



## **'Bail Out A Buddy' Flood Appeal**

In response to the unfolding flooding disaster that is inundating so many communities on the East Coast, SchoolAid has today launched its **'Bail Out A Buddy' Flood Appeal**

The campaign is calling on Australian schools to pass around a 'bailing bucket' to raise money for the communities that have been affected by this disaster. **For the price of one Easter egg the amount raised would be powerful. For example, if every school could raise just \$100 the total would exceed \$1 million!**

"This is an ongoing and extraordinary disaster impacting so many families, businesses, farms and schools" said Malcolm Elliott, President of the Australian Primary Principals Association and "I encourage all schools across Australia to pass around a collection bucket before the Easter break to help out."

SchoolAid founder and CEO, Sean Gordon OAM, said: "the impact of these waters won't be seen until the flood waters recede and so many families are facing a terrible Easter cleaning up and discovering just how much they have lost."

President of the Australian Secondary School Principals Association, Andrew Pierpoint, said that, "ASPA members had supported SchoolAid since inception in 1999 because it provided an important avenue for students to contribute when they witnessed others in strife. Those who are able to give have a heightened sense of agency and know they can make a difference."

After the 2011 Floods in Brisbane, SchoolAid raised more than \$950,000 thanks to generous schools and communities across the nation, and we would love to have that impact again in support of those now being smashed by this incredible force of nature.

### **How the funds will be used**

To ensure maximum impact, the funds raised will be focused on the 'recovery and rebuild' phase of the disaster, once needs can be assessed and there is clarity around what is covered by insurance.

SchoolAid works with local school principals, community groups, and agencies to identify projects and get funding to organizations and individuals.

In the past, SchoolAid has focused its effort on the education sector and directed funds towards back to school supplies, including clothing and shoes, and this time around will also look to prioritize special school resources such as vegetable gardens and outdoor learning spaces that will have been washed away but possibly not covered by insurance.

Donations can be made via [Bail Out A Buddy](#) page on the SchoolAid website.

**ENDS**

**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. They do this in order to improve student wellbeing because, through giving to others, the students are empowered to make a difference and in turn feel happier about the world and their place in it.

Since SchoolAid's establishment 1999, over 6,500 schools have participated in more than 75 campaigns, raising well over \$6 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, David Hurley AC DSC (Ret'd)

[www.schoolaid.org.au](http://www.schoolaid.org.au)

**Press contact**

Sean Gordon OAM

CEO & Founder

0439 700 489

[sean@schoolaid.org.au](mailto:sean@schoolaid.org.au)