

# Operation Christmas Child



**HELP SHARE THE GOOD NEWS!**



**RADIO RESOURCES GUIDE 2022**

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All OCC content is available to download here:

**DOWNLOAD CONTENT**

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



## KEY STATISTICS



# 10,505,155

SHOEBOXES PACKED WORLDWIDE IN 2021



# 210,182

SHOEBOXES PACKED IN AUSTRALIA AND NEW ZEALAND IN 2021

NSW	QLD	WA	VIC	SA	TAS	NZ	ONLINE
<b>60,693</b>	<b>38,601</b>	<b>26,147</b>	<b>25,747</b>	<b>19,474</b>	<b>17,113</b>	<b>10,293</b>	<b>12,114</b>

## Over 100 receiving countries worldwide

SHOEBOXES FROM AUSTRALIA AND NEW ZEALAND WENT TO:

MADAGASCAR <b>73,146</b>	PAPUA NEW GUINEA <b>47,223</b>	CAMBODIA <b>43,304</b>	FIJI <b>26,862</b>
SOLOMON ISLANDS <b>10,769</b>	SENSITIVE COUNTRY <b>5,000</b>	NAURU <b>3,874</b>	



## The Greatest Journey

IN 2021

CHILDREN ENROLLED <b>4,041,199</b>	CHILDREN GRADUATED <b>2,970,868</b>	TEACHERS TRAINED <b>173,119</b>	DECISIONS FOR CHRIST <b>2,336,071</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 bless 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 **198 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 2021, Australia and New Zealand sent **210,182** shoeboxes to Cambodia, Fiji, Solomon Islands, Madagascar, Nauru and Papua New Guinea. 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 course 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. Nearly **31 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 **15 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 \$10 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 \$10 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, 17-31 October. 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
- 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 or vitamins
- × breakable items or glass containers
- × aerosol cans



## PACK A SHOEBOX ONLINE

If you are unable to pack a shoebox, we are pleased to share that you can Pack A Shoebox Online without leaving your home! For just \$30 you can select a shoebox to be packed for a boy or girl and age group, and we will pack and send the shoebox for you.

### HOW TO PACK A SHOEBOX ONLINE:

1. Visit [operationchristmaschild.org.au](http://operationchristmaschild.org.au) or [operationchristmaschild.org.nz](http://operationchristmaschild.org.nz) and select "Pack A Shoebox Online" from the main menu.
2. Choose to pack for a boy or girl, select an age category, and add the quantity of shoeboxes. Then write your child a letter in the box provided.
3. Proceed to the checkout to complete your order.
4. Once you have completed your order we will print your letter, pack your shoebox and send it to a child for you! We want everyone to have the opportunity to bless a child!

### PACK A SHOEBOX ONLINE HERE:

Australia: [samaritanspurse.org.au/occ-packonline](http://samaritanspurse.org.au/occ-packonline)  
or

New Zealand: [samaritanspurse.org.nz/occ-packonline](http://samaritanspurse.org.nz/occ-packonline)

### THINGS TO KNOW ABOUT PACK A SHOEBOX ONLINE

The \$30 includes packing, shipping, and distribution in the country. Pack a Shoebox online is available in Australia and New Zealand. You can pack as many shoeboxes as you like for boys and girls of different ages.





The items that are packed in each Pack A Shoebox Online shoebox order are preset based on gender and age.

Please see the 6 preset shoeboxes below:

**BOY 2-4 yrs**

**BOX INCLUDES\*:**

Wooden Car	Pencil Bag
Tennis Ball	Face Cloth
Exercise Book	Bowl & Spoon
Colouring Pencils	Water Bottle
Pencil Sharpener	Soap
Eraser	Beanie
	Shoulder Bag

\*If an item is unavailable it will be replaced with suitable alternative item

**GIRL 2-4 yrs**

**BOX INCLUDES\*:**

Soft Toy	Pencil bag
Bowl, Spoon & Bottle	Face Cloth
Colouring Pencils	Soap
Eraser	Brush
Pencil Sharpener	Hair Clips
Story Book	Knitted Beanie
	Shoulder Bag

\*If an item is unavailable it will be replaced with suitable alternative item

**BOY 5-9 yrs**

**BOX INCLUDES\*:**

Toy Car	Pencil bag
Marbles	Face Cloth
Exercise Book	Soap
Colouring Pencils	T-shirt
Pencil Sharpener	Tennis Ball
Eraser	Story Book
	Shoulder Bag

\*If an item is unavailable it will be replaced with suitable alternative item

**GIRL 5-9 yrs**

**BOX INCLUDES\*:**

Skipping Rope	Eraser
Jewellery	Pencil bag
Story Book	Face Cloth
Exercise Book	Soap
Colouring Pencils	Brush & Hair Clips
Pencil Sharpener	T-shirt
	Shoulder Bag

\*If an item is unavailable it will be replaced with suitable alternative item

**BOY 10-14 yrs**

**BOX INCLUDES\*:**

Soccer Ball	Face Cloth
Marbles	Eraser
Exercise Book	Pencil Bag
Colouring Pencils	Tooth Brush
2 HB Pencils	Shorts
Pencil Sharpener	Puzzle
	Shoulder Bag

\*If an item is unavailable it will be replaced with suitable alternative item

**GIRL 10-14 yrs**

**BOX INCLUDES\*:**

Skipping Rope	Eraser
Puzzle	Pencil bag
Exercise Book	Face Cloth
Colouring Pencils	Toothbrush
2 HB Pencils	Brush & Hair Clips
Pencil Sharpener	T-shirt
	Shoulder Bag

\*If an item is unavailable it will be replaced with suitable alternative item

# PHASE 1

**19 SEPTEMBER – 30 SEPTEMBER**

## START PACKING YOUR SHOEBOXES

### Script:

SFX: Happy Children laughing

Last year, over 2.3 million children came 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 gives a child an opportunity to learn about Jesus through The Greatest Journey discipleship program!

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

**All of the following content can be downloaded here:**

**DOWNLOAD CONTENT**

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

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

**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 1

**BETWEEN 1 OCTOBER – 16 OCTOBER**

**All of the following content can be downloaded here:**

**DOWNLOAD CONTENT**

**On Air Activity:** Please see Radio Content Ideas on Page 10.

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

**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

**17 OCTOBER – 28 OCTOBER**

**DROP-OFF YOUR SHOEBOX GIFTS**

**Script:**

SFX: Happy Children laughing

Now is the time to drop-off your Operation Christmas Child shoebox gifts!

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 about Jesus Christ.

To pack a shoebox, find your nearest drop off location, or to "Pack A Shoebox Online" visit [OperationChristmasChild.org.au](http://OperationChristmasChild.org.au).

**All of the following content can be downloaded here:**

**DOWNLOAD CONTENT**

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

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

**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-radio](https://samaritanspurse.org.au/occ-radio). 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).

All of the content above can be downloaded here:

**DOWNLOAD CONTENT**

[samaritanspurse.org.au/occ-radio](https://samaritanspurse.org.au/occ-radio)

## 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 [here](#)).
- 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 – Phil Kinney	Phone	0409 784 626 or 1300 884 468
	Email	philk@samaritanspurse.org.au
National Operations Manager, AUS & NZ – Robert Lo Surdo	Phone	0478 398 177 or 1300 884 468
	Email	robertl@samaritanspurse.org.au
National Volunteer Manager, AUS & NZ – Athena Patel	Phone	1300 884 468
	Email	athenap@samaritanspurse.org.au
AUSTRALIA FIELD MINISTRY LEADERS		
NSW Regional & ACT – Marcia Smythe	Phone	0410 684 303 or 1300 884 468
	Email	nsw@samaritanspurse.org.au
Queensland – Deanne Laurent	Phone	0423 598 925
	Email	qld@samaritanspurse.org.au
Victoria – Carol Lennon	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 – Anne Cameron	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)