May, 2023

**[name] VIEW Club calls on community to give generously to The Smith Family’s Winter Appeal**

[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 with their education.

The education charity is aiming to raise $6.2 million nationally to give over 14,000 children across Australia access to its proven learning and mentoring programs.

It comes as a [survey](https://www.thesmithfamily.com.au/media/stories/community-attitudes-survey-2023) released by the charity found Australians believe the cost-of-living crisis is having a greater impact on education than the COVID-19 pandemic. The survey also found that more people believe child poverty has worsened because of the crisis.

CEO of The Smith Family, Doug Taylor, said while inflation is affecting all Australians, the most vulnerable members of our community are faring the worst.

“It's been a particularly challenging time for the students and families we support, with the cost-of-living crisis affecting the price of housing, food and power.”

“Families are having to make impossible decisions about where they spend their limited funds. This could mean paying for school essentials like digital devices or paying for a meal on the table.”

“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.”

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.

Members of the [name] club also help students with [learning clubs, itrack, etc].

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]

**-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.

**VIEW:** Founded in 1960 by the General Secretary of The Smith Family, George Forbes, to support the charitable work of The Smith Family, VIEW stands for the Voice, Interests and Education of Women. Visit [www.view.org.au](http://www.view.org.au/)

As The Smith Family's largest community sponsor of *Learning for Life* students, VIEW supports the educational outcomes of more than 1,530 children and young people experiencing disadvantage. Through this powerful, longstanding connection, VIEW is proud to enable better futures for young Australians. Visit [www.view.org.au](http://www.view.org.au/)

**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 [www.thesmithfamily.com.au](http://www.thesmithfamily.com.au)

**Full Survey Results:** [www.thesmithfamily.com.au/media/stories/community-attitudes-survey-2023](https://www.thesmithfamily.com.au/media/stories/community-attitudes-survey-2023)