

# VIEW Key Messaging – 2022

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**Theme for 2022: *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 14,000 members share the common purpose of exclusively supporting the 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 disadvantaged Australian children and young people.

VIEW Clubs’ long standing connection with The Smith Family helps it support the education of Australian children in need, enabling them to create better futures for themselves.

For 100 years, The Smith Family has been working to improve the lives of children in need. For over 60 years VIEW has connected with others in the community enabling The Smith Family to reach more families in need.

For the last 30 years, it has supported children living with disadvantage to make the most of their education and create positive lives for themselves.

VIEW Clubs has supported the good 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 1500 students.

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## **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 in need.

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

- make lasting friendships, share ideas and knowledge and enjoy social activities
- learn and develop new skills, while giving back to their communities, and
- advocate for and support the educational outcomes of young Australians in need

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 more than 60 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. VIEW's 14,000 members proudly support the educational outcomes of more than 1,500 disadvantaged Australian children and young people. Through this longstanding connection to The Smith Family, VIEW is proud to enable better futures for young Australians.

## Talking Points

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. For more than Sixty years, this support is still going strong.

VIEW is a national women's organisation with 14,000 members in close to 300 communities.

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 in need

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 is proud to be the largest community sponsor of The Smith Family's *Learning for Life* program. Collectively, VIEW members sponsor the education of more than 1,500 students on the *Learning for Life* program.

Each year VIEW members:

- 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 disadvantaged Australian children
- support The Smith Family's work including sponsoring over 1,500 students on the *Learning for Life* program today.

VIEW clubs volunteering activities for The Smith Family include:

- 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 in need.

<p>With a national reach and a community of like-minded women across the country, the collective power of VIEW's 14,000-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 “<i>Create Better futures Together!</i>”</p>
<p>By exclusively supporting The Smith Family through sponsorships, volunteering and fundraising, VIEW helps young Australians in need get the most out of their education.</p>
<p>The work of VIEW women in local communities aligns with and strengthens the impact of The Smith Family's <i>Learning for Life</i> program for children and families in need.</p>
<p>VIEW Women volunteer their time to help children in need make the most of their education.</p>

<p><b>Elevator statement</b></p>	<p>VIEW is a national women's organisation with 14,000 members in close to 300 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 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 14,000 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><b>Support and friendship through a common purpose</b></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>

<p><b>Sponsoring students</b></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 1,500 disadvantaged children and young people. Through its connection with The Smith Family, VIEW is proud to enable better futures for young Australians.</p>
<p><b>Volunteering</b></p>	<p>VIEW members dedicate more than 70,000 volunteer hours each year to The Smith Family. They generously give their time to:</p> <ul style="list-style-type: none"> <li>– read to children in schools</li> <li>– help at The Smith Family's after school Learning Clubs</li> <li>– mentor students; and</li> <li>– use their craft skills to make school resources for students in need.</li> </ul>
<p><b>Fundraising</b></p>	<p>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 in need.</p>
<p><b>Advocating</b></p>	<p>VIEW raises awareness about and advocates for disadvantaged Australian children. The collective power of the organisation's 14,000-strong national voice helps more Australians to learn about The Smith Family's work.</p>