

**MM9/25 SALVATION ARMY RED SHIELD APPEAL 2025 - Mayor
Trenton Brown****File Number:** CLM/25/1/1/8 - BP25/311

I bring this Mayoral Minute to highlight and commend the vital work of The Salvation Army through its annual Red Shield Appeal, a campaign that has become synonymous with hope and practical support for vulnerable Australians.

Since its inception in 1965, the Red Shield Appeal has grown into The Salvation Army's primary fundraising initiative, supporting an extensive range of social and community services across the country. Recognised by its iconic red shield symbol, the Appeal is a reminder of the power of community giving and compassion.

Each year, the Appeal is launched with community events and activities nationwide, running throughout May and June. The funds raised enable The Salvation Army to deliver crucial programs that assist those facing homelessness, family violence, financial hardship, addiction, and social isolation. These services are often a lifeline for individuals and families in our community who have nowhere else to turn.

Council acknowledges the significant impact of The Salvation Army's work within the City of Ryde and across Australia. As Mayor, I encourage all residents, community groups, and businesses to get behind the 2025 Red Shield Appeal whether by donating, volunteering, or spreading the word.

RECOMMENDATION:

- (a) That Council make a \$2,500 one off donation to the Salvation Army Red Shield Appeal 2025 to be funded from the Civic Services Donations budget.
- (b) That as part of the Ryde and Hunters Hill Zone Launch event for the Salvation Army Red Shield Appeal 2025 (being held on Friday 9 May 2025) the Mayor present the cheque for \$2,500 on behalf of the City of Ryde.

ATTACHMENTS

There are no attachments for this report.

Report Prepared By:

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Mayor