

## **Record 175% increase in demand for Auckland City Mission food parcels**

The Auckland City Mission is experiencing a winter like no other. From March to June this year the demand for food parcels increased by a staggering 175% compared to the same period last year.

City Missioner Chris Farrelly says food insecurity has been a major concern for the Mission for a number of years, with inadequate income levels being one of the main contributing factors. Now due to COVID, the increase in demand for food has risen even further.

Before COVID, the Mission was distributing 450 food parcels a week to families and individuals who could not otherwise afford to put food on the table for their family. At the height of lockdown that rose to 1,246 and has now levelled out at 1,000 food parcels a week. Each parcel has sufficient food to provide four days of meals for a family of four.

The Mission today launches its Winter campaign to raise money so it can help families urgently needing support to put food on the table. This year, the campaign tells of the harsh choices facing many struggling families.

“It’s a scenario we see every day here at the Mission” says Mr Farrelly. “Families having to decide between the doctor’s visit, bus fare, power bill or food for the kids. More than often, food becomes the discretionary item.

“We have been seeing a mix of new and existing people needing our assistance. Many people had lost their jobs or had their hours significantly reduced as a result of COVID-19. The school programmes, which families relied on, were no longer available during lock down. All of a sudden they find themselves not being able to make ends meet and they are turning to the Mission for assistance.”

Mr Farrelly expects the Mission will need to continue providing this increased demand of food parcels for many months. He notes that the economic fallout from COVID-19 will again be felt keenly when the wage subsidy ends on September 1 and that people will seek the Mission’s support when faced with the reality of suddenly not having enough money to support their family.

This year’s campaign will see TV and digital ads highlighting the difficult choices some families must face. Money raised through the campaign will help the Mission continue providing parcels of food and other essential household items to families really struggling through the coming months.

To view the TVC [click here](#)

The City Mission’s Winter Appeal runs throughout August 2020.

For more information or to arrange an interview with City Missioner Chris Farrelly please contact;

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