

Media Release
September 2, 2019

IKEA collaborates with GIVIT to provide household essentials to support Townsville as it continues to rebuild

Online charity GIVIT is excited to announce Swedish homewares and furniture retailer IKEA has generously donated \$140,000, providing a much-needed boost to resources available to Australians facing extreme hardship and requiring assistance.

The additional resources mean GIVIT can further support vital programs such as *Wee Care*, run by Althea Projects in Townsville, who offer services to children aged 0-11 seeking crisis and emergency accommodation.

Althea Projects CEO Paula La Rosa said the extra support means they can now fully set-up their Townsville facility, which was wiped out during the once-in-a-generation floods earlier this year.

“We are very grateful for the support from GIVIT as it means we can soon re-open our doors to children urgently needing a safe and nurturing home,” Ms La Rosa said.

“Quality IKEA furniture and household essentials will be greatly appreciated by children, who access our crisis and emergency residential because their families are impacted by a range of complex social issues such as homelessness, domestic and family violence, or drug and alcohol abuse.”

The donation has been made possible thanks to the IKEA Family loyalty program, where every time a member scans their membership at the checkout, IKEA donates 10 cents to a charity of choice.

The retailer’s support will enable GIVIT to provide greater assistance to vulnerable, impoverished and marginalised Australians in every state and territory, with new household essentials - from beds and couches, to cutlery and crockery.

IKEA Family donations have already assisted some of the most vulnerable Australians and communities, including those recovering from the devastation following the recent Queensland floods, people escaping domestic violence and Australians at risk of homelessness.

GIVIT Queensland Manager Joanne Beadle said all funds generously donated by the IKEA Family loyalty program will go directly to supporting vulnerable Australians across states and territories.

“Every Australian deserves a bed to sleep in each night, and a table and utensils for their daily meals. IKEA’s donation allows GIVIT to provide living essentials those facing hardship cannot access,” Ms Beadle said.

Townsville Mayor Jenny Hill said the support from IKEA and GIVIT was essential for the Townsville-based charity, which was hit hard after the unprecedented monsoon event earlier this year.

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“A lot of charities and businesses in Townsville are still doing it tough after the floods,” Cr Hill said.

“Financial support is just one way we can get these much-needed services back up and running in order to help the people in Townsville who need it most.”

GIVIT works to alleviate poverty in Australia by ensuring every charity has the items needed for the people they support. Since 2009, more than 1.3 million items have been donated through GIVIT.

GIVIT works with almost 2,700 charities nation-wide, ranging from The Salvation Army and Australian Red Cross to smaller community groups and neighbourhood centres.

To donate quality pre-loved goods or funds to GIVIT, please visit givit.org.au.

To protect the dignity and privacy of a person in need, donors and recipients always remain anonymous. Communication is only made via the supporting charity.

**For more information or to arrange interviews
email media@givit.org.au, or call GIVIT Media on 0444 503 759**

About GIVIT

GIVIT is a national online not-for-profit connecting those who need with those willing to give. Through its website givit.org.au, trusted Australian charities are supported as they request essential, quality items on behalf of their clients. GIVIT matches their needs with public and corporate generosity, facilitating quality goods to reach our most vulnerable, impoverished and marginalised individuals in a safe, easy and timely manner. Since establishment in 2009, more than 1.3 million items have been donated via GIVIT to assist Australians in need. In 2011 GIVIT established its disaster recovery service following the Queensland floods and managed the donation of more than 18,000 items. Since then GIVIT has become the official partner of the Queensland Government managing offers of assistance after disasters on its behalf and has already distributed more than 224,000 items after 2019 Queensland flooding. GIVIT distributed more than 16,000 items to people in need after the 2018 Queensland fires and after 2017's Tropical Cyclone Debbie, coordinated the donation of 92,000 items. In 2015, GIVIT gained national attention with Founder and Director Juliette Wright receiving Australia's Local Hero Award by the National Australia Day Council and inducted into the Australian Businesswomen's Network Hall of Fame. In 2019, she was awarded a Medal of the Order of Australia (OAM). GIVIT also received a National Resilient Australia Award by Australia's Attorney-General for its disaster recovery service and The Australian National Innovation Challenge Award.

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