

Media Release



10 September 2021

NRMA Insurance and RACV fund \$2 million GIVIT program to help communities impacted by COVID-19

Requests for help via online donation platform GIVIT up 84% since the beginning of the pandemic.

NRMA Insurance and RACV have joined forces to contribute \$2 million in funding to not-for-profit donation platform GIVIT to provide people and communities impacted by the COVID-19 pandemic with urgently needed items and services.

The COVID-19 Relief Program, supported by NRMA Insurance and RACV, has been designed to meet the immediate, tangible needs of Australian communities while reinforcing essential support networks, so communities are better able to mobilise and deal with future disasters. The program features a dedicated appeal on GIVIT's unique online platform, which serves as a 'virtual warehouse' where people and community organisations can request the specific items and services they need.

The \$2 million funding will enable GIVIT to:

- launch and run the COVID-19 Relief Program appeal for two years
- purchase and deliver the urgently needed items and services that people and community groups impacted by the pandemic request
- promote the program across Australia to encourage donations and fund requests
- help communities build and strengthen essential support networks by onboarding more charities and community groups to the GIVIT platform, empowering them to request what they need, when they need it.

GIVIT CEO Sarah Tennant said: "Requests via GIVIT have almost doubled since the pandemic began and we've seen a significant increase in requests from first-time users.

"Communities are dealing with the pandemic on top of ongoing challenges, including recovering from natural disasters, domestic and family violence, and economic hardship – as a result, we're seeing many families at breaking point, struggling to afford essential everyday items, such as food and household supplies."

NRMA Insurance Executive General Manager Safer Communities Ramana James, said: "We want to help people and communities impacted by the latest lockdowns get the essential things they need as quickly as possible – from groceries to technology and resources for children learning from home.

"This donation builds on our existing GIVIT partnership and pandemic response, which aims to help communities get through this crisis, and recover from recent extreme weather events."

RACV General Manager Social Impact and Corporate Communications Louise Steinfort, said it was important for the program to be flexible: "GIVIT has a proven track record of

mobilising quickly – within hours – and they work with an extensive network of charities and community groups across the country, so we know we can identify emerging requirements and adapt the program to ensure people get what they need, when they need it most.”

Last year, NRMA Insurance and RACV partnered with Lifeline to fund critical tele-health suicide prevention services for communities impacted by the Black Summer bushfires and COVID-19. Including this latest donation, NRMA Insurance and RACV have made joint contributions to the value of \$4 million to help Australian communities through the immediate and longer-term challenges of their recovery.

To access the appeal now, visit: givit.org.au/nrma-racv

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