

MEDIA RELEASE






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Dollars for Dignity

Now in its **third year**, **Dollars for Dignity** has become more than just a fundraiser — it's a message from the heart of our North West: **We've got your back.**

Launched by the **North West Business Chamber** and **North West Community Services**, this initiative raises **Emergency Relief funds** for locals doing it tough. It's about coming together as a community and making sure no one faces hardship alone. In addition to the wonderful community donations of food we receive throughout the year, **we are asking for cash donations — big or small.**

Why cash donations are desperately needed:

-  **Dignity of Choice** – People can buy what they need — medical, transport, school items, clothes that fit, etc
-  **Less Logistics, More Love** – No storage or sorting required — your donation goes straight to work.
-  **Fast and Flexible** – Cash means we can respond immediately and tailor support to each situation.
-  **Shop Local** – Many recipients spend locally, helping boost our small businesses too.
-  **Real Support, Real Impact** – It's about showing people they're seen, valued, and supported.

Warren Kirby, MP and patron of the Campaign said *"Dollars for Dignity is a wonderful community initiative that is designed to give people who are struggling the dignity of choice - for some people it helps put food on the table, for others it helps them to purchase essentials such as medicines.*

Dollars for Dignity began as a way to help local families recover from floods and Covid lockdowns and has now become an important initiative to help families struggling with high cost of living pressures.

It's a great honour for me to be the Patron of Dollars for Dignity, it's an initiative that gives the community a way to support those who need help the most. I congratulate North West Community Services and the North West Business Chamber for coming together to run Dollars for Dignity which helps people in our community who are struggling to make ends meet."

Dollars for Dignity has offered over 5,000 occasions of support over the last three years— not only by meeting practical needs but also linking to casework and specialist services. Dollars for Dignity is more than a food hamper. North West Community Service CEO, Angela Van Dyke said *"we thank those who have continued to donate food to support people in need. Dollars For Dignity offers much more, for eg. supporting people affected by domestic violence, forced to move home with children, and struggling with the costs of new uniforms and school supplies, or people who have lost their home to disaster, such as fire, and needing essential supports. We connect people to the broader service system and these donations help meet the many gaps in our system, supporting people in times of critical need.."*

Jonathan Agius, Treasurer of the North West Business Chamber said *"I am looking forward to seeing the renewed commitment of our community to make a contribution and support this initiative. A donation small or large gives the people in our community the dignity of choice, - it makes a real impact and meaningful difference for those within our community that have found themselves in need of extra support to make ends meet and sends a clear message of support."*

So if you can spare a few dollars — whether it's \$5 or \$50 — you'll be doing more than giving aid. You'll be sending a clear message: **We're here. We care. We've got your back.**

All donations over \$2 are tax deductible. Every dollar donated goes to those in need.

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