

MEDIA RELEASE

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Demand drives Vinnies Victoria's call for more donations

St Vincent de Paul Society Victoria, affectionately known as Vinnies Victoria, is actively calling for more donations for its iconic Vinnies Shops. Donations are essential to support the charity's rapidly growing network of shops, which generate the majority of funds to aid Victorians in need.

Supporting Growing Need

In the previous financial years, Vinnies Victoria has seen a rise in need across the state. Over 2023-2024, St Vincent de Paul Society Victoria provided \$20.7 million in assistance towards providing a roof overhead, helping take the pressure off cost-of-living and school expenses and providing the most basic of basics – food.

To meet the rising demand, Vinnies plans to open new shops in the coming months in Fitzroy, Prahran, Mount Waverley, Belmont, Portland and a unique Vinnies PopUp shop in Ascot Vale.

"Our expansion reflects the increasing demand for our services and the growing popularity of thrifting," says Neil Harvey, St Vincent de Paul Society Victoria's General Manager Retail. "Each new shop will be a hub of local community support, sustainable fashion and unique finds. As we grow, the need for quality donations is more critical than ever."

Sustainable Practices, Economic Benefits and Community Impact

Through a sustained and practical awareness campaign, which included extending Vinnies Shops operating hours, the charity reduced their rates of receiving dumped items by 90%. They also continue to be hyper-vigilant about minimising landfill footprint.

In any given year, the charity's proactive, innovative and award-winning approach means that their waste is between 1.50% and 1.80% of sales. This success is due to the generosity and awareness of donors. Last year alone, Vinnies Shops sold nearly 720,000 more garments than the previous year, reflecting a growing trend. The popularity of thrifting is at an all-time high, driven by consumers seeking unique, budget-friendly and sustainable fashion choices, also benefitting the environment.

A recent Charitable Reuse Australia and NSW Environment Protection Authority* study highlighted the reuse industry's substantial economic and environmental benefits, raising an estimated \$51 million for social programs, saving the community \$432 million and preventing 321,000 tonnes of CO2 emissions per year.

Call for Winter Clothing and Homewares

Vinnies Victoria invites everyone to contribute to this positive cycle of giving and sustainability. "Your donations help stock your local shop and new shops, give items a second life and support essential local community services across the state. During winter, Vinnies particularly needs warm clothing and homewares," says Neil Harvey. "Every donation directly supports our mission and helps us continue to expand our services to assist Victorians in need in their local communities."

For more information on how to donate please visit St Vincent de Paul Society Victoria's [website](#) or contact your nearest Vinnies Shop.

*Measuring Reuse Activity and Impacts in NSW, 17 June 2024, Charitable Reuse Australia and NSW Environment Protection Authority

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Neil Harvey, St Vincent de Paul Society Victoria's General Manager Retail, is available for interview.

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MORE ABOUT VINNIES SHOPS:

Vinnies Shops are at the forefront of the sustainability movement. Through innovative practices and a commitment to efficiency, we promote environmental responsibility and support fair-trade initiatives. By extending the lifespan of goods and embracing a circular economy, we actively reduce waste and combat landfill. Vinnies Shops lead the charge towards a circular economy by maximising the value of products through reuse. By diverting items from landfill and reducing CO2 emissions, we raise vital funds to support our mission. To find out more visit www.vinnies.org.au/vic.