



SchoolAid

EMPOWERING YOUNG PHILANTHROPISTS



1st August 2018

SchoolAid launches 'Hay and Hampers for Hope' national campaign

With farmers suffering through what many are calling the '[worst drought in living memory](#)' SchoolAid has today launched its 'Hay and Hampers for Hope' campaign.

The campaign is calling on 10,000 schools around Australia to donate \$100 each, and in doing so raise \$1 million to go towards hay for drought-affected livestock and hampers for farming families that are struggling with meeting their living expenses.

SchoolAid founder and CEO Sean Gordon said: "Farming families are often the last to ask for help and the first to lend a hand. 'Hay and Hampers for Hope' is about harnessing the collective power of Australia's youth to help those who have given us so much, both economically and culturally. If you're a young person and you're distressed by these images on the news of starving sheep and farmers doing it tough, get involved because there's now something you can do about it."

Donations to the Hay and Hampers for Hope campaign can be made via <https://schoolaidtrust.com/project/drought-hampers-and-hay-for-hope>

Dennis Yarrington, SchoolAid Board Member and President of the Australian Primary Principals Association (APPA), said: "Time and time again at SchoolAid we've seen the power of youth philanthropy; whether its helping the community of Tathra recover from bushfires or schools across Queensland overcome the impact of Cyclone Debbie, Australia's young people are an incredible force for hope and optimism in this world. \$1 million is a big number but Australia's young people have big hearts - I'm convinced once they turn their attention to 'Hay and Hampers for Hope' great things will happen."

ENDS

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Kind Regards

Sean Gordon

Sean Gordon
CEO and Founder



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About SchoolAid

SchoolAid's purpose is to empower young philanthropists by providing in-school support and a crowdfunding platform to enable young people to raise money for charitable causes.

Since SchoolAid's establishment 1999, over 6 500 schools have participated in more than 65 campaigns, raising just over \$5 million for charitable causes, both internationally and in Australia.

School Aid Trust is registered with the Australian Charities and Not-for-profits Commission (ACNC). SchoolAid's patron is His Excellency General the Honourable Sir Peter John Cosgrove, AK, MC.

www.schoolaidtrust.com