

Embargoed until 12:00am, Thursday May 8, 2026

[name] VIEW CLUB CALLS ON COMMUNITY TO GIVE GENEROUSLY TO THE SMITH FAMILY'S WINTER APPEAL AND HELP REDUCE THE EFFECTS OF CHILD POVERTY

NEW SURVEY REVEALS OVERWHELMING SUPPORT TO MAKE TACKLING CHILDHOOD POVERTY A 'TOP NATIONAL PRIORITY'

[name] VIEW Club is urging the local community to give generously to The Smith Family's Winter Appeal this year, to support thousands of children and young people experiencing disadvantage with their education.

It comes as The Smith Family's latest Community Attitudes Survey (CAS) of the Australian public, shows four out of five respondents (83%) believe that tackling childhood poverty should be a top national priority.

The Smith Family CEO Doug Taylor says "poverty shouldn't limit a child's potential", which is why the charity is launching its Winter Appeal today.

The Winter Appeal aims to raise almost \$8 million by the end of June 2026 to support students experiencing disadvantage by providing access to proven out-of-school educational programs.

"The results of our Community Attitudes Survey show Australians recognise poverty has an impact on a child's education," Mr Taylor says.

"However, what many people don't see are the hidden impacts of disadvantage and the incredible emotional, social and academic toll that can have on students during and after their schooling.

"But the right educational support at the right time through The Smith Family's evidence-based programs can make all the difference to those students and give them the tools and resources to fulfill their potential."

"By donating to the Winter Appeal, Australians can help young people most in need by giving them access to extra learning tools, so they can get the most out of their education and create better futures for themselves."

The Smith Family's *student2student* is a one-on-one program that brings an older and younger student together to read once a week.

Learning Clubs are a free, after-school-hours support program that offers tutoring and help students with homework and assignments.

"The evidence-based programs The Smith Family is delivering are as crucial as the financial and personal support we provide to students and families," Mr Taylor says.

"Of the children participating in *student2student*, 94% say they improved their reading, while 81% of those taking part in *Learning Club* say it helped them do better in the classroom.

“For people in a position to do so, please consider donating to The Smith Family’s Winter Appeal,” Mr Taylor says.

“Donations mean The Smith Family can support more students with access to our programs and provide more help for children and young people experiencing disadvantage.

“Your donation today can have an enormous, life-changing impact for a student.

“Let’s make tackling childhood poverty and educational inequality a priority, beginning this winter.”

VIEW (Voice, Interests and Education of Women) is a national women’s organisation and support network, bringing together women to enjoy social activities, develop skills, and make connections – all while supporting Australian children experiencing disadvantage.

VIEW is also largest community sponsor of students on The Smith Family’s Learning for Life program, with [name] club supporting [number] students through its fundraising activities.

For those who are interested to find out more about VIEW or who would like to join visit view.org.au [or call name on xxxx]

-Ends-

Media Enquiries: [insert VIEW contact name], VIEW. Ph: [insert contact phone] or email [insert email address] If appropriate/possible include details of event venue, timing etc to invite local media to attend.

About VIEW Clubs of Australia

VIEW is a national women’s organisation with over 13,000 members in more than 260 communities exclusively supporting children’s education charity The Smith Family. Members sponsor students, volunteer, fundraise and advocate to improve the life outcomes of Australian children and young people experiencing disadvantage. Visit view.org.au

About The Smith Family

The Smith Family is a children’s education charity that helps young Australians experiencing disadvantage to create better futures for themselves through harnessing the power of education. Visit thesmithfamily.com.au