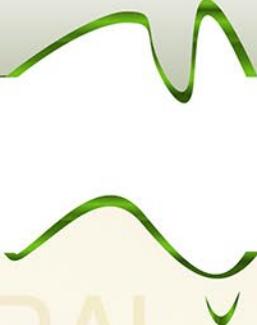


RURAL AID | 2022 - 2023

# IMPACT STATEMENT



# OVERVIEW

## OUR 2022/23 IMPACT REPORT



At Rural Aid we are committed to measuring, evaluating and reporting on the impact of our programs and services under our two core programs, Disaster Assistance and Stronger Futures. Our program delivery is supported by three teams, Disaster Assistance, Community Development and Mental Health and Wellbeing.

We are proud of the advancements we have achieved so far and are committed to continuing to refine and improve our measurement and evaluation practices to ensure that the services and programs we deliver are built on evidence, are well targeted to those needing our support and are genuinely delivering impact.

For 2022/23 we are pleased to confirm that over \$4.1 m was invested in delivering against our impact goals. Rural Aid would like to extend our thanks to all the donors, volunteers and organisations that have shared our vision, supporting us through our efforts over the past year. Our successes could not have been achieved without these important relationships.

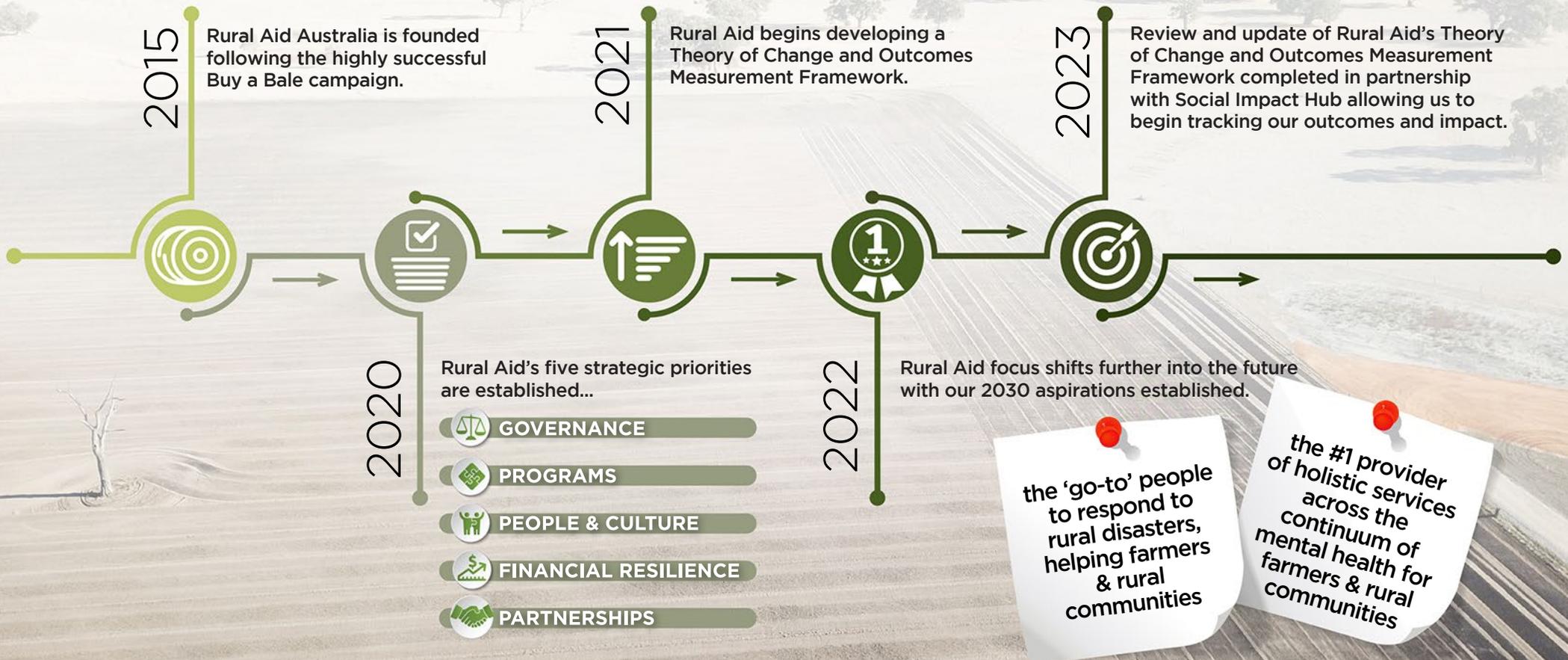


# OUR IMPACT JOURNEY SO FAR

*For our mates in the bush*



At Rural Aid we value transparency and accountability. We are therefore delighted to share our impact journey so far, highlighting our commitment to reporting against our impact goals.



# OUR DEFINED OUTCOMES

*For our mates in the bush*



## 1 SHORT TERM OUTCOMES

- o Immediate needs for farmers are rapidly identified
- o Support and resources appropriately distributed - right support at right time
- o Distress is reduced (financial and psychological)
- o More people proactively seek support
- o Community needs and strengths, and their long-term vision and priorities are well understood
- o Community has strengthened social networks to connect with and support each other
- o Communities feel engaged in planning for long-term renewal

## 2 MEDIUM TERM OUTCOMES

- o Improved wellbeing and peace of mind
- o Farmer and communities more comfortable to talk about mental health
- o People have the tools and support to cope and recover
- o Farmers and communities have access to expertise and are aware of support options available
- o People feel supported and cared for by the wider community
- o Communities work together to implement plans
- o Communities develop strong and trusted relationships

## 3 LONG TERM OUTCOMES

- o Hope for the future
- o Farmers and communities are proactive in preparing for and reducing the impact associated with natural disasters
- o Farmers and communities are capable of managing their own response and recovery
- o Farmers and communities feel empowered to identify and implement solutions that allow them to overcome their challenges

# VISION & MISSION

*For our mates in the bush*



## VISION

To ensure farmers and rural communities are supported before, during and after natural disasters and, to help foster strong and sustainable rural communities.

## MISSION

To provide economic and empathic assistance to rural communities impacted by natural disaster by partnering with key stakeholders to deliver meaningful outcomes.

# OUR YEAR IN NUMBERS

## DISASTER ASSISTANCE

*For our mates in the bush*



OVER  
**4000**  
BALES  
DELIVERED TO MORE THAN  
**310**  
FARMS/FAMILIES



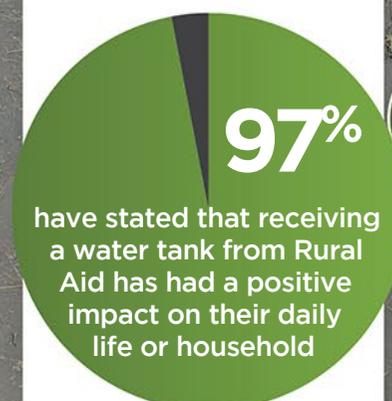
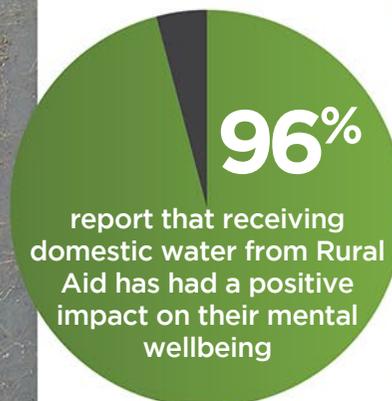
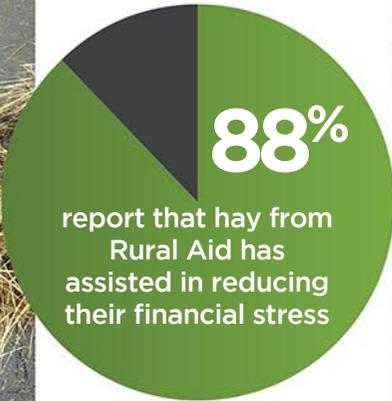
OVER  
**3.4mil**  
LITRES OF  
DRINKING WATER  
DELIVERED TO MORE THAN  
**165**  
FARMS/FAMILIES



OVER  
**105**  
DOMESTIC  
WATER TANKS  
WORTH IN EXCESS OF  
**\$310k**



OVER  
**\$375k**  
FINANCIAL  
SUPPORT  
TO MORE THAN  
**745**  
FARMS/FAMILIES



OVER  
**\$20k**  
SPENT ON  
DISASTER  
FARM  
RECOVERY  
EVENTS

*We now drink RAINWATER!!!*

*How good is that?*

*We were at a very low point emotionally when we were offered this wonderful rain tank and it lifted our spirits just knowing we weren't alone.*

*The whole job was done promptly and smoothly by friendly understanding people. This has encouraged us to rethink our whole water layout and we are in the process of drought proving our farm! So thank you, this was more than a tank, this was encouragement not to give up.*

# OUR YEAR IN NUMBERS

## COMMUNITY DEVELOPMENT

*For our mates in the bush*



*Personally I am, and collectively we in Wagin are getting so much out of the*

*Community Builders Program. I see everything differently now – in my own town as well as in other rural towns.*

*Thanks so much to Rural Aid for enabling this mind-shift and lifting my sights to see new possibilities. That alone has helped us rise above the mental strain of the last few years.*

*Then the energy we bring to discussions of ideas and decisions to implement them changes everything for the better.*

*Thanks for facilitating this dynamic change.*

**Wendy Pietre**  
WAGIN COMMUNITY BUILDER



OVER  
**\$400k**  
TO  
SUPPORT  
COMMUNITY  
DEVELOPMENT  
IN APPROXIMATELY  
**60**  
SMALL RURAL TOWNS



MORE THAN  
**4850**  
VOLUNTEER  
HOURS  
FOR  
COMMUNITY  
DEVELOPMENT &  
DISASTER RELIEF  
IN RURAL TOWNS & ON FARMS



# OUR YEAR IN NUMBERS

## MENTAL HEALTH & WELLBEING

*For our mates in the bush*



Operating since 2022 our dedicated counselling intake phone line allows farmers to quickly and easily connect with **Rural Aid's mental health & wellbeing team** based across the country.

The phone line **(1300 175 594)** is staffed **9am to 5pm AEST Monday to Friday**, serviced by up to **12 counsellors**.



### Kaye's counselling journey

Kaye Wicker's story is a deeply personal one, resonating with many rural farming families we assist. Facing financial struggles after her brother's unexpected passing, Kaye returned to the family farm, overwhelmed by grief and the burden of making life-altering decisions. She sought help from Rural Aid's mental health team, which provided crucial support in managing her fear, anger, and maintaining not only the farm but also her own well-being. Her access to free counselling, made accessible through Rural Aid, has proven invaluable on this challenging journey.



OVER  
**\$1.25mil**  
FOR  
**COUNSELLING &  
WELLBEING SERVICES**

WHICH CONTRIBUTED TOWARDS  
MORE THAN

**1800**  
COUNSELLING SESSIONS



**89**  
**MENTAL HEALTH &  
WELLBEING  
GROUP ACTIVITIES**  
INCLUDING RURAL AID'S  
**MUSTERING GROWTH**  
RURAL PRIMARY SCHOOL PROGRAM

DELIVERED TO  
**198**  
STUDENTS



**103**  
**COMMUNITY  
EVENTS**

ATTENDED BY THE  
MENTAL HEALTH & WELLBEING TEAM  
INCLUDING SUPPORTING RURAL AID'S

**COMMUNITY  
DEVELOPMENT  
ACTIVITIES**



*It's actually quite difficult  
to acknowledge the fears,  
to acknowledge the anxieties,  
to acknowledge the concerns.  
It takes a lot of courage to make  
that phone call but it's well worth  
it if you do.*

**Kaye Wicker**