

# Media Release

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## COLES BAKES A DIFFERENCE FOR AUSSIE VETERANS THIS ANZAC DAY

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Coles is baking a difference for Aussie veterans this Anzac Day with its annual Anzac Day fundraising appeal for national military charity **Bravery Trust**.

From today until Tuesday 28 April, Coles will donate 40 cents from every 12-pack Coles Bakery biscuits and cookies (including Anzac biscuits) sold in-store or on Coles online to Bravery Trust. Customers can also show their support by making a donation in-store to Bravery Trust on Anzac Day Eve and Anzac Day (trading hours vary<sup>1</sup>).

Funds raised will help veterans under financial pressure as Bravery Trust released its annual Impact Report which revealed the challenges Australian servicemen and women face upon transitioning to civilian life and beyond.

The new report revealed:

- Demand from Australian Defence Force (ADF) current and ex-serving personnel seeking financial support and education from Bravery Trust increased by 77% over the past two years, with a six-fold increase in veterans seeking financial counselling since 2023.
- 55% of Bravery Trust's beneficiaries are supporting children, meaning their support provides a safety net for the entire family unit, not just the individual.
- More than a quarter (26%) of veterans supported by Bravery Trust are battling both mental and physical health issues simultaneously.
- Before seeing Bravery Trust, only 20% of veterans had a household budget, with 94% having one after seeking help. Top requests for help from Aussie veterans were rent and bond, relocation, motor vehicle expenses and essential utility bills.

Among the thousands of veterans Bravery Trust has supported since its inception is Sonya, who turned to Bravery Trust when unexpected bills left her with nowhere else to go.

Sonya served both full-time and part-time in the Australian Army for over 16 years, beginning with a stint in the Army Reserves before embarking on several overseas deployments.

A single mum for much of her career, she balanced postings, courses and time in the field while putting her children first. Medically discharged in 2012 and living with injuries that prevent her from working,

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<sup>1</sup> Visit [coles.com.au](https://coles.com.au) for Anzac Day store trading hours

Sonya first contacted Bravery Trust in 2020 for help when her council rates and home insurance fell due in the same week, and again in 2025 for assistance to fix her car so she could stay mobile.

“When I first reached out to Bravery Trust, I was very hesitant - pride had a lot to do with that. But the Bravery Trust team made the whole process so easy, putting any fears I had at ease,” Sonya said.

“On both occasions they helped me move forward, and I would encourage other veterans to pick up the phone and ask for help. Transitioning is hard, but with the support of friends and organisations like Bravery Trust, I'm now making the most of every moment, enjoying what's out there.”

Bravery Trust CEO Garth Callender encouraged Australians to get behind the campaign.

“Our servicemen and women have already given up so much for our country, the least we can do is help them through their transition into civilian life,” he said.

“Since 2012, Bravery Trust has distributed more than \$8.4 million in direct payments to veterans and successfully negotiated more than \$1.1 million in debt to be waived for clients.”

“This is made possible with the support of our partners like Coles, and the generosity of their customers. Our partnership is more than just about raising funds. We are also encouraging Australians to start a conversation about veterans and finances by hosting an Anzac biscuit morning tea.”

Coles Business Category Manager Bakery and current serving Army Reserve member Rory McDonald said Coles is honoured to continue backing Bravery Trust and Australian veterans.

“At Coles, we have a proud history with the veteran community, dating back to our founder GJ Coles and his brothers' involvement in the Great War,” he said.

“More recently, we've raised more than \$6.4 million for Bravery Trust to support veterans doing it tough. However, the need is ongoing, and we hope our customers can continue to help make a difference by supporting this year's Bravery Trust appeal.”

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**For media enquiries, please contact**

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## **About Bravery Trust**

Bravery Trust is a national military charity founded in 2012 by the Hon Graham Edwards AM, a veteran of the Vietnam War. They provide free financial assistance, financial counselling and financial education to current and ex-serving members of the Australian Defence Force, particularly in times of hardship. Services are confidential and independent of the ADF.