

XX October 2026

THE COST OF EDUCATION IS PUTTING CHILDREN'S FUTURES AT RISK THIS ANTI-POVERTY WEEK

This Anti-Poverty Week 11-17 October members of [NAME] VIEW Club are calling on the community to recognise the often hidden cost of education and the impact it can have on children's participation, confidence and future opportunities.

[NAME] VIEW Club helps XXX children through The Smith Family's *Learning for Life* education support program, which provides families with long term educational, financial, and personal assistance so that children have all the essentials needed to make the most of their education.

Anti-Poverty Week focuses on the challenges facing families experiencing disadvantage and encourages Australians to better understand poverty and work together to address it. Through their support of The Smith Family, VIEW Clubs are helping to ensure more children can access the opportunities and resources they need to succeed at school.

While education is often described as the pathway out of poverty, participating fully in education comes with a growing range of costs that many families are struggling to meet.

Beyond school fees, families can face significant education-related expenses including uniforms, shoes, stationery, school lunches, transport, digital devices, excursions, camps, sporting activities and essential items such as reading glasses.

President [NAME] VIEW Club said, 'With one in six Australian children growing up in poverty, there has never been a more important time to support a child with their education.'

"The true cost of education extends well beyond what families may pay in school fees. It's the accumulation of everyday expenses that can add up and become difficult to manage."

"No child should have to miss out on the essentials for their education, and this is why VIEW is so passionate about supporting the work of The Smith Family. Its evidence-based approach helps children experiencing disadvantage to overcome the educational inequality they face. They support students for the duration of their education, and this helps them build the confidence and skills needed to create better futures for themselves."

VIEW Clubs raised more than \$1.5 million nationally last year to support The Smith Family's important work, and they currently sponsor over 1,890+ students on the *Learning for Life* scholarship program.

While fundraising plays a vital role in helping children in need, VIEW National President Lorraine Thomson **[or local President XX VIEW Club]** is also encouraging women of all ages to donate their time and skills by joining a VIEW Club.

Each year, VIEW members collectively volunteer over 70,000 hours of their time to help young people through homework, reading and mentoring programs run by the charity – but there's still a need for more helping hands.

“Our VIEW members have a unique opportunity to support children experiencing disadvantage, while also forming meaningful and lasting community relationships,” **Ms X said.**

“Recently, members in our local area have been participating in **[include specific education related/community minded activities your club is involved in eg. volunteering as Learning Club tutors, organising fundraising events, such as fashion parades etc].**

To find out more about joining VIEW, visit view.org.au or call 1800 805 366.

To sponsor a child or donate to The Smith Family, visit thesmithfamily.com.au or call 1800 633 622.

[AREA] VIEW representatives are available to speak with the media. For more information, call **[PUBLICITY OFFICER NUMBER]** or **[MOBILE NUMBER]**

About VIEW Clubs of Australia

VIEW is a national women's organisation with 13,000 members in close to 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 national children's education charity that empowers young Australians experiencing disadvantage to create better futures for themselves through harnessing the power of education. Visit thesmithfamily.com.au

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