



MEDIA RELEASE

Thursday 17th December, 2020

The Gift of Giving

Each year, Mallee Family Care organises a Christmas Appeal to ensure that the children they support receive a gift on Christmas morning. This year, in light of the challenges families have been facing, Mallee Family Care has seen an increase in the number of children needing assistance and to the delight of Agency staff, businesses have been even more generous, in response.

Mallee Family Care Chief Executive Officer, Ms. Teresa Jayet, says the kindness they've witnessed speaks to the strength of community spirit.

"We've been overwhelmed by the generosity of businesses across the region – staff donating out of their own pockets, to make sure children get to enjoy some of the magic of Christmas."

The economic and social impacts of COVID have been widely felt across northwest Victoria and Ms. Jayet says Mallee Family Care has been contacted by people who've never required assistance from agencies such as Mallee Family Care before.

"COVID has, in many ways, been a great equaliser and it's reminded us that no one is immune to vulnerability – we can all face difficulties in our lives, leaving us requiring assistance, and our community is demonstrating a willingness to support those in need."

The businesses participating in the 2020 Christmas Appeal are:

Lower Murray Water	Bank of Melbourne	Polly's Panels
Martin Middleton Oates	Madec	Collie and Tierney Real Estate
Crowies Paints	Lime Therapy	Findex Mildura
Bendigo Bank Mildura	Powell Plaster Group	Resolution Finance
Sunraysia Institute of TAFE	Monash University	Tech Lab

The participating businesses, many of which have been long-time supporters of the Mallee Family Care Christmas Appeal, say being involved in an initiative that sees all donations distributed directly to local children is particularly meaningful and they look forward to participating every year.

Ms. Jayet says each business's contribution is enormously appreciated and is central to the Agency's Christmas activities.



For all media enquiries:

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“This time of year can be very stressful for families and our Appeal helps make Christmas morning a bit brighter for children in Mildura.

“To all the staff of the participating businesses, we thank you for your generosity.

“You are making a difference.”

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