

VIEW Key Messaging - 2021

Celebrating 60+ years of strength & support



Theme for 2021

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

Positioning line

Celebrating 60+ years of VIEW support

Or

Make connections, while Making a difference

Short Version (approx. 100 words)

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 also supporting and advocating for the education of young Australians in need.

VIEW's 15,000 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.

Long Version (approx. 250 words)

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.

Today, 60 years on, 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 15,000 members proudly support the educational outcomes of more than 1,450 disadvantaged Australian children and young people. Through this longstanding connection to The Smith Family, VIEW is proud to enable better futures for young Australians.

Short messages

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. Sixty years on, this support is still going strong.
Celebrating 60+ 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 is proud to be the largest community sponsor of The Smith Family's <i>Learning for Life</i> program. Collectively, VIEW members sponsor the education of more than 1,450 students on the <i>Learning for Life</i> program.
Over six decades, VIEW members have: <ul style="list-style-type: none">• raised more than \$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 1,450+ students on the <i>Learning for Life</i> 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 15,000 members in more than 300 communities who exclusively support the 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. Members support the educational outcomes of more than 1,450 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. Through fundraising activities, members contribute more than \$1 million every year to The Smith Family'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 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 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 through a common purpose</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>Sponsoring students</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 1,450 disadvantaged children and young people. Through its connection with The Smith Family, VIEW is proud to enable better futures for young Australians.</p>
<p>Volunteering</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"> – 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.
<p>Fundraising</p>	<p>Local and national activities organised by VIEW raise vital funds for The Smith Family. This work contributes more than \$1 million every year to The Smith Family's programs for young people in need.</p>
<p>Advocating</p>	<p>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.</p>