

19 October 2015

**INTRODUCING THE BRAVERY TRUST:**

**NEW NAME AND NEW FUNDRAISING CAMPAIGN FOR REMEMBRANCE DAY 2015**

*Partnership with Coles to raise urgently needed funds in support of Aussie veterans and their families.*

The Australian Defence Force Assistance Trust today announced its new name, **Bravery Trust**, in the lead up to a fundraising campaign with Coles to raise \$1 million in support of Australian veterans and their families.

From 28 October until Remembrance Day on 11 November across Australia, Coles will match every dollar donated by customers at the check-out or via Coles Online in support of the Bravery Trust, up to a total of \$500,000.

Since the start of its partnership in April 2014, Coles has raised and donated more than \$3.6 million for the Trust.

Bravery Trust is the new trading name of the Australian Defence Force (ADF) Assistance Trust, a charity established in 2012 to provide urgently needed financial, emotional and practical support to veterans of all branches of the ADF who are suffering as a result of their service to our country.

The new name was chosen to better convey the heroism of the former service personnel and their families supported by the Bravery Trust. The Trust recognises that not all injuries suffered by veterans in the line of duty are physical, and that these returned heroes are increasingly dealing with mental health issues such as post-traumatic stress disorder, depression and anxiety.

Currently, more than 3000 ADF personnel who served in Afghanistan, Iraq and in the greater Middle East region have been diagnosed with a service-related mental illness including post-traumatic stress and depression. The prevalence of traumatic illness is a common thread in many of the people and families we help.

Assistance provided by the Trust can be as simple as help with household, medical and food bills, but also extends to longer term support for education, retraining to join the workforce, special medical needs, mental health rehabilitation and carers' assistance.

*"While there is already work being done to provide assistance to returned veterans, we can always do more to help them and their families," said Dr Ken Michael AC, Chairman of the Bravery Trust. "Remembrance Day 2015 is the perfect time to remind people that while fighting for your country takes courage, many of the men and women of our Defence community face an even greater battle when they return. The Bravery Trust needs your help to continue its work."*

The Trust's inaugural Ambassador, Victoria Cross for Australia recipient Daniel Keighran, is delighted to maintain his support and advocacy for the work of the Trust as it works to raise awareness of and funding for our wounded Defence Force personnel and their families.

*Foundation Partner*



SEVEN WEST MEDIA

*Media Partners*

*News Corp Australia*

*Community Partner*



It is expected that demand for the Trust's assistance will grow in the coming years as the incidence of traumatic physical and mental injuries amongst service personnel increases.

The Trust's access to funds is very limited and it faces having to turn away those in need as a result. It needs the community to help support its work.

## **ENDS**

### **For further information**

For further information about the partnership with Coles or to donate online, visit

[www.braverytrust.org.au](http://www.braverytrust.org.au)

*Media enquiries: Elle Macdonald, Officer Manager*

[admin@braverytrust.org.au](mailto:admin@braverytrust.org.au), 1300 652 103