The Smith Family Giving Tree 2026

Welcome Pack







About The Smith Family

At The Smith Family, we believe that education is one of the world's most powerful change agents.

That's why we focus on helping young Australians to overcome educational inequality caused by poverty. As a national, independent charity, every day we work with thousands of children and their families to help them unlock better futures for themselves.

Why your support matters



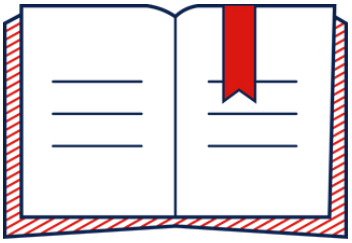
1 in 6

Australian children and young people **living in poverty** today.



30%

lower Year 12 completion rate for disadvantaged students.



1 in 3

Australian students **can't read proficiently.**

Your impact



186,499

disadvantaged children and young people received support through Smith Family programs last year.



71,818

Australian **students** supported through our Learning for Life sponsorships last year.



90%

of children in our student2student reading program **improved their reading** age last year.

What is Giving Tree?

Giving Tree is The Smith Family's Christmas giving campaign, where every donation helps grow opportunities for young Australians through education.

By creating and sharing your own online Giving Tree, you can help raise vital funds that support children and young people experiecing disadvantage.

You can also **join or create a team** with friends, family or colleagues and work together towards a shared fundraising goal.

As donations grow, you'll unlock special baubles along the way, giving you plenty of reasons to **celebrate and share** your progress with supporters.

Giving Tree is a simple and meaningful way to embrace the true spirit of Christmas.

Designed to fit into the busy festive season, it's an easy way to give back, bring people together, and help create **brighter futures through the power of education**.

Whether you're aiming for your first bauble or a fully decorated tree, every contribution makes a meaningful difference this Christmas.

How it works

In just 4 simple steps you'll be on your way to creating brighter futures for Australian children impacted by poverty. It's so easy!



1. Set up your tree!

Whether it's as a workplace, community club, school or on your own, set up your very own Giving Tree today to get started.



2. Personalise your page!

We'll provide some suggestions but be sure to customise your page - upload a picture so people know they are in the right place.



3. Kick off donations with the first gift yourself!

Show your network how serious you are about lighting up education this Christmas by donating the first gift to your giving tree.



4. Share your tree with friends and family!

Take on the role of Santa, spreading Christmas spirit far and wide! You'll receive a unique URL to share with your network.

When you can expect to hear from us!

We're here to support you every step of the way, whether you have a question, need fundraising advice, or simply want to check in.
To help set clear expectations, we've mapped out our scheduled communications below. This way, you'll know when to expect fundraising ideas, important reminders and campaign updates, helping you stay informed with the most relevant and helpful information!

Date	Comms	Detail
Following sign up	Welcome Email	Kick start your Giving Tree Journey with all information you need to get going!
2 weeks after sign up	"The stories that drive us" Email	Throughout your Giving tree Journey we will remind you why its so important - Use this powerful case study to inspire donations this Christmas and give your fundraising some momentum.
17th Dec	"2 weeks to go" Email	We understand Christmas is a hectic period so we will send a helpful reminder 2 weeks out.
24th Dec	"1 Week to Go" Email	The week before Christmas sees a surge in genorosity and we will help you make the msot of this Christmas cheer!
5th Jan	Thank you!	Campaign round up and thank you!



The stories that drive us this Christmas

Max’s story...

You might not see poverty.
But it follows Max to school every day.

It's been a tough couple of years for Max. After COVID-19 lockdowns forced the closure of his family's small business, they faced significant financial hardship and were forced to move into a rental unit in a more affordable area.

Since then, rising rents and ongoing cost-of-living pressures have led to multiple relocations and several school changes. Each move has disrupted Max's education, making it harder to keep up with his classmates and impacting his confidence.

As the school year draws to a close, Max is already feeling behind his peers. When he returns to school next year, he'll need extra support to help close the learning gap, rebuild his confidence and get back on track.

1 in 6 children like Max live with poverty.

It affects their learning and erodes their confidence.

Don’t let it steal Max’s future.

Help him get the extra learning support he needs this Christmas.



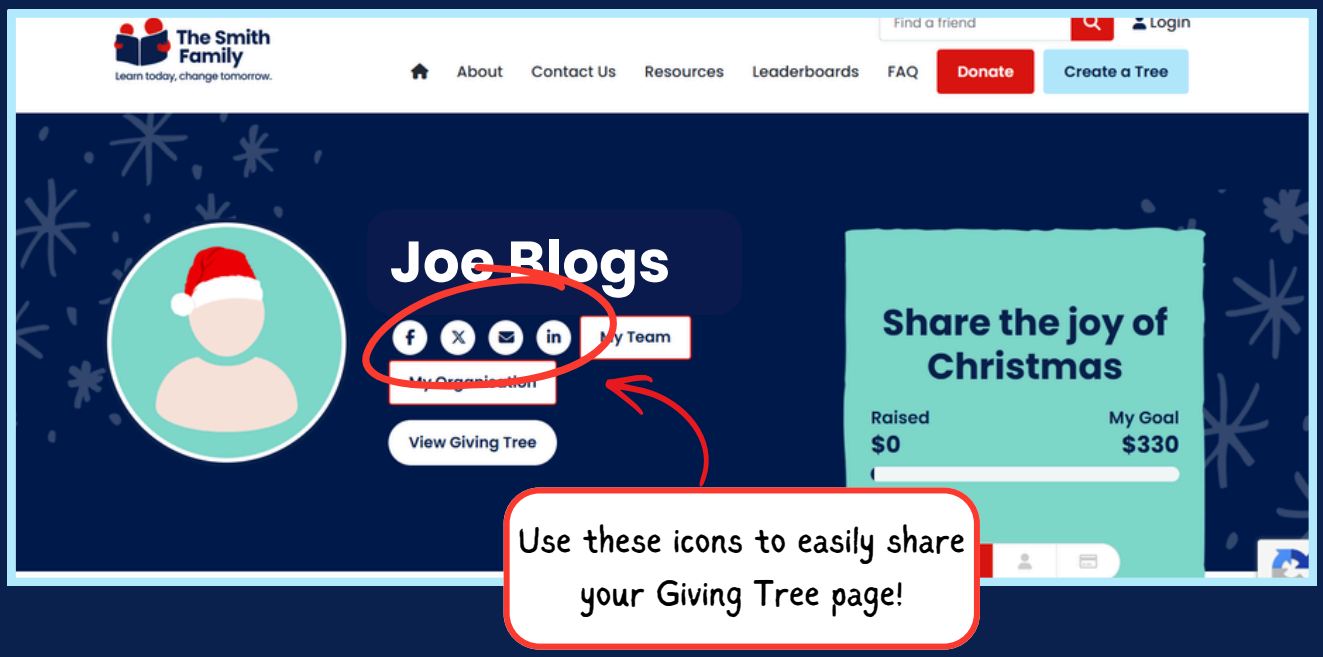
*Names have been changed to protect children's identity.

Fundraising Tips

Ready to make your tree sparkle? Follow these tips to unlock more baubles and support brighter futures through education.

Share early and often

Don't be afraid to post about your fundraising page more than once. Share your page easily from the direct links on you Giving Tree page.



Add a personal touch

Your page is ready to go and it looks great! But consider adding a personal message about why Giving Tree matters to you and inspire others to support your cause.

Use the resources avaliable

We have a range of downloadable resources avaliable to support your fundraising - Download them here and boost your donations!

Ask your inner circle first

Family, friends, and colleagues are often your biggest champions. Reaching out personally to a small group can help build momentum and encourage others to donate too.

Spread the cheer!

We know that there is enough to think about over the Christmas period so don't worry about thinking of creative ways to share your Giving Tree. We will share regular **shareable social assets** to help you reach our fundraising goal.

If you can't wait until then, all assets and resources are available to **download from our website.**



Download your personalised poster!



Remember to update your zoom/teams background!





And many more to come!

Workplace Activation Ideas

Gift Wrapping Station
Offer a gift-wrapping service in your office and invite colleagues to make a donation for each wrapped gift. Add a raffle, lucky draw or bake sale to maximise participation.

Santa Photos
Set up a festive photo booth and encourage individuals, teams and leaders to purchase Christmas photos. Run a "best photo" competition for extra fun.

Christmas Bake Sale
Ask employees to donate homemade treats and sell them at morning tea or lunch. Consider adding a bake-off competition.

Ugly Christmas Shirt Day
Invite staff to wear or create their most outrageous Christmas outfit and donate to enter. Award prizes and let colleagues vote for their favourites.

Ice Cream Social
Perfect for an Australian Christmas. Set up an ice cream station with festive toppings and charge a donation for each scoop or sundae.

Christmas Movie Night
Host a lunchtime screening or after-hours movie event and sell tickets, snacks or raffle entries to raise funds.

Christmas Trivia
Bring teams together for a festive trivia challenge with entry fees, bonus rounds and prizes for the winning team.

Raffles & Auctions
A simple and effective way to raise funds. Secure donated prizes, sell tickets over several weeks and draw the winner at your end-of-year celebration.

Deck the Desks
Get into the Christmas spirit and compete for the title of best decorated desk!

Top Tip: Friendly competition can be a powerful motivator. Challenge departments, recognise top fundraisers and celebrate your impact along the way!



Your Giving Tree Support Team!

Every Giving Tree needs a few elves behind the scenes!

As your Community Fundraising team, we're here to help you grow your Giving Tree from its very first bauble to a tree full of festive decorations. Whether you need help setting up your page, advice on reaching your fundraising target, or inspiration on how to share your campaign with friends and family, we're only a message away. Our goal is to help you have a successful and enjoyable fundraising journey while making a real difference for children and families this Christmas.





Jessie Petagna

Community Fundrising Team (aka Elf #1)

Caitlin Ball

Community Fundrising Team (aka Elf #2)

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Thank You!

Thank you for choosing to make a difference this Christmas.

By creating a Giving Tree, you're helping bring hope, opportunity and brighter futures to children experiencing disadvantage.

Giving Tree is designed to be simple and impactful, and we are here to support you on your Giving Tree journey so that you can make a real difference to children this Christmas.

We can't wait to watch your tree flourish with baubles throughout the coming weeks and see the incredible impact you'll create by December.

So let's get started! Fill your tree with baubles of hope, spread the word, and help give children the **brighter future they deserve.**

