



**BRING GOOD NEWS AND GREAT JOY!**



**RADIO RESOURCES GUIDE 2023**



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All OCC content is available to download here:

[samaritanspurse.org.au/occ-mediakit](http://samaritanspurse.org.au/occ-mediakit)





## KEY STATISTICS

# 10,599,907

SHOEBOXES PACKED WORLDWIDE IN 2022



# 228,104

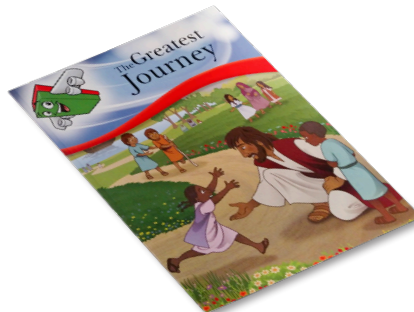
SHOEBOXES PACKED IN AUSTRALIA AND NEW ZEALAND IN 2022

NSW	QLD	WA	VIC	SA	TAS	NZ	ONLINE
<b>76,292</b>	<b>38,729</b>	<b>23,675</b>	<b>35,213</b>	<b>18,673</b>	<b>15,811</b>	<b>13,740</b>	<b>5,971</b>

## Over 100 receiving countries worldwide

SHOEBOXES FROM AUSTRALIA AND NEW ZEALAND WENT TO:

UKRAINE <b>10,706</b>	FIJI <b>24,429</b>	PAPUA NEW GUINEA <b>31,931</b>	PHILIPPINES <b>73,687</b>
SOLOMON ISLANDS <b>10,815</b>	SENSITIVE COUNTRY <b>1,027</b>	CAMBODIA <b>75,509</b>	



## The Greatest Journey

IN 2022

CHILDREN ENROLLED <b>4,456,783</b>	CHILDREN GRADUATED <b>3,187,416</b>	TEACHERS TRAINED <b>227,221</b>	DECISIONS FOR CHRIST <b>2,446,707</b>
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This means approximately 1 in 5 shoebox gifts results in a child making a decision to follow Christ!  
See page 4 for more info.

## KEY MESSAGES

### WHAT IS OPERATION CHRISTMAS CHILD (OCC)?

Operation Christmas Child is a project of Samaritan's Purse, an international relief organisation. This project is a hands-on way for you to give joy and bring hope to children in need across the world by filling shoeboxes with toys, hygiene items, school supplies, and fun gifts.

We collect the gift-filled shoeboxes and send them to local partners around the world that use them as a means of reaching out to children in their own communities with the Good News of Jesus Christ. After receiving gift-filled shoeboxes, many children are invited to participate in The Greatest Journey discipleship program and millions of children each year are making decisions to follow Christ (see below for more information).

Since 1993, more than **200 million** children in more than 170 countries and territories have received an Operation Christmas Child shoebox. The project delivers not only the joy of what, for many kids, is their first gift ever, but also gives them a tangible expression of God's love.

In 2022, Australia and New Zealand sent **228,104** shoeboxes to Ukraine, Cambodia, Fiji, Solomon Islands, Philippines, Papua New Guinea and a sensitive country (that can not be disclosed). Globally, there were more than **10.5 million** shoeboxes collected and sent to over 100 countries and territories.

All of Samaritan's Purse's projects, including OCC, are given and provided with "no strings attached" and without regard to the race, creed, gender, religion or ethnicity of the beneficiaries.

### WHAT IS THE GREATEST JOURNEY (TGJ)?

The Greatest Journey is a 12-lesson discipleship program offered by local churches to many of the children who receive shoebox gifts. Children who participate in the program learn how to follow Christ and share Him with others. As they do, entire families and communities are transformed by the power of the Gospel, and churches are started. More than **35 million** children have enrolled in this program since 2009.

### A GRADUATION CELEBRATION

After completing The Greatest Journey, children attend a graduation celebration and receive a certificate. Most importantly, they are given a Bible that includes the New Testament and selected Old Testament stories along with a dictionary of Biblical terms and a map of Bible lands. Complete with illustrations, it is often the first copy of God's Word the child, or their family, will own. Family and friends who attend the ceremony hear the Gospel of Jesus Christ. Hearing the Good News and testimonies during their loved one's graduation reinforces the changes they have seen in the students' lives, and their families often come to faith in Christ.

### BELIEVERS MULTIPLY

Since 2009, more than **17 million** children have reported decisions for Christ while taking The Greatest Journey. These children as well as those who hear the Gospel at shoebox outreach events share their faith with friends and family—who in turn disciple others.







## HOW TO PACK AN OCC SHOEBOX

- 1. SHOEBOX:** Order your pre-printed shoeboxes online or use a regular size shoebox with lid no larger than an A4 page.
- 2. GIFTS:** Choose a boy or girl and age group (2-4, 5-9 or 10-14) and fill your shoebox with gifts.
- 3. DONATE:** A donation of \$12.50 per box is essential to cover shipping and other project costs. For easiest processing, you can give online through [operationchristmaschild.org.au](http://operationchristmaschild.org.au), or you can give by completing the form in the 'How to Pack' brochure and enclose in your shoebox gift. If you use the online option, you can 'Follow Your Box' and discover the destination of your gift.
- 4. LABEL:** Every shoebox gift must be clearly labelled. Visit the Donations & Labels page at [operationchristmaschild.org.au](http://operationchristmaschild.org.au) to order your labels when you make your \$12.50 donation, or use the label included in The 'How to Pack' brochure. Please ensure the label clearly indicates if you packed for a boy or girl and which age category, then stick it on your shoebox!
- 5. PRAY:** Most importantly, pray for the child who will receive your shoebox gift and for their family and community to be transformed by the Gospel.
- 6. DROP-OFF:** Take your shoebox gift to a local drop-off location during National Collection, 23 Oct – 4 Nov. Visit the OCC website to find one near you.

## SHOEBOX GIFT IDEAS

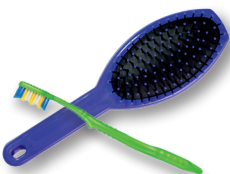
### "WOW" ITEM & TOYS

- Soccer ball with pump
- Dolls
- Stuffed animals
- Toy cars
- Skipping ropes
- Yo-yos
- Toys that light up and make noise (with extra sealed batteries)



### PERSONAL CARE ITEMS

- Toothbrushes
- Washcloths
- Combs
- Hairbrushes
- Packaged Soap



### CLOTHING

- T-Shirt
- Shorts
- Underwear
- Socks
- Shoes

### SCHOOL SUPPLIES

- Pens, pencils, sharpener, and markers
- Notebooks and paper
- Colouring and picture books
- Solar calculators

### ACCESSORIES

- Sunglasses
- Hair Accessories
- Jewellery and watches
- Flashlights (with extra sealed batteries)



## DO NOT INCLUDE

- × lollies
- × toothpaste
- × gum
- × used or damaged items
- × scary or war-related items
- × gambling items
- × seeds
- × food
- × liquids or lotions
- × medications, vitamins or lotions
- × breakable or glass items
- × aerosol cans

# AUSTRALIA

## PHASE 1

### 11 SEPTEMBER – 15 SEPTEMBER

#### Script:

Since 2009, over 17 million children have come to know Jesus after receiving an 'Operation Christmas Child' shoebox!

Now's the time to get your friends, family, church and school together to start packing shoeboxes with gifts for station sponsor Operation Christmas Child!

Every shoebox gift you pack blesses a child with an opportunity to learn about Jesus through 'The Greatest Journey' discipleship program!

Visit [OperationChristmasChild.org.au](http://OperationChristmasChild.org.au) for more information.

**On Air Activity:** Phase 1 Sponsorship Spot.

**Web banner:** See WEB BANNER section in the online Media Kit.

**Social media:** See SOCIAL MEDIA & VIDEOS sections in the online Media Kit for suggested images/videos to upload during this time.

## CONTENT WEEKS

### BETWEEN 16 SEPTEMBER - 23 SEPTEMBER

All of the following content can be downloaded here:

**On Air Activity:** Please see Radio Content Ideas on Page 8.

**Web banner:** See WEB BANNER section in the online Media Kit.

**Social media:** See SOCIAL MEDIA & VIDEOS sections in the online Media Kit for suggested images/videos to upload during this time.



## PHASE 2

### 9 OCTOBER - 13 OCTOBER

#### Script:

Now's the time to get together with your family, friends, church or school to pack an Operation Christmas Child Shoebox!

As you pack your shoeboxes with toys, hygiene items, school supplies, and fun gifts for station sponsor Operation Christmas Child, you will be partnering with churches worldwide, to deliver a tangible expression of God's love, and teach children like me about Jesus Christ.

To pack a shoebox or find your nearest drop off location visit [OperationChristmasChild.org.au](http://OperationChristmasChild.org.au).

**On Air Activity:** Phase 2 Sponsorship Spot.

**Web banner:** See WEB BANNER section in the online Media Kit.

**Social media:** See SOCIAL MEDIA & VIDEOS sections in the online Media Kit for suggested images/videos to upload during this time.

## NEW ZEALAND

### 11 SEPTEMBER – 15 SEPTEMBER

#### Script:

Now's the time to get together with your family, friends, church or school to pack an Operation Christmas Child Shoebox!

As you pack your shoebox with toys, hygiene items, school supplies, and fun gifts for Operation Christmas Child, you will be partnering with churches worldwide, to deliver a tangible expression of God's love, and teach children like me about Jesus Christ.

To pack a shoebox, or find your nearest drop off location visit [OperationChristmasChild.org.nz](http://OperationChristmasChild.org.nz).

**On Air Activity:** Phase 1 New Zealand Spot

**Web banner:** See WEB BANNER section in the online Media Kit.

**Social media:** See SOCIAL MEDIA & VIDEOS sections in the online Media Kit for suggested images/videos to upload during this time.

# ADDITIONAL RESOURCES

## IMAGES, VIDEOS & STORIES

If you require images, videos or stories for a newsletter, online article, email or other promotion, please use the assets provided in the online Media Kit available at [samaritanspurse.org.au/occ-mediakit](https://samaritanspurse.org.au/occ-mediakit). These assets have been approved by OCC for use during this campaign.

If you require anything else other than what we have provided, please contact Meredith Percy at [meredithp@samaritanspurse.org.au](mailto:meredithp@samaritanspurse.org.au).

## RADIO CONTENT IDEAS

- Interviews available with OCC staff & volunteers - contact your Operation Christmas Child state/region or national office
- How to pack a shoebox - talk through each suggested gift category
- Packing shoeboxes as a school holidays activity - Encourage listeners to pack shoeboxes, record their experience, call in with favourite gifts to include etc.
- Stories about the eternal impact of shoeboxes (find in the online Media Kit).
- Listener ideas - shoebox themes, tips and bargains and ask why they pack shoeboxes.





## State/Regional Contact Details

Contact your local State/Regional Field Ministry Leader to arrange interviews and outside broadcasts.

AUSTRALIA & NEW ZEALAND		
National Manager, AUS & NZ – Leanne Palmer	Phone	0409 784 626 or 1300 884 468
	Email	leannep@samaritanspurse.org.au
Deputy National Ministry Manager, AUS & NZ – Athena Patel	Phone	1300 884 468
	Email	athenap@samaritanspurse.org.au
National Operations Manager, AUS & NZ – Robert Lo Surdo	Phone	0478 398 177 or 1300 884 468
	Email	robertl@samaritanspurse.org.au
AUSTRALIA FIELD MINISTRY LEADERS		
NSW Regional & ACT – Athena Patel	Phone	0410 684 303 or 1300 884 468
	Email	nsw@samaritanspurse.org.au
Queensland – David Wu	Phone	0423 598 925
	Email	qld@samaritanspurse.org.au
Victoria – Karen Donaldson	Phone	0414 106 301 or 1300 884 468
	Email	vic@samaritanspurse.org.au
South Australia – Corinne Blom	Phone	0409 566 587 or 1300 884 468
	Email	sa@samaritanspurse.org.au
West Australia – AJ Joubert	Phone	0414 106 302 or 1300 884 468
	Email	wa@samaritanspurse.org.au
Tasmania – Amanda Towns	Phone	0414 106 300 or 1300 884 468
	Email	tas@samaritanspurse.org.au
NEW ZEALAND FIELD MINISTRY LEADER		
New Zealand – Cheryl Limmer	Phone	+64 2 7499 2325 or 008 726 274
	Email	nzadmin@samaritanspurse.org.nz



Good News.  
Great Joy.



[operationchristmaschild.org.au](http://operationchristmaschild.org.au) | [operationchristmaschild.org.nz](http://operationchristmaschild.org.nz)