

Monday 29 March 2021

## **NEWCASTLE PERMANENT CALLS ON BUSINESSES TO MATCH OR MEET DONATION FOR FLOOD AFFECTED COMMUNITIES**

More than 50 flood impacted and displaced families on the Mid-North Coast will receive immediate support after Newcastle Permanent pledged \$10,000 towards the efforts of volunteer charities who are sourcing and delivering necessities and providing a much needed helping hand to those in need.

The donation comes after local Newcastle Permanent staff saw the devastation first hand while helping families clean up their properties in the Mid-North Coast flood zone.

“Our Newcastle Permanent employees and customers are among those to have been impacted by this once in a 100 year flood event. As a customer owned bank in communities across the region, we wanted to not just support those who bank and insure with us, but to also aid on the ground efforts to get relief swiftly to those who need help now,” said Newcastle Permanent CEO Bernadette Inglis.

The donated funds will support the ‘Sponsor a Box or Family’ initiative being led by volunteers of the Port Anglican Soup Kitchen and backed by charity Self Seen and customer of Newcastle Permanent, Rotary Club of Port Macquarie.

“We have reached out to over 150 organisations this week for support to help the flood victims without any response,” said Kristie Arnold in receiving the donation.

“Our volunteers are so grateful that Newcastle Permanent heard about how we are helping the flood victims and provided this life-changing donation. There are so many people who need help, and need it now.

“We’d love to see other organisations meet or beat Newcastle Permanent’s donation, either through a financial donation or voucher for big household items such as furniture, beds, bedding and whitegoods. This will allow those affected to purchase items specific to the needs of their household,” Ms Arnold challenged.

Newcastle Permanent’s Mid North Coast Senior Branch Manager Adam Power proudly presented the \$10,000 cheque to Sponsor a Box or Family organiser Kristie Arnold, who challenged other organisations to follow Newcastle Permanent’s generous lead.

“Our Newcastle Permanent team here are pleased that this donation will provide an immediate helping hand to families who have been impacted or displaced, which we know includes Newcastle Permanent customers and even our own employees,” Adam said.

A volunteer, Ms Arnold, says that the \$10,000 donation will go a long way towards helping locals across the mid-north coast get back on their feet or rebuild their homes.

“This funding will help fund recovery packages of whitegoods, furniture and household essentials while each \$200 donation will see a family receive a box of essentials they need such as non-perishable items, toiletries and clothing,” Kristie said in receiving the donation.

The Newcastle Permanent team also played a hands on role in the flood recovery with our people joining the flood recovery working bee at the weekend at Telegraph Point and helping to deliver the goods our donation secures to locals.

“Our Newcastle Permanent team here is has been determined to give further support in addition to the flood relief package, as our people and customers are deeply embedded in these local communities,” Adam Power said.

“We live local, work local and support local so those who are flood affected are not only our customers, but our neighbours and friends.”

The \$10,000 donation follows Newcastle Permanent’s announcement during the unfolding emergency of a flood relief package for customers.

Ms Inglis said that although the water level is falling and the sun is shining, the road to recovery will be long for Mid-North Coast businesses and locals impacted by this flood event.

“Newcastle Permanent has a long history of supporting this in the region. We’re pleased to be able to work alongside and support our customers and locals in the short and long term to help them recover from this natural disaster.

“As a customer owned organisation, we strive to be here for our community and here for good and this donation proves that customers and communities can really rely on us when they need us,” she added.

## **Media Enquiries**

Interviews:

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