



## **MEDIA RELEASE**

For immediate release 12 November 2009

### **Regional Care program launched for communities in real need: Northam WA Salvation Army to receive \$5000 donation in November 2009**

The Salvation Army and Kleenheat Gas have joined forces and developed the Regional Care Services program. The program will provide operational funding and donations to a different community in regional Australia each month, providing much needed community support.

For the month of November, Kleenheat Gas will be undertaking a partnership with the Salvation Army in Northam, WA, via a donation of \$5000, to assist with their Emergency Relief Program.

This partnership was formed after support centres in regional Australia saw a sharp increase of around 20 to 25% in some areas with the number of people seeking assistance since the start of the global financial crisis.

The Northam Emergency Relief donation will help fund the Salvation Army program that provides financial aid, food parcels, bed and other furniture to disadvantaged people in the Northam and surrounding community.

The donation handover will take place on Friday 20 November which falls on Emergency Relief Day at the Salvation Army, at 3 Elizabeth Place in Northam at 12.00pm. The local community is encouraged to attend for a FREE sausage sizzle to celebrate in the event. Anyone attending is also encouraged to bring a donation by way or money or food to help in the cause.

Kleenheat Gas Sales Manager, Mike Carrigg, said the partnership with the Salvation Army would really help those communities in need.

To launch the partnership last month, volunteers from Kleenheat Gas assisted with the construction of permaculture gardens in the Kinglake Village, which houses approximately 50 residents whose homes were destroyed in the February bushfires.

"We've seen regional areas being hit hard by the slowing economy, and it is important to me and all Kleenheat Gas employees to provide support where we can," Mr Carrigg said.

Salvation Army spokesman Warren Palmer said there had been a substantial rise in demand for services since the economic downturn with up to 25% of people seeking assistance who have never asked for our help in the past. This indicates a wide impact of the economic conditions and even though things are starting to look up, for many it will be a very long and hard road back.

"In Kalgoorlie, mine closures have made a significant impact whilst in Bunbury Albany and Geraldton it is a shortage of crisis accommodation. The Salvation Army also has a drought relief service in Geraldton visiting remote farms with a number of outlying areas still struggling with drought conditions or getting back on their feet.

While each regional community can have its own unique social needs, we have certainly experienced a call for help not seen in many years. This new relationship with Kleenheat Gas is both exciting and innovative as it enables us to identify particular social needs and make a different response each month," said Mr Palmer.



### **About the Northam Salvation Army Emergency Relief Program in Northam**

The Salvation Army emergency Relief Program in Northam helps from five - 15 families/individuals a week with aid ranging from furniture, bedding, manchester, clothes, shoes and many other household items (that have been donated to us and distributed from the Salvation Army Thrift Shop). However, the majority of help is in the form of food hampers.

The program does not receive any funding for the welfare work and is almost fully dependant on public donations.

The program helps a wide variety of people such as family units, single parents and single men. Some presenting issues of current clients are homelessness, pensioners who struggle to make ends meet, families who are surviving on Centrelink payments and substance addictions to name a few.

“What this partnership with Kleenheat will allow us to do, is to re-stock our food cupboard that is lacking some essential items, help people with a wider range of bill support, help us with our Christmas Hampers and give us the flexibility to help people beyond what we can do right now,” says Gareth R MacDonald (Cadet), Corps Officer Northam Corps, Salvation Army.

### **NORTHAM CHEQUE PRESENTATION EVENT DETAILS:**

General public welcome and invited to attend free sausage sizzle and community event!

**Friday 20 November, 2009**

**12.00pm**

**Salvation Army**

**3 Elizabeth Place, Northam**

ENDS###

### **MEDIA EVENT DETAILS:**

Friday 20 November 12.00pm

#### Footage opportunities from 12pm:

Brief speech from Kleenheat Gas Ken Semmens (local Business Representative)

Cheque presentation

Brief speech from Salvation Army representatives

Free community sausage sizzle

Interviews available with:-

Gareth and Allison MacDonald (local Salvation Army officers)

Ken Semmens and Brent Annels from Landmark Northam (local Northam Kleenheat dealer)

Local community representatives

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