



**Create positive
change with us
this Christmas**



Thank you

As a supporter of The Kmart Wishing Tree Appeal, your organisation has helped Kmart and The Salvation Army collect over 14 million gifts for Australians and Kiwi doing it tough.

Our sincerest thanks to YOU!

**We're incredibly proud of what we can achieve together
and grateful for the generosity of your team this Christmas.**

We know you love to get involved, so this year we've spent some time thinking about how you can keep The Kmart Wishing Tree Appeal as an important part of your workplace.

With many Aussie families doing it tough, our collective efforts have never been more important. As we've seen over the last 37 years, a small contribution made by many can have a powerful impact.



Online portal

We're excited to share that our online donation portal allows anyone to set up their own unique page under your local store to raise vital funds for the Appeal. Scan the QR code below to see how it works, and don't forget to share this with your colleagues, school community or sporting group.



In-person celebrations

You could host BBQ lunch, bake sale or mini-fete for your workplace and use the money raised to give a contribution to the Appeal.

What can you give up?

Why not challenge team members to give up something they can go without for one month, and ask them to donate the money they saved by not buying it to the Appeal. Will you give up chocolate, coffee, takeaway food or something else? Encourage your team to get creative – one coffee per day could buy a Lego set!

Gratitude session

What about holding a session where team members share what they're grateful for. This is an opportunity to reflect on what we have that others might not. Talking about the impact of the Appeal and encouraging donations will be a nice addition.

Bad Christmas jokes!

You know the jokes you get in Christmas crackers? Ask team members to come up with their worst Christmas joke and share them at share them at a social work event (or through your internal social channels like Yammer or Workplace).

Start a conversation about the Appeal and its importance. Encourage the team to donate or purchase a gift to drop off at their local Kmart store.

Remember everyone this Christmas

Ask your team members to buy a gift for a group that resonates with your demographic. For example, if you work in aged care, your team may like to purchase gifts for the elderly. This will ensure that no one gets missed and taps into the expert knowledge of your team. Team members can take unwrapped gifts into their local Kmart store and share photos on your internal social channels.

Matched funds

You may like to consider matching team members' online donations. This will give you visibility over what's been donated by your team, and you can celebrate matching this donation and the overall generosity of your team this Christmas. You could track donations through an online or offline tally board.

Wishing Tree Poster

We've put together a poster that shows the different ways to give to the Kmart Wishing Tree Appeal in 2024, which you'll see in the back of this pack. Please share this poster with your team virtually or display printouts in the place where your tree would normally be in the workplace.

Share your generosity!

Encourage your team to purchase a gift and take it to their local Kmart store, to place under the Wishing Tree. When they're in-store, ask them to take a selfie with the gift and post the image on your internal social media channels (such as Yammer, Workplace by Facebook or the intranet). Create a unique hashtag for your organisation (for example, #CompanyNameKMTA 2024) so you can track the images, which might inspire others to do the same.

Gift ideas

This year we are seeking gifts that foster connection, outdoor play and time together. Some examples are:

- › Sporting equipment
- › Boardgames
- › Gift cards

We're so grateful for the support you show the Appeal every year and we love hearing so many amazing stories of businesses, communities and individuals reaching out to help others. Random acts of kindness have warmed our hearts and keep the spirit of The Kmart Wishing Tree Appeal alive.

The participation of our supporters is now more important than ever. Giving has never mattered so much! We'd like to thank you in advance for whatever you can do to continue your support of The Kmart Wishing Tree Appeal through 2024 and beyond.

We hope some of the ideas above inspire the joy of giving in your return Christmas festivities.

P.S. We'd love to see pictures of your virtual or in-person celebrations! Share your pictures online and tag **#KmartWishingTreeAppeal**

We're so excited to see how our corporate supporters bring The Kmart Wishing Tree Appeal to life this year.

You can find a poster on the next page to print out and display in your workspace to help promote awareness of the Appeal.

From all of us at Kmart, thanks again for your amazing support year after year.





The Kmart Wishing Tree Appeal 2024

The Appeal runs 11th November – 24th December

For the 37th year, we're supporting The Kmart Wishing Tree Appeal to help those in need at Christmas and beyond, because a little thought goes a long way.

Here's how you can get involved too:

Place a gift under The Kmart Wishing Tree at any Kmart store.

Scan the QR code and make an online contribution. Each store has their own QR code this year.

Click The Wishing Tree logo at the checkout to add a little extra.

Drop your spare change in a collection box at any register.

Give online at kmart.com.au/kmartwishingtree



Thanks for helping those in need at Christmas and beyond.



kmart.com.au/kmartwishingtree



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[#KmartWishingTreeAppeal](https://www.instagram.com/kmartaus)