



## MEDIA RELEASE

Thursday 9<sup>th</sup> November 2023

### Mallee Family Care Joins Global GivingTuesday Movement to Support Local Children

Mallee Family Care, a community-focused place-based organisation, has recently announced its participation in the global generosity movement, GivingTuesday, on November 28, 2023.

This decision is grounded in their dedication to supporting vulnerable local Mallee children and young people to help them thrive despite the challenging external circumstances our region is currently facing including rising living costs, lack of affordable and suitable housing and poverty.

Launching in 2012, Giving Tuesday is a simple idea: to create a day that encourages people to do good. Over the past nine years, this idea has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity, to transform their communities and their world.

Behind the GivingTuesday movement is Mallee Family Care's, CEO Teresa Jayet, advocating for the children in our Mallee region to have a brighter future and access to essential resources and supports.

"We are so thankful for the strong support of our community, especially when it's most needed. Our children and young people are crucial for the future of the Mallee community, so it's important that we work together to remove obstacles and help them succeed."

"By participating in GivingTuesday you are investing in the future of the Mallee. For every dollar you invest, it is the same dollar that is reinvested directly into the community."

GivingTuesday has raised billions of dollars for critical causes around the world and gets 21 billion impressions on social media from people and organisations speaking up for the causes that matter to them and encouraging others to get involved in their communities.

"GivingTuesday inspires people all around the world to embrace their power to drive progress around the causes they care about, not just on one day but throughout the year." said Asha Curran, GivingTuesday's CEO, and co-founder.

"With country and community leaders, millions of organisations, and countless givers of all kinds, GivingTuesday is creating a shared space where we can see the radical implications of a more generous world."



For all media enquiries:

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GivingTuesday will kick off the generosity season this year by inspiring people to give back on November 28, 2023, and throughout the year.

Those who are interested in joining Mallee Family Care's GivingTuesday initiative, you can make a donation via [www.givenow.com.au/MalleeFamilyCare](http://www.givenow.com.au/MalleeFamilyCare). For more information please contact Melissa Amos via email at [mamos@malleefamilycare.com.au](mailto:mamos@malleefamilycare.com.au) or phone on 1300 417 618.

For more details about the GivingTuesday movement, visit the GivingTuesday website [www.givingtuesday.org.au](http://www.givingtuesday.org.au)

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