



Media release

For immediate release

28 June 2010

Winter weather makes poverty harder

There's no doubt that winter weather makes poverty harder. When the temperature drops, warm homes, warm clothing and warm food are not just comfort items. They impact on our health, our emotional wellbeing, our productivity at work or school, our relationships, and our ability to cope with life's other challenges.

Staying warm and healthy over winter requires an additional spend. For families with nothing spare in their budget the added demands of cold winter weather may mean having to go without.

Winter is cold for us all, but it feels a lot colder if you are getting through without a warm jersey, enough blankets or a hot meal. When you can't make ends meet, winter just feels colder. Your contributions make a real and significant difference.

'Mission stocks are low,' says City Missioner, Diane Robertson. "Over the past 12 months, the Mission has provided 7,207 emergency food parcels and distributed another \$2,000,000 worth of food to community food-banks. More than 700 beds are given out every year and thousands of jerseys, blankets, raincoats and shoes will be handed out over the next few months. But right now, we need more of everything if we're to meet the coming demand.'

Donated goods provide Mission staff with the ability to provide emergency support all over Auckland, however Auckland City Mission goes further than that. Auckland City Mission is committed to helping families, as a unit, create long-term positive change. A simple hand-out that has people coming back time and time again is merely a band-aid.

Instead of just 'patching' the problem, Auckland City Mission works with families and individuals to try and achieve ongoing improvements in their lifestyle, health, wellbeing and independence. Financial donations allow the Mission to employ professional staff to provide this extra level of support.

'It costs a lot for us to stay true to our organisational vision,' says Ms Robinson, 'but we know it's money well spent. With the ongoing support of the greater Auckland community, Auckland City Mission will remain committed to providing emergency help when it's needed most, while at the same time striving to help families and individuals achieve positive long-term change. It's what we believe is truly important.'

Auckland City Mission's Annual Winter Appeal starts today June 28 2010

Please visit www.aucklandcitymission.org.nz to help

ENDS

For further information please contact:

Carole French

Fundraising Team Leader

DDI:09 303 9780;

Mobile: 027 294 0050;

carole.f@aucklandcitymission.org.nz;

www.aucklandcitymission.org.nz

Auckland City Mission – Background

Established in 1920, the Auckland City Mission provides unique and specialised health and social services to marginalised Aucklanders, helping them to move forward. The Mission offers hope to families and individuals who may be experiencing a temporary set-back or a long-term problem that needs expert attention.

Whether it's a specific issue that has lead people to the Mission, the effects of the continuing poverty cycle, or a culmination of many problems, the Missions social workers are there to help guide people through the steps to change.

Auckland City Mission Services:

Crisis and Community Care:

- Emergency food parcels, clothing, household items, bedding
- Assistance with housing and accessing benefits and governmental support
- Advocacy.
- Liaison with governmental and non-governmental agencies
- Support for elderly in the community, especially those diagnosed with Diogenes Syndrome.

Medical Services:

- Full low-cost General Practice with free health care to those under 18 years of age.
- Registered PHO.

Addiction services:

- 10 bed residential detoxification service
- Community addiction support pre- and post- detoxification

Homeless Services:

- Supporting and advocating for rough sleepers.
- 365 days per year Drop-In service
- Socialisation and community integration activities
- Assistance with housing, and liaison with other agencies.
- Participation in Homeless Action Plan to addressing the long-term issues of homelessness

Distribution Services:

- Bulk food collection, storage and distribution to 60 community food-banks across the greater region
- Collection and re-distribution of household items, bedding and clothing.
- New Beginnings Shops, providing quality low-cost second-hand goods to the public.

Mission in the City:

- Resource consent has been granted to the Auckland City Mission for the re-development of their Hobson Street site. Mission in the City will transform the currently depressed Hobson Street landscape into a vibrant community, providing support and accommodation to Auckland's homeless and to solo-parents completing tertiary studies from all over the country. The project will include community spaces and retail outlets along with re-developed Mission social, detoxification and medical services.