



*Drought Angels*

Supporting our Aussie Farmers

Making a difference to  
every farming family we  
assist

ORGANISATION OVERVIEW | 2021



# Vision

Ensure our Australian agricultural industry is sustainable, preserved and thriving for the benefit of everyone.

# Mission

Drought Angels provide direct and timely financial assistance, essential resources and meaningful relief for Primary Producers across Australia impacted by drought and natural disasters.

Our commitment is to provide heartfelt, discreet and personalised support to farmers and rural communities



# Background



**Established in 2014**, by two co-workers Natasha Johnston & Nikki Blackwell, the early days saw them loading up a ute and trailer and setting off with purpose in their heart to help struggling farmers. Today Drought Angels has grown into a charity with the enviable reputation of being recognised for their genuine heartfelt connection to and support of primary producers across Australia in their time of need. Unaware of the impact they would have, Tash & Nikki were motivated to continue by the heartfelt messages of gratitude received from the farming families they assisted. Current Directors Tash & Steele Johnston and Jenny Gailey continue this passion with a core vision to ensure the Australian agricultural industry remains sustainable for future generations.

Since the very beginning millions of dollars in discreet & personalised financial assistance have been provided to thousands of farming families across Australia. This is a testament to the generosity of the Australian public who have enabled a significantly positive impact on the lives of those in need.

But the fact remains that the battle is far from over.

Each week farming families across Australia reach out to us seeking assistance to provide for and support their families and farms. Many of these farms have been in the same family for generations, and never before have they experienced a drought fires or flooding of the current magnitude. Drought Angels have specialist



Directors - Tash & Steele Johnston and Jenny Gailey

# Our Direct Impact

Whilst we pride ourselves on delivering heartfelt, individualised support, we've found the overwhelming common theme across our applications is that our farming families are in need of significant financial relief.

Financial relief offers sustainable relief to our farmers as it has an immediate and positive impact on those in need, and resonates outward to the broader farming community.

Rural Australia is a fragile and interconnected ecosystem, as drought and other natural disasters not only have a crippling effect on our farmers, it is also seriously impacts the towns and communities that rely on farming for their existence.

At Drought Angels we pride ourselves on the support we offer. Being the first charity to provide pre-paid Visa's back in 2014, we are also able to help sustain the economy within the local towns, effecting real change in the lives of entire farming communities.

At Drought Angels we as a team remain a



# Benefits



## Loss of Income + No Local Spending = Communities in Crisis

The benefits of the personalised direct financial support Drought Angels delivers are...

- Farmers have immediate access to funds.
- Funds are delivered through the reliable and fully trackable Visa platform.
- This efficient and cost effective delivery of funds ensures more of your donated dollar goes direct to the farmer.
- Farmers can use the cards at their local shops and suppliers, which in turn supports their entire community.
- Every dollar spent in a rural community goes around up to 6 or 7 times.
- The farmer knows his/her greatest priorities and can spend the money accordingly with pre-paid Visa cards.
- Discreet delivery - our cards look like an everyday key card enabling our farmers to provide for their family with dignity.

As you can see, this is a significant financial lifeline, but we need your help to continue to support those in need.

# Future Impact



## How you can help...continued

### Rural Day Out

#### **We make people feel special and appreciated.**

We encourage companies to sponsor these days and to be a part of this incredible experience. Drought Angels selects a community that has been identified through clusters of applications and conversations with community members. We bring together our farmers, their neighbours and for a day, they can forget about their struggles.

These days are coordinated by Drought Angels and we endeavour to source the vast majority of suppliers from the local community (eg hairdressers, massage therapists, entertainment etc). We provide morning tea, lunch and an evening meal.

Our families can relax and let their barriers down as we serve them throughout the day with smiles and a listening ear. They also do not go home empty handed. Our rural goody bags contain grocery hampers, care packs, stock feed and pre-paid visa cards for each family who attends. The value of the visa cards depends on the donations received in the lead up to the day. Our target is a minimum of \$1000 for each family.

Our RDO's cost approximately \$70,000-90,000 per day, depending on numbers – a significant investment to deliver outstanding and genuinely appreciated results.

This Drought is an enormous challenge for our farmers and their towns, but we are committed to help them get through it!!

# Future Impact continued



## How you can help...continued

### Buy A Farmer Christmas Lunch

**Our focus is "the farmer, their towns and communities".**

Christmas is supposed to be a time of giving, counting blessings, family and happiness. For farmers in the grip of this devastating natural disasters it can be a difficult time. Our Buy A Farmer Christmas Lunch Campaign, launching each year in November, is a wonderful and timely opportunity to tell our farmers and their families that we care and we will never forget them.

A Christmas Card is sent to our farming families with a special message to remind them they are part of our Drought Angels family and to deliver a special seasonal greeting from all Australians.

We will enclose a Pre-Paid Visa card with our Christmas message and distribute through our normal registered post process. The value of the card will be determined by the success of each years campaign.



## Application submitted 22/03/2019 by a Community Recovery Worker in Cloncurry.

Several weeks after the devastating floods of NWQ we were advised by a Community Recovery Worker that there was a farmer who could really use our help. His property was completely devastated, along with all his contents and most of his possessions.

This single man had purchased his property just weeks before the floods and unfortunately it went unconditional during the disaster. He had no immediate means or insurance to cover his losses, so he did what all country people do to get by.

He erected a tent and lean-to down by his cattle yards. With a makeshift shower over by the bore and a shower pad made from rocks. He quietly toiled away repairing fences and counting his losses just like his neighbours.

"Steve" was buying his groceries day to day and used his car fridge to help keep the necessities cool. He wasn't looking for a handout, just a little help to make things easier whilst he got his situation under control.

Drought Angels contacted "Steve" to find out a little bit more about his current situation and how best we would be able to help. During a Directors meeting it was decided that this man need substantial assistance above and beyond what we would normally provide. We had the opportunity to really make a difference in this man's life.

We approached a local Chinchilla business to purchase a new transportable home. Furniture and white goods were also purchased to make "Steve's" new home feel comfortable from day one. We arranged the building, electrical and plumbing works to be done by a local contractor in the area.

It was not until our truck driver arrived with the transportable home that we knew the full extent of how this country man was living. Needless to say the tent, being held up by the side of the cattle yards, and a fly/mosquito net was not sufficient, the "make shift shower" was the bore and a pad made from rocks and the cover "roof" was barely holding together due to the elements. It was then that we knew we had made the right decision.

Not long after the delivery of his new home, with furniture, white goods, a welcome mat and prepaid visas for restocking the fridge "Steve" called our office and what a lovely, humble man he was. He was so thankful and lost for words because of Drought Angels generosity. He spoke to our Farmer Support Team to extend his deepest gratitude. He even bought a new hat to proudly wear showing his support for Drought Angels. We told "Steve" that it is because of your city cousin's generosity that this is possible. Your generosity is the reason we can help in the way that we do.



## Application completed by Jenny Gailey on 05/09/2018 - Farmer visited Charity Shop in Chinchilla.

Our 76-year-old farming woman "Mary" lives alone on her family property about 15 kilometres out of Chinchilla, she is the only family member surviving and has never married or moved away from the farm.

"Mary" explained that she only needed a little bit of help with some groceries and if possible, some hay, as she was having trouble sourcing it. Mary talked us through the struggles of not having food, not only for herself but her beautiful animals as well. We were sure to provide some extra items in the hamper packages and told her to make sure that if she ran short again to please stop in and we would be more than happy to help.

On 2/8/2019 "Mary" came into the office again and simply requested some frozen vegetables, only if we had any. She has been eating them raw as her stovetop stopped working. She mentioned to our Farmer Support Team that she had worn the same set of clothes, day in, day out for a month at a time as her water pump had also stopped working and she had lost a considerable amount of weight due to not eating properly.

"Mary" has no "community" around her and she lives a very isolated life. Each fortnight a local care organisation has been bringing her into town to shower and shop but apart from these visits she has had no ability to travel into town, nor has she had any other forms of socialization.

This was not good enough in our eyes, so Drought Angels has now become her community and we take this role very seriously. We have had our team at her home to deliver meals, meat and groceries, purchased and installed a new pump for house water, a new cooking skillet so that she is able to cook warm meals and mended the pipes supplying the stock with water.

Our farmers health has suffered significantly, therefore, we are keeping a close eye on her ongoing care as part of her community.

Today (20th August) during a check in on "Mary" it was discovered that she had taken a fall on Saturday and had been lying in pain for two days on the floor - alone. Our team mobilised immediately and got "Mary" to hospital where she spent some time recovering from dehydration and bruising from her fall. In the coming days and weeks, we will continue to work with other agencies in our town to improve "Mary's" situation and hopefully she will remain on her farm, with her beloved cattle.



## Initial application received from this family 08/08/2018

This property is in an area of Queensland that has been experiencing drought for approximately 8 years.

This family came to us in desperation - they were "struggling to meet everyday living expenses". When speaking to our Farmer Support Team they told us that they were living on chicken nuggets and a little bit of beef from the freezer and that both of their family vehicles were running barely legal tires.

Apart from the effects of the drought, health was another major concern for this family. The father and the son both suffer from a condition called "Gorlin Syndrome" which causes the development of multiple tumours to grow and cause defects in a body.

We provided as much financial assistance as we were able to at the time of this application but knew that they would need more.

Their son has had his surgery in January 2019 and again in June 2019 for the removal of more tumours. They are simply exhausted from the constant doctors' visits, trips to and from specialists, as well as the ongoing drought at their back door.

When a second application for assistance was received in May 2019, and our Charity being in a better position to assist them, we set to work on ways that we could help improve their day to day situation.

We have connected them with other organisations close to their home that will help with their son's recovery and sent them off some more prepaid visas to ease the burden on the home front. We also put together some special "care packs" for each member of the family, showing how special they are and hopefully bringing a smile to their faces as they travel this long and difficult road.

This is the email we received from the wife:

"I am crying tears of joy, the feeling of support and overwhelming kindness that yourself and Drought Angels has offered, honestly gives us hope to keep going on. The constant worry of what lies ahead with our son and dealing with the drought is very hard to cope with but knowing there are such beautiful people out there wanting to help is just truly amazing. From my heart I sincerely wish to say THANK YOU!"



# Success Stories

Steve's new home...



one

Becoming a part of  
Mary's community...



two

Being there when drought  
and ill-health meet...



three



# Drought Angels

Supporting our Aussie Farmers

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Respect

Dignity

Support

Integrity

Discretion

Community

Heart

