

WINTER EDITION 2017

ACTION



FROM THE CEO.

Welcome to the winter edition of City ACTION and our annual Winter Appeal.

We recently launched the 2017 appeal at the offices of the Bushby Property Group. We would like to thank Phillip Bushby and Bushby Property Group for their sponsorship of the Winter Appeal and the continuation of the Bushby family's long term relationship with City Mission.

We have some great news in regard to the highly successful Mission Possible campaign that ran for 6 weeks up until 11 June this year in partnership with The Examiner and The Advocate. Our original goal of collecting 10,000 food items from our North and North West communities has been more than doubled with over 20,000 items collected for those in need.

The generosity of our local communities has assisted City Mission in providing Emergency Relief for 958 people during the campaign period, up 42% on the same period last year.

We sincerely thank our communities, the Fairfax Group and staff for their support through the Examiner and Advocate publications.

Due to the outstanding success of the campaign and unprecedented demand for non-perishable food items this winter, we have decided to extend Mission Possible as Mission Possible *continued* during the 2017 Winter Appeal and while the food collection logistics remain in place. We sincerely thank those businesses that have and will continue accepting food donations throughout the North and North West.

We are also conscious of the fact that many families, children and individuals continue to struggle and do it tough, especially during our cold winter.

We have support in place to transform people's lives and have outlined four clear ways that a donation from you will assist our community members in need.

If possible, we would appreciate the sharing of your resources with others to make their lives a better one by giving to the City Mission Winter Appeal in 2017. To do this you are welcome to visit our website at www.citymission.org.au/winter-appeal, call on 6335 3000, call into one of your local Mission Shops, send a cheque to or visit 46 Frederick St, Launceston.

Enjoy reading our heart warming and featured stories from our Mission Possible campaign inside.

Stephen Brown

Chief Executive Officer

The City Mission Winter Appeal
is proudly sponsored by

Bushby
PROPERTY GROUP



bushby.com.au

WHY PEOPLE SEEK HELP AT CITY MISSION



There are many reasons why people turn to City Mission for assistance during tough times.

According to a report, published in 2016 by the Australian Council of Social Services, Tasmania has a poverty rate of about 14.2 per cent.

The report declared poverty exists when "a household's income is so inadequate as to preclude them from having an acceptable standard of living".

City Mission is at the coalface of the fight to improve living standards and ensure Launceston residents have enough food and materials to survive.

The service has joined forces with The Examiner for Mission Possible, a six-week campaign aiming to collect 5000 food donations for winter.

City Mission chief executive Stephen Brown said the organisation was part of the federal government's response to poverty through emergency relief assistance.

"We're the major provider in Launceston but there are some other large ones," Mr Brown said.

Mission Possible aims to see businesses, schools and community groups competing to buy and donate as many non-perishable items to City Mission as possible.

The donations go towards helping the organisation continue its vital service.

Mr Brown said people who approached City Mission met with staff, who assessed their situation and determined a course of action.

"There will be a lot of people on a fixed income, pensioners and social security," he said.

"People could be working part time or be underemployed.

"There's been something that has knocked them to the point they've got no other answer."

City Mission's trained workers speak with people about their economic and family scenario.

The can then help sort out financial problems and put together a plan to move forward.

People are often immediately assisted with cash or tokens to allow access to the City Mission store.

Donate food items to City Mission at 48 Frederick Street in Launceston.



1 IN 7 TASMANIANS ARE LIVING IN POVERTY



BEANIE DAY

Beanie Day is part of Homelessness Prevention Week for Launceston City Mission.

Wear your favourite beanie and make a gold coin donation to help the homeless in our communities.

It's not just about beanies, feel free to wear a scarf or gloves for the cause.



REGISTER TODAY!
City Mission | (03) 6335 3000
office@citymission.org.au
www.citymission.org.au

Volunteering

Because they want to, not because they have to.



With around 400 volunteers doing 1,000's of hours of work, it is no wonder the

City Mission

remains a community leader.

Join us as a volunteer and be rewarded by knowing you're making a difference.

Volunteer today!
citymission.org.au
Phone: 6343 2115



says

Thank you
To all its volunteers.
They are our

MISSION HEROES!

TA1881288

CITY KITCHEN FEEDS A CROWD



Strong community support helped Burnie City Kitchen handle a three-fold increase in attendance this week.

Volunteers pulled together to help serve more than 40 people who stopped by the kitchen on Wednesday for a free meal and a welcoming environment.

Their effort was also helped by donations to the Mission Possible food drive, run by City Mission with The Advocate.

We're very excited to be fundraising with Entertainment™ this year.

Order your NEW 2017 | 2018 Entertainment™ Books and Entertainment™ Digital Memberships from us today, and 20% of the proceeds contribute towards the City Mission's Winter Appeal.

It's easy to order, just log into our unique order page at the address below to start enjoying over \$20,000 of valuable discounts. Otherwise you can view collect and pay for your book at Mission on George, 73 George Street, Launceston or the Mission Shop at 52 Don Road, Devonport.

www.entertainmentbook.com.au/orderbooks/2403e59

Order your new Entertainment™ Membership now!

BUSHBY PROPERTY GROUP SUPPORTS CITY MISSION WINTER APPEAL



Philip Bushby presents the cheque of support for the 2017 Winter Appeal

The annual City Mission 2017 Winter Appeal is being supported by the Bushby Property Group with funds assisting with the costs to run and manage the Appeal. The Bushby Property Group has a strong connection and history with the City Mission, with the Chapel and Administration complex in Frederick St, being named the Max Bushby Centre since 1999.

ORDER TODAY

Phillip Bushby said, "This is the 3rd year that we have supported the City Mission's Winter Appeal and we are proud to be able to assist with this notable cause once again. We appreciate the work of the City Mission in believing that all people should be provided with basic necessities of life such as shelter and food, much like we have been providing the people of Launceston with housing for over 100 years."

City Mission CEO, Stephen Brown said, "The City Mission would like to thank the Bushby Property Group for the ongoing support of

the important Winter Appeal and for continuing their long term relationship with City Mission. The Bushby Property Group's support is vital in helping City Mission launch our major appeal."

The 2017 City Mission Winter Appeal will flow on from the very successful Mission Possible campaign that saw the community and many businesses give and collect nearly 20,000 non-perishable food items donated for those in need across the North and North West. Through the outstanding support of the Examiner and Advocate, City Mission have extended the campaign as Mission Possible continued to run through the Winter Appeal to help meet the ever increasing high level of demand for food items for those in need.

The Winter Appeal campaign theme will be THE TRUTH IS providing the community with communications on how we can support those in need. For example, The City Mission provide over 2500 people with food, clothing, accommodation support in the North and North West of Tasmania. It is estimated that currently 1500 Tasmanian's are homeless and 1 in 7 Tasmanians are living in poverty.

To donate, you can visit the City Mission website, call 6335 3000 or call into the offices at 46 Frederick St, Launceston.

www.citymission.org.au/winter-appeal

WINTER APPEAL

MISSION POSSIBLE

Catering for our communities



Campaign reaches target

BY HAYDEN JOHNSON

THE generosity of residents in Tasmania's north has seen the goal of 5000 food items for Mission Impossible achieved.

With two weeks of the campaign remaining, the generosity of residents from Launceston and its suburbs has seen the target beaten.

Last week about 4700 food items had been donated in yellow boxes across the city.

But a final push to the goal was achieved thanks to a partnership with the Launceston Tornadoes.

Mission Possible donation bins were full on Saturday night after a strong home-game crowd came armed with goods to donate.

City Mission business manager John Clements praised the partnership with the Tornadoes and the effort of residents.

"It's fantastic the community has been so generous," he said.

"A lot of people who didn't

bring food to the match were very kind with donations of small change, and we should have a tally of that soon."

Tornadoes chair Janie Finlay was grateful for the support given to the campaign by Tornadoes' fans.

"Our crowds love Torns, love Launceston and they're

really community focused," she said.

"We had people walking in with not just items, but bags of items.

"I think City Mission would be really grateful for the generosity of the crowd, but not surprised, because we've got a beautiful crowd that really

gets behind the team."

Despite the achievement, Mr Clements encouraged people to keep up the generosity and said City Mission's work required constant support.

"The challenge really doesn't end because nearly 1700 items have gone out during that four-week campaign period," he said.

"The challenge is to keep donations coming and if people get an opportunity to donate one or two things, that's greatly appreciated."

He again called for donations of items that could easily fit into a child's lunchbox.

Last week a mother attended City Mission searching for school-friendly items for her child, but none were available.

"Unfortunately that child didn't go to school because the mother was not able to provide lunch," he said.

You can donate items until June 11 at City Mission's retail stores, selected newsagents and some businesses.



HOOP: Launceston Tornadoes chair Janie Finlay thanks the public for their donations to the Mission Possible campaign. Picture: Hayden Johnson

MISSION POSSIBLE CAMPAIGN ACHIEVES AMAZING RESULTS.

City Mission CEO Stephen Brown said, "We have a lot of need in our community and it really is a fantastic thing when the community can work together to solve its issue for itself".

Also as mentioned by Stephen on the front cover, City Mission received over 20,000 non-perishable food and other items. An outstanding 50/50 split across the North and North West. City Mission distributed over 5000 of the collected food items during the campaign period alone and assisted in providing emergency relief for no less than 958 people during the campaign, up 42% on the same period last year.

Due to the outstanding success of the campaign and unprecedented demand for non-perishable food items this winter, we

have decided to extend Mission Possible as Mission Possible continued during the 2017 Winter Appeal and while the food collection logistics remain in place. City Mission sincerely thank the North and North West communities, the Examiner and Advocate and those businesses that have and will continue accepting food donations.

Emergency Services and Family Relief for those in need has grown substantially with City Mission assisting 6349 people, including individuals, couples and families this financial year to date as at 1 June 2017.

Given the increase in demand this winter, continued giving of just a few non-perishable food items on a regular basis can make a huge difference in supporting those in need.

People's names have been changed and stock photos have been used relating to stories contained in this publication to protect their privacy. You are receiving this publication because you are listed on the City Mission's mailing list to receive them. If you wish to change your listing with us please contact us by email.office@citymission.org.au or phone us during business hours on (03) 6335 3000.

THE MISSION CONTINUES

MISSION
Catering for our communities
POSSIBLE

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GIVE WHERE YOU LIVE

YOU CAN NOW DONATE TO THE MISSION POSSIBLE DRIVE HERE UNTIL AUGUST 31