XX October 2023

**SUPPORTING CHILDREN’S EDUCATION A KEY PRIORITY FOR XX VIEW CLUB THIS ANTI-POVERTY WEEK**

Members of [**NAME**] VIEW Club are calling on the community to give generously this Anti-Poverty Week [15-21 October] and sponsor a child through national children’s education charity The Smith Family. The focus of this Anti-Poverty Week is to end child poverty in Australia,

**[NAME]** VIEW Club helps **XXX** children through The Smith Family’s *Learning for Life* education supportprogram, which provides families with long term educational, financial, and personal assistance so that children have all the essentials needed to fully participate in their learning.

This year has been particularly difficult for all Australians due to the cost-of-living crisis, but has been even harder for those already doing it tough.

President of the **[NAME OF REGION]** VIEW Club said with one in six children in Australia living in poverty, it’s never been a more important time to support a child with their education.

“Families are having to make impossible choices during this cost-of-living crisis, this could be prioritising rent over sending their child on a school excursion, or paying for schoolbooks.

“No child should have to miss out on the essentials of 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 children for the duration of their education, and this helps them build the confidence and skills needed to create better futures for themselves,” she said.

VIEW Clubs nationally raised more than $1.3 million last year to support The Smith Family’s vital work, and they currently sponsor over 1,700 students on the *Learning for Life* program.

While fundraising plays a vital role in helping children in need, **[PRESIDENT NAME]** is also encouraging women of all ages to donate their time and skills by joining a VIEW club.

Last year, VIEW members collectively volunteered 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 provide hands-on support to children experiencing disadvantage, while also forming meaningful and lasting community relationships,” **MS/MRS 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**](http://www.view.org.au) **or call 1800 805 366.**

 **To sponsor a child through The Smith Family, visit** [**thesmithfamily.com.au**](https://www.thesmithfamily.com.au) **or call** **1800 633 622.**

**-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 over 14,000 members in close to 300 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)

 **About Anti-Poverty Week**

Anti-Poverty Week is a week where all Australians are encouraged to organise or take part in an activity aiming to highlight or overcome issues of poverty and hardship here in Australia or overseas. It was established in Australia as an expansion of the UN's annual International Anti-Poverty Day on October 17. In**2023,** Anti-Poverty Week will be held from the**15th to the 21st of October. Visit** [www.antipovertyweek.org.au](http://www.antipovertyweek.org.au)