



Small gift, big heart

A little thought can go a long way
Give to the Kmart Wishing Tree Appeal

Thankyou^{♡♡}

As a supporter of the Kmart Wishing Tree Appeal, your organisation has helped Kmart and the Salvation Army collect over 8 million gifts for Australians doing it tough over many years.

Our sincerest thanks to YOU! We're incredibly proud of what we've achieved together and grateful for the generosity of your team every Christmas.

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

With many Australian families doing it tough, some for the first time this year, our collective efforts have never been more important. As we've seen over the last 33 years, a small donation made by many can have a powerful impact.

We understand that participating might look a little different this year, so we've come up with some virtual fun and safe ways for remote teams to tap into the joy of giving. Instead of gathering around a tree, take the Christmas spirit to your people wherever they happen to be. Even if you're together in the workplace, these ideas could help you enhance your face to face activities too!



Virtual celebrations are a fantastic way of connecting remote teams with the Appeal. Consider having a Christmas hat making competition, wear your worst (but best!) Christmas jumper, share a recipe for gingerbread or a mixed drink to enjoy together, deck out your work from home space with some Christmas cheer, create a festive playlist, share a Zoom background and ask team members to make a donation to the Appeal. If you're allowed to work face to face in the office, consider hosting a COVID-safe 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?

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 get creative – one coffee per day could buy a set of Lego!

Gratitude session.

Hold a session where team members share what they're grateful for in this challenging year. 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 those jokes you get in Christmas crackers? Ask team members to come up with their worst Christmas joke and share them at your usual Friday night after work drinks (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 media channels and intranet.

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.

Small gift, big heart poster.

We've put together a poster that shows the new ways to give to the Kmart Wishing Tree Appeal in 2020, which you'll see in this pack. Share this poster with your team virtually or put a printout 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. When they are 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, #CompanyNameBigHeart) so you can track the images, which might inspire others to do the same.

We know this has been a challenging and disruptive year. But despite the obstacles 2020 has put in front of us, we've been touched to hear so many amazing stories of businesses, communities and individuals reaching out to help others. Random acts of kindness have warmed our hearts and kept us sane throughout this period.

While we know it's not easy in a virtual environment, 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 Wishing Tree Appeal through 2020 and beyond.

We hope some of the ideas above inject the pleasure of giving into your Christmas festivities.

PS. We'd love to see pictures of your virtual or in-person celebrations! Share your pictures online and tag **#kmartwishingtreeappeal** **#bigheartsmallgift** **#christmasandbeyond**.

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 for you 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.



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Kmart Wishing Tree Appeal 2020

Appeal runs 19 October – 24 December

This year we are supporting the Kmart Wishing Tree Appeal to help those in need at Christmas and beyond, because a little thought goes a long way.

Here is how you can get involved too:

1. Choose a practical gift that will go beyond Christmas time and leave it under the Wishing Tree in your local Kmart store
2. Take a gift tag off the Wishing Tree in your local Kmart store and scan the barcode at any register to contribute
3. Drop a coin in the collection box at any register
4. Scan the QR code on this poster to make an online contribution



Thank you for helping those in need at Christmas and beyond.



kmart.com.au/wishingtree



[kmart.wishing.tree.appeal](https://www.instagram.com/kmart.wishing.tree.appeal)



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