

VIEW 60th Key Messaging - 2020



Celebrating 60 years of strength & support



Theme for 2020

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| With Logo | Celebrating 60 years of strength and support |
| Without Logo | VIEW - Celebrating 60 years of strength and support |

Positioning line

Celebrating sixty years of VIEW support

Short Version (approx. 100 words)

In 1960, The Smith Family founded VIEW — a national club formed as a service for all Australian women, with the acronym standing for the Voice, Interests and Education of Women. Over six decades, VIEW has evolved to meet the contemporary needs of women and to support The Smith Family. Today it is a community of more than 15,000 women from across Australia.

Sixty years on, VIEW continues to make a positive difference. Through its national support network, VIEW women build lasting friendships, empowered by and connected to a common purpose in support of The Smith Family as they make a difference to the lives of disadvantaged Australian children and young people.

As The Smith Family's largest community sponsor of *Learning for Life* students, VIEW supports the educational outcomes of more than 1,400 disadvantaged children and young people. Through this powerful, longstanding connection, VIEW is proud to enable better futures for young Australians.

In our milestone sixtieth year, we celebrate the many great achievements of VIEW, our members and our long-standing partnership with The Smith Family.

Long Version (approx. 250 words)

In 1960, when the role of Australian women was often limited to the home environment and exclusion from service clubs was the norm, The Smith Family founded an important service for women – VIEW Clubs – the Voice, Interests and Education of Women. From its inception, VIEW played a pivotal role in strengthening the voice of Australian women, providing a critical support network during an era of dramatic change.

Sixty years on, VIEW has continued to evolve with the needs of women and The Smith Family. VIEW now has over 300 clubs Australia wide, and a membership of over 15,000 women, connected by a shared purpose to support The Smith Family's work with disadvantaged Australian children. Today VIEW provides a supportive community for all women, acting as a platform where mothers, grandmothers, career women and retirees alike can connect with one another, form lasting friendships, acquire new skills and offer support to each other and their community.

Through their volunteering and fundraising for The Smith Family, VIEW members make a valuable contribution to Australian society, helping to boost the educational outcomes of disadvantaged Australian children.

In our milestone sixtieth year, we celebrate the many great achievements of VIEW, the contributions of members and the outcomes of our long-standing partnership with The Smith Family.

Short messages

VIEW Clubs of Australia – (VIEW) is a national women's organisation formed in 1960 as a service club for women, providing the opportunity for them to help The Smith Family through volunteering and fundraising. Sixty years on, this support is still going strong.

Celebrating sixty years of strength and support.

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 in need.

VIEW members are proud to be largest community sponsor of The Smith Family's *Learning for Life* program. Collectively, VIEW sponsors the education of more than 1,400 students on the *Learning for Life* program.

Over six decades, VIEW members have:

- raised over \$40 million for the children's charity The Smith Family
- volunteered well in excess of 3 million hours to The Smith Family
- raised awareness of and advocated for disadvantaged Australian children
- supported The Smith Family's work with disadvantaged children, including sponsoring 1,400+ students on the *Learning for Life* program today.

With a national reach and a community of like-minded women across the country, the collective power of VIEW's 15,000-strong voice helps more Australians learn about The Smith Family's work.

Today VIEW members dedicate more than 70,000 volunteer hours each year to The Smith Family.

Current Key Messages

VIEW is a national women's organisation with over 15,000 members in more than 300 communities exclusively supporting children's education charity, The Smith Family. Members sponsor students, volunteer, fundraise and advocate to help improve the life outcomes of Australian children and young people living in poverty.

VIEW is The Smith Family's largest community sponsor of *Learning for Life* students. It supports the educational outcomes of more than 1,400 disadvantaged children and young people. Through its connection with The Smith Family, VIEW is proud to enable better futures for young Australians.

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 disadvantaged Australian children and young people.

VIEW members dedicate more than 70,000 volunteer hours each year to The Smith Family. They generously give their time to:

- 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.

Community and national activities organised by VIEW raise vital funds for The Smith Family, contributing more than \$1 million every year to the charity's programs for young people in need.

VIEW raises awareness about and advocates for disadvantaged Australian children. The collective power of the organisation's 15,000-strong national voice helps more Australians learn about The Smith Family's work.

<p>Elevator statement</p>	<p>VIEW is a national women's organisation with over 15,000 members in more than 300 communities. Members are connected by a common purpose to improve the life outcomes of disadvantaged Australian children and young people. VIEW exclusively supports The Smith Family by sponsoring the education of young Australians in need 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 in need.</p> <p>OR</p> <p>VIEW is a women's volunteer organisation with over 15,000 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 in need.</p>
<p>Support and friendship</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 disadvantaged Australian children and young people.</p>

through a common purpose	
Sponsoring students	VIEW is The Smith Family's largest community sponsor of <i>Learning for Life</i> students. VIEW supports the educational outcomes of more than 1,400 disadvantaged children and young people. Through its connection with The Smith Family, VIEW is proud to enable better futures for young Australians.
Volunteering	VIEW members dedicate more than 70,000 volunteer hours each year to The Smith Family. They generously give their time to: <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, contributing more than \$1 million every year to the education charity's programs for young people in need.
Advocating	VIEW raises awareness about and advocates for disadvantaged Australian children. The collective power of the organisation's 15,000-strong national voice helps more Australians to learn about The Smith Family's work.