

Media Release

Wednesday, 5 February 2025

COLES KICKS OFF FUNDRAISING CAMPAIGN TO SUPPORT SICK KIDS

Coles customers can transform their weekly shop into a powerful act of support for sick children by participating in a national campaign launched today to help fund paediatric care, equipment and projects.

From today until Tuesday 18 February, 50 cents from the sales of more than 150 products¹ sold at Coles supermarkets and on Coles online will be donated to national children's charity, Hospitals United for Sick Kids to help support a range of programs facilitated by **Sydney Children's Hospitals Foundation, John Hunter Children's Hospital, The Common Good** (an initiative of The Prince Charles Hospital Foundation), **Perth Children's Hospital Foundation, Women's & Children's Hospital Foundation, Canberra Hospital Foundation, Monash Children's Hospital** and **The Royal Hobart Hospital**.

Customers can also make a donation or purchase a \$2 donation card in-store at any Coles supermarket².

This year's campaign will help support initiatives such as an Australian-first training program to enhance clinicians' skills in Western Australia for working with vulnerable children, 'Music for Wellness' sessions to soothe babies and parents in neonatal and paediatric intensive care units in South Australia, and an additional EEG technician in Newcastle to expedite epilepsy investigations in children.

In Queensland, funds raised will help support a new Child Life Therapy position at Caboolture Hospital to help reduce fear and anxiety among children in its paediatric ward through play-based interventions and aids. The Common Good's CEO Steve Francia said the position will assist thousands of children and their families.

"Coles' fundraising efforts for Hospitals United for Sick Kids over the past five years have already made a huge impact in hospitals across Queensland, and with funds raised this year, we hope to assist an additional 2,000 children annually through the new Child Life Therapy program at Caboolture Hospital," he said.

"In 2022, Coles' annual Hospitals United for Sick Kids campaign helped The Common Good to pilot Queensland's very first Child Life Therapist program at The Prince Charles Hospital which has been a transformative initiative for paediatric care in the state. The pilot position, which has since become permanent, demonstrated the critical value of a Child Life Therapist and we've had many requests and inquiries from other hospitals across Queensland to support additional positions."

Coles Group Corporate & Indigenous Affairs Officer Sally Fielke encouraged customers to support the cause by adding a participating product or donation card to their shopping basket.

"Supporting sick children and their families is something Coles and our team members are passionate about and we're incredibly proud to have raised more than \$9 million for Hospitals United for Sick Kids since 2019," she said.

¹ Maximum donation amounts and participating dates apply. Refer to table of participating products.

² All proceeds will be distributed to Hospitals United for Sick Kids. This is not a tax deductible gift. The \$2 donation card campaign runs from 5/02/25 to 18/02/25.

"We're delighted to work with our valued suppliers to help make supporting this important cause easier than ever for our customers, with a 50 cents donation to Hospitals United for Sick Kids on more than 150 products sold at Coles over the next two weeks," she said.

Hospitals United for Sick Kids Chief Executive Officer Nicky Bowie said funds raised will help reduce the impact being in hospital can have on sick kids and their families.

"At Hospitals United for Sick Kids, we help sick kids get home to the things they miss. Funds raised will help support vital projects, therapies, and equipment for our state-based partners, ensuring the best care for kids in hospital or at home," she said.

"A big thank you to Coles, its team, customers, and brands like Kellogg's, Arnott's, Swisse, and Grinders for creating the Basket of Good with us filled with over 150 products that give back. Over the next few weeks you can help support sick kids and their families by making simple changes to your daily shopping."

Coles supermarkets and Coles online 2025 Hospitals United for Sick Kids campaign participating products*

Product	Donation
Mum's Jam	Coles donates 50c to Hospitals United for Sick Kids for every Mum's Jam Strawberry 300g and Mum's Jam Raspberry 300g product sold.
Mum's Sause	Coles donates 50c for every Mum's Sause pizza sauce and Mum's Sause pasta sauces sold.
Cucina Matese pasta varieties	Coles will donate 50c for every Cucina Matese pasta variety sold from 5/2/25 to 18/2/25, up to a maximum of \$150,000.
Kellogg's Sultana Bran	Kellanova will donate 50c for every Kellogg's Sultana Bran product (including 420g, 700g, 1.32kg, Oat Clusters 480g and Gluten Free 350g) sold from 5/2/25 to 18/2/25, up to a maximum of \$125,000.
Arnott's multipacks	Arnott's will donate 50c for every Arnott's multipack sold from 5/2/25 to 4/3/25, up to a maximum of \$125,000.
Swisse vitamins	Swisse Wellness will donate 50c for all Swisse vitamin products sold from 5/2/25 to 4/3/25, up to a maximum of \$100,000.
Grinders Coffee	Coca-Cola Europacific Partners will donate 50c for every pack of Grinders Coffee sold from 5/2/25 to 4/3/25, up to a maximum of \$50,000.
Coles Fruit Pack 4-pack	Coles will donate 50c for every Coles Fruit Pack 4-pack sold from 5/2/25 to 18/2/25, up to a maximum of \$50,000.
Queen Victoria Tea	Queen Victoria Tea will donate 50c for every Queen Victoria Tea 100 pack sold from 5/2/25 to 18/2/25, up to a maximum of \$30,000.
Coles Multipack UHT Milk 6-pack	Coles will donate 50c for every Coles Multipack Skim UHT Milk 6-pack and Coles Multipack Full Cream Milk 6-pack sold from 5/2/25 to 18/2/25, up to a maximum of \$30,000.
Coles Diced Fruit Snack Pack 6-pack	Coles will donate 50c for every Coles Diced Apricot Snack Pack 6-pack and Coles Diced Mango Snack Pack 6-pack sold from 5/2/25 to 18/2/25, up to a maximum of \$20,000.

*For full terms and conditions, visit www.coles.com.au/community.

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