

VIEW Key Messaging – 2025

Theme for 2024-25: *Making Connections Makes a Difference*



VIEW (Voice, Interests and Education of Women) is a national women's organisation and support network bringing women together in local communities to enjoy social activities, develop skills, make connections and participate in networking events while supporting and advocating for the education of young Australians in need.

VIEW's 13,000 members share the common purpose of exclusively supporting national children's education charity, The Smith Family.

Founded by The Smith Family in 1960, VIEW women are empowered by the positive difference they make to the lives of Australian children and young people experiencing disadvantage.

VIEW Clubs' long-standing connection with The Smith Family helps it support young Australians experiencing poverty to overcome their circumstances and reach their full potential by providing long-term, wrap-around support for their education.

For over 100 years, The Smith Family has been working to improve the lives of children experiencing poverty. For 65 years VIEW has connected with others in the community, enabling The Smith Family to reach more families in need.

- 65 years of advocating for women and children
- 65 years of connecting in community
- 65 years of friendship
- 65 years of lasting connections
- 65 years of making a difference
- 65 years of supporting education
- 65 years of volunteering

For the last 35 years, it has supported children and young people living with disadvantage to overcome educational inequality caused by poverty – so they can thrive in their schooling and beyond

As part of their commitment to building strong communities, VIEW members warmly embrace new members, welcoming them to their local community and connecting them with the wider VIEW and Smith Family communities.

They readily share their knowledge with new members, mentoring them to build the confidence they need to take on additional roles within VIEW Clubs and in the wider community.

VIEW Clubs supports the vital work of The Smith Family, providing an important source of volunteers, fundraising and connection in local communities.

Today VIEW is proudly the largest community sponsor of the *Learning for Life* program supporting over 1,800 students.

What do VIEW Clubs do?

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, make connections and participate in networking events, while also supporting and advocating for the education of young Australians experiencing disadvantage.

VIEW members exclusively support the children's education charity, The Smith Family. Connected by this common purpose, women across Australia join VIEW to:

- Build strong communities by making lasting friendships, sharing ideas and knowledge and enjoying social activities
- learn and develop new skills, while giving back to their communities, and
- advocate for and support the educational outcomes of young Australians experiencing poverty.

VIEW was founded by The Smith Family in 1960 as a service club for women who wanted to share ideas, learn new skills, form friendships and give back to their communities through supporting the work of The Smith Family.

After 65 years, VIEW's powerful connection to The Smith Family remains. The organisation is The Smith Family's largest community sponsor of *Learning for Life* students.

65 years of...

advocating for women and children
connecting in community
friendship
lasting connections
making a difference
supporting education
volunteering

VIEW's 13,000 members proudly support the educational outcomes of more than 1,800 Australian children and young people living with disadvantage. Through this longstanding connection to The Smith Family, VIEW is proud to enable better futures for young Australians through the power of education.

Talking Points

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| <p>VIEW Clubs of Australia (VIEW) is a national women’s organisation formed in 1960 as a service club for women to provide opportunities for them to support The Smith Family through volunteering and fundraising. After sixty-five years, this support is still going strong.</p> |
| <p>65 years...(Choose the appropriate message)</p> <ul style="list-style-type: none"> advocating for women and children connecting in community friendship lasting connections making a difference supporting education volunteering |
| <p>VIEW has 13,000 members in close to 260 communities across Australia.</p> |
| <p>VIEW women are great connectors. Through their ability to build networks and inspire the wider community, members play a vital role in raising awareness of The Smith Family’s work providing long-term educational support and making a difference to the lives of Australian children and young people experiencing poverty.</p> |
| <p>VIEW offers a network for women to connect with each other in the community, while supporting the work of The Smith Family in providing long-term educational support for Australian children and young people living with disadvantage.</p> |
| <p>VIEW is proud to be the largest community sponsor of The Smith Family’s <i>Learning for Life</i> program. Collectively, VIEW members sponsor the education of more than 1,800 students on the <i>Learning for Life</i> program.</p> |
| <p>Each year VIEW members:</p> <ul style="list-style-type: none"> • raise more than \$1.2 million for the children’s education charity The Smith Family • volunteer well in excess of 70,000 hours to The Smith Family • raise awareness of and advocate for Australian children experiencing disadvantage. • support The Smith Family’s work including sponsoring over 1,800 students on the <i>Learning for Life</i> program today. |
| <p>VIEW Clubs volunteering activities for The Smith Family include:</p> <ul style="list-style-type: none"> • reading to children in schools • helping at The Smith Family’s after school Learning Clubs • mentoring students; and • using their craft skills to make school resources for students living with disadvantage. |
| <p>With a national reach and a community of like-minded women across the country, the collective power of VIEW’s 13,000-strong voice helps more Australians learn about The Smith Family’s work.</p> |
| <p>VIEW Clubs’ long-term connection to The Smith Family enables us to “Create Better Futures Together!”</p> |
| <p>By exclusively supporting The Smith Family through sponsorships, volunteering and fundraising, VIEW helps young Australians overcome educational inequality caused by poverty – so they can thrive now and into their futures.</p> |

The work of VIEW women in local communities aligns with and strengthens the impact of The Smith Family's *Learning for Life* program for children and families experiencing disadvantage.

VIEW Women volunteer their time to help children living with disadvantage, so that every child has the opportunity to change their future through education.

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| <p>Elevator statement</p> | <p>VIEW is a national women's organisation with 13,000 members in close to 260 communities. Members are connected by a common purpose to improve the life outcomes of Australian children and young people in need. VIEW exclusively supports The Smith Family by sponsoring the education of young Australians experiencing disadvantage, and volunteering, fundraising and advocating on their behalf.</p> <p>VIEW's supportive network helps women build lasting friendships, empowered and connected by the common purpose to support The Smith Family and make a difference to Australian children experiencing disadvantage.</p> <p>OR</p> <p>VIEW is a women's volunteer organisation with 13,000 members across Australia, exclusively supporting The Smith Family's work. VIEW's support network helps women build lasting friendships, empowered and connected by the common purpose to support The Smith Family and make a difference to Australian children experiencing disadvantage.</p> |
| <p>65th anniversary</p> | <p>65 years of...(Choose the appropriate message)</p> <ul style="list-style-type: none"> advocating for women and children connecting in community friendship lasting connections making a difference supporting education volunteering |
| <p>Support and friendship through a common purpose</p> | <p>VIEW's supportive network helps women build lasting friendships, empowered and connected by the common purpose to support The Smith Family and make a difference to Australian children and young people experiencing disadvantage.</p> |
| <p>Sponsoring students</p> | <p>VIEW is The Smith Family's largest community sponsor of <i>Learning for Life</i> students. Members support the educational outcomes of more than 1,800 children and young people experiencing disadvantage. Through its connection with The Smith Family, VIEW is proud to enable better futures for young Australians.</p> |
| <p>Volunteering</p> | <p>VIEW members dedicate more than 70,000 volunteer hours each year to The Smith Family. They generously give their time to:</p> |

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| | <ul style="list-style-type: none"> - read to children in schools - help at The Smith Family's after school Learning Clubs - mentor students; and - use their craft skills to make school resources for students in need. |
| Fundraising | Local and national activities organised by VIEW raise vital funds for The Smith Family. This work contributes more than \$1.2 million every year to The Smith Family's programs for young people experiencing disadvantage. |
| Advocating | VIEW raises awareness about and advocates for Australian children experiencing poverty. The collective power of the organisation's 13,000-strong national voice helps more Australians to learn about The Smith Family's work. VIEW Members engage with their local MPs and Councils to promote VIEW Clubs and their connection with The Smith Family. |