

## Vinnies' graphic campaign hits home

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VINNIES store volunteers in Cooma approve of the shock tactic advertisements for the St Vincent de Paul Society's Winter Appeal, which show poverty up-close and personal.

Last Sunday marked the first day of winter and the official start of the St Vincent De Paul Society's Winter Appeal.

Instead of explaining the desperate plight of the homeless at its 2008 appeal launch last week, the society gave disposable cameras to 100 marginalised people in NSW and asked them to take a snapshot of their life.

The stark images of poverty have been used on television promotions on posters that adorn the Cooma's Vinnies Store.

Store manager Suzanne Broder said the images, which include ones of mattresses strewn on the concrete floor of a dark ally and of homes in disarray, provide a 'reality check' for the wider community.

"I've had people who have come in aghast at the ads on television for the appeal.

"I think it's more shocking to them because of the real people featured in the ads," she said.

The ads appear to have already motivated people to give to the winter appeal.

"We have coats being donated all the time and no sooner do they come in then they are snapped up," Mrs Broder said.

The Cooma store is putting a call out for more blankets to be donated during this year's appeal.

"We are in desperate need of blankets at the moment as well as any winter clothing people wish to donate," Mrs Broder said.

The Cooma store is a contact point for accepting donations and has a referral facility for people seeking assistance. It also offers good quality second-hand goods for sale including clothing, household items and books.

## Comments

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St Vincent de Paul store volunteers Pam Bourke, store manager Suzanne Broder, Josie O'Bryan and Agna Muddle have plenty of winter coats at the Cooma store but need more blankets for this year's Winter Appeal.