

RURAL AID LAUNCHES \$25M DISASTER RECOVERY APPEAL TO ASSIST FARMERS

Around 10,000 farmers and their 10 million farm animals in fire affected areas*

Today, Rural Aid launched a \$25 million Disaster Recovery Appeal to assist over 10,000 farmers and over 10 million of their farm animals in fire affected zones.

Rural Aid Co-Founder, Charles Alder said Rural Aid has started hay deliveries in north east Victoria and southern NSW and is asking Australians to assist our farmers who have experienced unprecedented hardship from drought and now catastrophic fires.

"Over the past 18 months, Rural Aid has distributed \$45 million in assistance to farmers and their communities, and we will continue to leverage its proven delivery model for drought and now fire affected farmers," Charles Alder said.

"In addition, Rural Aid has committed over \$10 million to drought affected farmers, including the proceeds of the recent Hay Mate concert.

Over the past weeks, Australians have come out in support and generously given to assist fire affected southern NSW and eastern Victoria.

However, once the smoke clears and the 'Furies' drive away, Rural Aid arrives to step in and help farmers transition from emergency response to a period of recovery.

"The \$25 million Disaster Recovery Appeal will help Rural Aid expand its support offerings to farmers in affected fire zones," Charles Alder said.

"Rural Aid will also assist with domestic water deliveries, financial assistance (Visa Country Cards) and access to counselling. Many farmers spend their Visa Country Cards in their communities, supporting local economies.

"With around 10,000 Aussie farmers affected by fires, our target from the \$25 million Disaster Recovery Appeal is for each farmer to receive \$2500 in assistance from Rural Aid.

To help us to continue to deliver this much needed aid to our farmers, support Rural Aid's 'Buy a Bale' program by donating at www.buyabale.com.au/donate.

Visit: www.ruralaid.org.au/snapshots for updates on Rural Aid's assistance statistics.

About Rural Aid

Rural Aid is one of Australia's largest rural charities. Well known for the highly successful 'Buy a Bale' campaign, the charity also provides financial assistance, water and counselling to farmers in times of drought, flood or fire. Other initiatives support its vision that farming and rural communities are safeguarded to ensure their sustainability both during and after these natural disasters. Visit www.ruralaid.org.au for further information on these programs and other support for our rural communities.

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*Data referenced from NSW Department of Primary Industries and Agriculture Victoria.

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Quick Stats:

- In 2018 – 2019, Rural Aid delivered \$31.6 million in assistance to farmers and their rural communities.
- From July to December 2019, Rural aid delivered \$14 million in assistance to farmers and their rural communities.
- Over November and December 2019, more than 2000 farmers registered with Rural Aid.
- Rural Aid has over 12,000 farmers registered for assistance.
- In the recent Christmas and New Year period, Rural Aid delivered over 12,000 gift cards to farmers.
- Between July and December 2019, Rural Aid delivered 372 truck loads of hay and 2094 water deliveries to farmers.

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