

## **GIVIT BACK TO SCHOOL APPEAL LAUNCHED: HELP BREAK THE CYCLE FOR 1.4 MILLION STUDENTS**

At the start of every school year, GIVIT notices a sharp rise in requests from families struggling with cost of living expenses. [GIVIT](#) is calling for donations to get students back on the same page ahead of the first day of school.

GIVIT is the smart way to give to families who need an extra helping hand. 100% of donated money received by the GIVIT Appeal will support kids returning to school by purchasing what they need.

Items needed for struggling families range from stationery items such as books, pens, pencils, glue sticks and USB sticks, to everyday items like backpacks, lunchboxes, and school shoes as well as necessary tech items like laptops and tablets.

To see exactly what's needed and donate, visit [www.givit.org.au/back-to-school](http://www.givit.org.au/back-to-school). There are also a number of 'Back To School Packs' on the GIVIT Appeal page ranging from \$50 to \$250, for donors who would prefer to pledge a cash donation.

An estimated 1.4 million Australian children and teens are now considered living [under the poverty line](#), and going without essential basics and the items they need to learn and study.

GIVIT CEO Sarah Tennant said the Back to School appeal helps children and teenagers to return to classrooms feeling confident and with the tools to learn and enjoy school.

"Poverty affects every aspect of a child's life, particularly their education. Kids who go to school hungry, with their shoes falling apart and without a jumper in winter, feel they don't fit in. GIVIT is here to help ensure as many young people as possible have the chance to put a tough 12 months behind them and start 2021 on the front foot," said Ms Tennant.

The COVID-19 pandemic has affected the incomes of countless Australian families, many who are reaching out for help from charities for the very first time.

In a recent Australian Institute of Family Studies [report](#), one-in-two families have lower incomes since the start of the pandemic in 2020, with 30% saying their income had reduced significantly. One-in-five had asked for financial assistance, either from a charity or from friends and family.

Students without books, pencils or prohibitively expensive electronic devices such as laptops and tablets, are isolated from their classmates. This leads to feelings of exclusion or, worse, sets them up as a target for bullying.

The digital divide was exposed during 2020 as students transitioned to learning from home: 91% of students in advantaged communities had internet access at home, while just 68% of students in disadvantaged communities had internet access at home.



Last year, GIVIT coordinated more than 1 million generously donated items for people in need across Australia. Your donation, big or small, can make a real difference.

All charities, schools, councils and community groups are encouraged to register via [GIVIT.org.au](https://givit.org.au) to access thousands of wonderful donations pledged by generous individuals and corporates for the communities they're supporting through the Coronavirus crisis, and beyond.

***For more information or to arrange an interview please contact  
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#### **About GIVIT**

GIVIT is the smart way to give. Through [GIVIT.org.au](https://givit.org.au), we channel generosity where it is needed to support vulnerable people and communities in Australia.

Working with more than 3,800 support organisations, we ensure people get what they need when they need it most – whether recovering from a disaster event, or experiencing hardship due to circumstances such as drought, domestic and family violence, homelessness, disability, and mental health.

GIVIT captures all offers of goods and services online, removing the need for charities and services to sort, store and dispose of unsolicited donations, saving valuable resources. 100% of donated funds received by GIVIT to support people in need are used to purchase essential items. We buy locally, wherever possible, to support local businesses. GIVIT's operational costs are covered by government contracts and our amazing corporate partners.