope in the future.

This reflection offers a voice for our Vincentian spirit too. In service to others, we deepen our understandings by being “watchful, of their worldview through listening, not just to their immediate needs but also, to their hopes and dreams of the future. This is the difference between the “hand out” and the “hand up”.

As we move towards the celebration of Christmas may we be watchful in faith, hope-filled for our world and those we give service, offering the cup of love to all in need.

## **SPEAKERS NOTES: DECEMBER 4, SECOND SUNDAY ADVENT**

We often talk, or hear others talk, about how bad things have become: terrible crimes, social inequality, vicious wars, declining levels of public morality. Do you ever wonder where God is in all this? How can God be found in such a degenerated world? Will we have to wait until the next life?

Isaiah foretells of one who “will stand as a signal to the peoples”. He will make all things right – and that means that the prophecy of Isaiah, that the Promised One would come to “give sight to the blind, liberty to captives, and proclaim the Lord’s Year of favour”, will be fulfilled.

The Psalm tells us, “Justice will flourish in his time.” John the Baptist came to make a straight path for the One who will initiate the coming of the Kingdom. That time is probably not measured in years, but in the quality of the lives of those like us who would live in it. We believe that in living as Christians, trying to live as Jesus showed us, we are helping to bring about the Kingdom.

As we prepare for the birth of the Christ-child, may we continue, in faith, to hear the voices that cry in the wilderness offering justice and peace, hope for the hopeless, shaping a more just and compassionate society.



## **CONCLUSION: CONTEXT AROUND THE CHRISTMAS APPEAL**

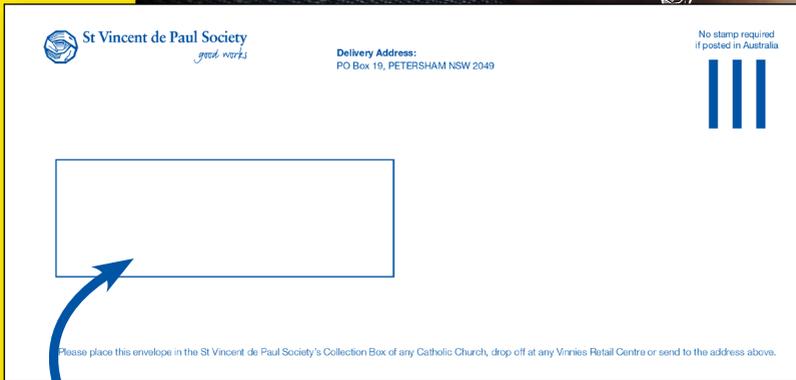
By helping the St Vincent de Paul Society Christmas Appeal, you will assist in two ways. At a local level, our members and volunteers will be able to offer assistance directly to families and individuals. At a broader level, you will be contributing to the large and varied network of short and longer-term support services for people in NSW who require specialised care.

St Vincent de Paul told his followers there are no people so rich that they have nothing to receive, and none so poor that they have nothing to give. Support for this Appeal will benefit recipients, and address poverty and disadvantage in our communities.

## **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](http://www.vinnies.org.au) or by phone at 13 18 12
- Donations of \$2 or more are tax deductible





# 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  
Christmas Appeal please contact us on  
(02) 9568 0262 or [donorcare@vinnies.org.au](mailto:donorcare@vinnies.org.au)**



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