NEWCASTLE PERMANENT

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Media Release

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A GIFT UNDER THE TREE FOR EVERY CHILD: NEWCASTLE PERMANENT AND THE SALVATION ARMY LAUNCH CHRISTMAS TOY DRIVE

Newcastle Permanent branches collecting gifts for local kids and teenagers until Friday 18 December

As families across Australia prepare for Christmas, Newcastle Permanent is joining forces with The Salvation Army to help ensure children experiencing hardship have something special to unwrap on Christmas morning.

Now in its 38th year, the annual Christmas Toy Drive is inviting communities to donate new, unwrapped gifts at branches from Monday 23 November to Friday 18 December.

With The Salvation Army expecting to support thousands of families this Christmas, the appeal brings together employees and local communities to help make the festive season brighter for families in need.

Last year's Toy Drive saw 5,600 gifts donated through branches, continuing a tradition of generosity that has supported local families for nearly four decades.

The Salvation Army Auxiliary Lieutenant Bernie Muendel said Christmas could be an especially difficult time for families already struggling with everyday expenses.

"For parents who are already stretching every dollar to cover the essentials, finding money for Christmas presents can feel impossible," Lieutenant Muendel said.

"A gift might seem like a small gesture, but for a child who might otherwise go without, it can mean the world. It also takes some of the pressure off parents who just want to give their children a happy Christmas.

"Every year, we're reminded just how generous our communities are, and we're hoping people will once again find room in their Christmas shopping for one extra gift."

Lieutenant Muendel said gifts for all ages were welcome, with teenagers often among the hardest age groups to cater for.

"Teenagers can be one of the hardest groups to provide for, simply because we tend to receive fewer gifts suited to their age," he said.

"Gift vouchers, sports equipment and beauty products are great options for teenagers, while toys, books and games are always popular with younger children."

Newcastle Permanent is part of NGM Group, one of Australia's largest customer-owned banks.

NGM Group Head of Community and Sustainability Kirrah McClelland said the Toy Drive remained an important part of the organisation's longstanding partnership with The Salvation Army.

"For nearly 40 years, this appeal has brought our employees, customers and communities together to support local families at Christmas, and it's a tradition we're incredibly proud to continue," Ms McClelland said.

"Beyond collecting gifts in our branches, our employees will also volunteer their time to help sort and prepare donations, making sure they reach families in time for Christmas.

"We know not everyone is in a position to give, but for those who can, adding one extra present to their Christmas shopping is a simple way to make a meaningful difference to a local child."

How to donate

- **What:** New, unwrapped gifts for babies, children and teenagers
- **Where:** Any Newcastle Permanent or Greater Bank branch including NGM Group's Head Office locations at 103 Tudor Street, Hamilton and 307 King Street, Newcastle.
- **When:** Monday 23 November to Friday 18 December
- **Gift ideas for teenagers:** Gift vouchers, sports equipment and beauty products

ABOUT NEWCASTLE PERMANENT

Newcastle Permanent is one of Australia's largest and most trusted customer-owned banks, committed to serving its customers and community. Established in 1903, Newcastle Permanent provides banking products including home loans, deposits, everyday accounts, business solutions, and financial planning plus has a strong branch presence, and a broad ATM network.