

Shoppers can help veterans through Coles at Beaudesert

Local News

After COVID-19 changed the way Beaudesert locals could commemorate Anzac Day in 2020, Coles is providing a way for shoppers to [support local service men and women](#) by launching a fundraising campaign for veterans' support agency Bravery Trust.



 CHARITY: Bravery Trust chairman Lieutenant Colonel Garth Callender.

From today until Sunday, April 25, Beaudesert customers can buy a pack of Coles Brand bakery cookies or biscuits from Coles in Beaudesert, with 50 cents from each pack going to Bravery Trust.

The charity provides financial support to more than 800 veterans and about 3000 family members of veterans each year.

Customers can also make a donation in-store at the checkout, with funds also helping the charity provide funding for medical fees, food vouchers, energy bills and education costs.

- [Scenic Rim veterans receive Quilts of Valour for their service](#)
- [Beaudesert pauses to mark Vietnam Veterans Day](#)

Bravery Trust data shows that COVID-19 has created significant challenges for veterans and their families, with the organisation receiving 10,000 calls for assistance since the start of the pandemic, and a 20 per cent surge in requests for assistance since pandemic financial support ended last month.

Coles chief executive Steven Cain said Coles appreciated the service of Australian Defence Force members and wanted to support service those who were facing hardship as a result of injuries or illness from their service.

"Coles began as a single Melbourne store not long before the First World War in 1914, with our founder GJ Coles volunteering at the age of 32 to serve on the Western Front," he said.

["Now more than a century later"](#), a number of our team members are active members in the Defence Force Reserve and together with our customers, we have raised more than \$5.2 million to support Australian veterans since 2014."

Bravery Trust chief executive Belinda Wilson said it had been a challenging year for many veterans.

"By providing financial support, it means that the veteran can focus on their wellness journey, employment and their family, without financial pressures.

"We work with the entire family to ensure that they are receiving appropriate and targeted support from all sources, including government assistance.

"Through personalised financial counselling we can work with families to help them with their long-term budgeting and financial security."