

20 June 2017



*everyone's family*

Dear VIEW Members

**VIEW Clubs Australia reaches significant milestone of 1200 sponsored *Learning for Life* students**

I would like to extend my congratulations to all the members of VIEW, on the occasion of VIEW Clubs Australia collectively sponsoring your 1200th Learning for Life student.

This is a truly significant achievement in the history of the relationship between VIEW and The Smith Family and a milestone to be celebrated.

Members' contributions towards supporting the education of children in need, is very much valued by The Smith Family.

Your fundraising, volunteering and sponsoring activities are enabling us to help more young Australians in need and connect them to our programs in the communities in which we work. Your ongoing support is contributing towards our ability to meet our strategic goals and we thank you for all your help.

Sponsorship is a very important enabler of better life outcomes for students in need. Last year, The Smith Family reached 33,195 young Australians through our Learning for Life program, which improves the educational and employment outcomes for disadvantaged students.

Right now there are 1.1 million young Australians living in poverty. For these young people, family struggles at home can negatively affect their schooling, placing them at risk of long-term disadvantage. Yet we know that supporting a disadvantaged child to stay engaged with their education is key in improving outcomes and setting that child up for life.

**Recent funding commitment for 24,000 new students**

The recent four-year funding commitment from the Australian Government has enabled The Smith Family to extend the reach of the *Learning for Life* program.

These funds have allowed us to grow our capacity to recruit an additional 24,000 students to benefit from the *Learning for Life* program. This will be transformational for these young people.

The funds will also help us attract more sponsors, to connect them to these new students. By doing this we will ensure ongoing and sustainable support to each one of the new students, beyond the life of the government funding.

To bring about inter-generational change and help them move out of poverty, we need to help these young people from the day they join our program until they graduate. Sponsors connected to them means that the support is sustainable.

Many of you will have seen our recent media activity. Our advertisements in newspapers and on the television aim to raise public awareness about the impact of disadvantage on a child and its negative affect on their educational attainment. Many Australians do not know about the extent of this issue and these ads convey the message that we need more Australians to invest in a child in need, to help them succeed at school.

The Smith Family is incredibly grateful to receive support from many valued government, corporate and community partners, including VIEW Clubs. As you can appreciate, it is not possible to thank everyone in our advertising and media activity.

### **Thank you to VIEW Club members for all your support**

I want to take a moment to also acknowledge VIEW Club members for your important advocacy work in local communities — particularly where The Smith Family does not yet have a presence — this is critical in spreading this message and attracting new sponsors.

Thank you for all your community activities and involvement in local events where you promote VIEW, The Smith Family and our work with disadvantaged students.

More than ever your support is making a difference to our work, to students and families in need and to communities across Australia.

Because of VIEW Club's continued generosity, 1,200 students now have the opportunity to fully participate in their education. Indeed, direct feedback from the students themselves, indicate that they are really touched by the notion that someone out there cares about them, their education, and their future. Sponsorship is an important gift - it is life-changing. That is the difference you are making.

Congratulations on this achievement. Thank you once again for your ongoing dedication and commitment to improving educational outcomes for disadvantaged young Australians.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Lisa O'Brien', with a stylized flourish at the end.

Dr Lisa O'Brien

Chief Executive Officer