XX October/November 2025

**VIEW CLUB URGES [XX] COMMUNITY TO EMBRACE THE SPIRIT OF GIVING AND
GET BEHIND THE SMITH FAMILY’S CHRISTMAS APPEAL**

[name] VIEW Club is calling on the community to embrace the festive season spirit of giving and help raise funds for The Smith Family’s Christmas Appeal, to ensure thousands of students experiencing disadvantage can be supported in their education in 2026.

The charity aims to raise $4.9 million nationally through the appeal, which will provide more than 11,600 children with access to critical learning and mentoring programs to help them stay engaged and motivated at school.

This includes programs like *student2student,* which pairs younger students with young reading buddies, and after-school Learning Clubs, where students get support with their homework from trained volunteers – many of whom are VIEW Club members.

[name of region] VIEW Club president, [name] said this work is more important than ever as families face the ongoing effect of cost-of-living increases.

“Today in Australia, one in six children are growing up in poverty, limiting their ability to make the most of their education. Everyone is feeling the on-going effects of the cost-of-living crisis, but it is not felt equally,” [name] said.

“For families who were already doing it tough, the higher cost-of-living means having to make difficult choices between paying everyday bills and being able to support their children’s education.”

“All funds raised through donations to the Christmas Appeal will ensure students can take part in The Smith Family’s evidence-based numeracy, literacy, tutoring, digital and mentoring programs to help them catch up and keep up at school.”

Nationally VIEW Clubs currently support more than 1,800 students on the charity’s flagship *Learning for Life* program, which provides educational, personal and financial support.

“We love hearing about how well our students are doing on the program and receive several letters a year which detail their achievements, hopes, and dreams. We are so proud of the young people we support, and there’s no better time than Christmas to show them our generosity,” [name] said.

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.

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

**For more information on the appeal, go to** [**www.thesmithfamily.com.au**](http://www.thesmithfamily.com.au/) **or call 1800 024 069**

**To find out more about joining VIEW, visit** [**view.org.au**](http://www.view.org.au) **or call 1800 805 366.**

**-ENDS-**

***[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 nearly 13,000 members in close to 270 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](http://www.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](https://www.thesmithfamily.com.au)