XX January 2023

**New Year, new you, join VIEW! Connect with other local women and support children in need**

[name] VIEW Club is on the lookout for new members who want to give back to their community and make new connections with women in the area.

VIEW, which stands for Voice, Interests and Education of Women, is a network of close to 300 clubs and over 14,000 women throughout Australia. It provides a place for women to connect in the community, enjoy social activities, and develop lasting friendships – all while supporting the work of children’s education charity, The Smith Family.

[name] Club President [name] said this year is the perfect time to join VIEW as social events are back on the calendar after being going into hiatus due to the pandemic.

“We have had so much fun organising upcoming events for our club this year, including a trip to Hobart for the [National Convention.](https://view.org.au/events/national-convention-2023/) These always feature fabulous dinners and speakers – but it is also a great way to understand how we help children and young people through The Smith Family.”

“We hear from inspirational young people whose education has been sponsored by our members, and who have overcome so much through the power of education – it truly is heartwarming and makes you so proud to be involved in VIEW.”

For its Back to School Appeal, The Smith Family is currently calling on Australians to sponsor children experiencing disadvantage. With new sponsors the charity can help another 3,800 students Australia-wide through its *Learning for Life* education support program.

Through *Learning for Life*, children are provided with financial assistance for essential school supplies, access to out of school tutoring and mentoring programs, and a Smith Family team member connected to the family who is on hand to support the child’s specific needs and interests.

VIEW is the largest community sponsor of *Learning for Life* students and has supported children and young people in need for over 60 years. [president name] says supporting a child is so important, particularly in the current economic climate.

“We have all been hit by the rising cost of living, be it power prices, food or petrol. But these rises have had an even greater impact on those already doing it tough. Parents shouldn’t have to choose between putting dinner on the table or buying their child a uniform for school. This is why it is so important that we can help children experiencing disadvantage with their education, so they can fit in and belong and by completing their education, create better futures for themselves.”

[name] VIEW Club supports the education of [number of children] students through the *Learning for Life* program, ensuring they have what they need for the school year.

In addition to their ongoing support of The Smith Family, [name] VIEW Club hosts social events, including [e.g. fashion parade, theatre parties etc.].

“We are always looking for women of all backgrounds and ages to join us and look forward to welcoming new faces at our next monthly meeting,” [said xx.]

Anyone interested in becoming a member can call [name] on [phone] or visit [www.view.org.au](http://www.view.org.au) for further information.

The next [insert location] VIEW Club meeting will take place [insert where, when, time and RSVP details if appropriate].

**-Ends-**

**Media Enquiries:** [insert VIEW contact name], VIEW. Ph: [insert contact phone] or email [insert email address]

**VIEW:** Founded in 1960 by the General Secretary of The Smith Family, George Forbes, to support the charitable work of The Smith Family, VIEW stands for the Voice, Interests and Education of Women.

As The Smith Family's largest community sponsor of *Learning for Life* students, VIEW supports the educational outcomes of more than 1,590-children and young people experiencing disadvantage. Through this powerful, longstanding connection, VIEW is proud to enable better futures for young Australians. Visit [www.view.org.au](http://www.view.org.au)

**The Smith Family** is a children’s education charity that helps young Australians experiencing disadvantage to create better futures for themselves through harnessing the power of education. Visit [thesmithfamily.com.au](https://www.thesmithfamily.com.au)