



MEDIA RELEASE



Record Funds Raised for School Children

Generous New Zealanders have made a record-breaking effort, raising more than \$80,000 to help families struggling with back to school costs.

The tenth Back to School fundraiser by Warehouse Stationery saw New Zealanders donate more funds than ever, giving \$83,752 to help the thousands of families who turn to the Salvation Army for help to cover items such as school uniforms and devices.

The record-breaking effort comes as figures released in The Salvation Army State of the Nation report in February showed a widening gap between children from our poorest and richest families gaining high school qualifications.

The Salvation Army's head of welfare services Jono Bell says the funds go a long way to ensuring our most vulnerable children have the best chance to succeed at school.

“School is a big part of helping children break the cycle of poverty and build a better life, but the costs are a tremendous stress on many of our parents and children. It's been really heartening to see how willing thousands of families have been to add a donation to their own stationery purchases to help children who are doing it tough.”

Warehouse Stationery CEO Pejman Okhovat says: “We are delighted that our generous customers and passionate team got in behind the back to school appeal to help kids get the essentials they need to start the school year right. We're proud to have supported families

needing help for the past decade, and every year we're grateful to see how generous New Zealanders are to help others," he says

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