



# HELP BREAK THE CYCLE OF HOMELESSNESS

2018 WELCOME BOOKLET



St Vincent de Paul Society  
*good works*



# ABOUT VINNIES

The St Vincent de Paul Society, affectionately known as 'Vinnies', is dedicated to shaping a more just and compassionate community. Our organisation has united over 2,500 volunteers to help offer a hand up to people in need through varied community support programs and social advocacy.

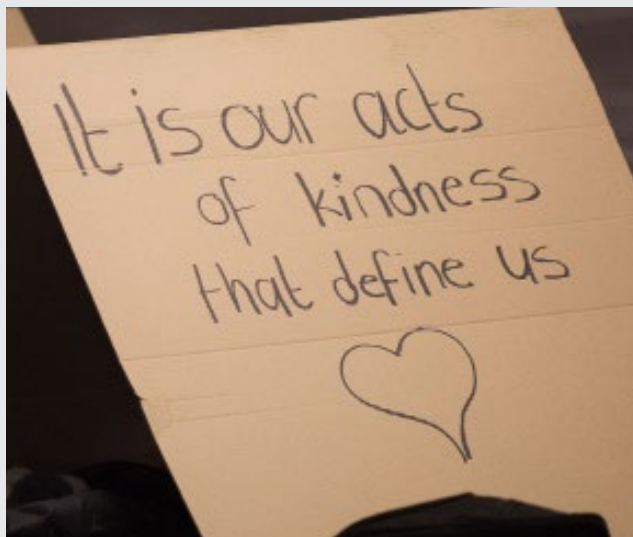
The St Vincent de Paul Society was founded in Paris in 1833 by a 20-year-old university student, Frederic Ozanam who was determined to take action to support people living in poverty.

His vision extended to Australian shores and in 1865 the first branch of the St Vincent de Paul Society was established in Western Australia.

To this day, our Emergency Relief program continues to uphold Frederic Ozanam's honour and legacy. We have 75 volunteer groups throughout Western Australia, known as Conferences, which assist vulnerable and disadvantaged people when they need it most. We provide financial assistance when bills mount up, material aid, meals when they are few or far between, and friendship during times of personal crisis. **We do this face to face.**

38,000+

**DID YOU KNOW: 38,000+ WESTERN AUSTRALIANS  
WERE ASSISTED IN THEIR HOMES BY VINNIES  
VOLUNTEERS LAST YEAR.**





# CEO SLEEPOUT



The Vinnies CEO Sleepout was first launched in Sydney in 2006 and has since grown into a successful national event hosted annually during winter in 11 locations across Australia. It is open exclusively to CEOs, business executives and community leaders.

The event provides a framework for participants to join and lead a public conversation about how policy makers, community leaders and individuals can support the most vulnerable members of our community. The focus is homelessness and pathways to homelessness (e.g. poverty).

It includes one night sleeping rough; an experience that allows all participants to reflect on the pressures felt by people who are caught in the grips of homelessness.

In addition to peer-to-peer fundraising, there are strong advocacy efforts too. Participants are encouraged to engage their own networks for fundraising purposes and also to drive conversation via the media, social media, networking events and other available channels.

# WHEN & WHERE

## EVENT DETAILS

**Date:** Thursday 21 June to Friday 22 June 2018.

**Time:** Event will begin at 6pm and finish at 7am.

**Where:** WACA, Perth (entry via gate 2, Nelson Crescent).

**Bring:** Photo identification, a sleeping bag and a pillow.

Remember to wear warm clothing.

Items such as mobile phones, tablets and cameras are welcome. We encourage Facebook, Twitter and Instagram posts to capture your experience of the Sleepout and to encourage your contacts to make last minute donations.

## GETTING THERE



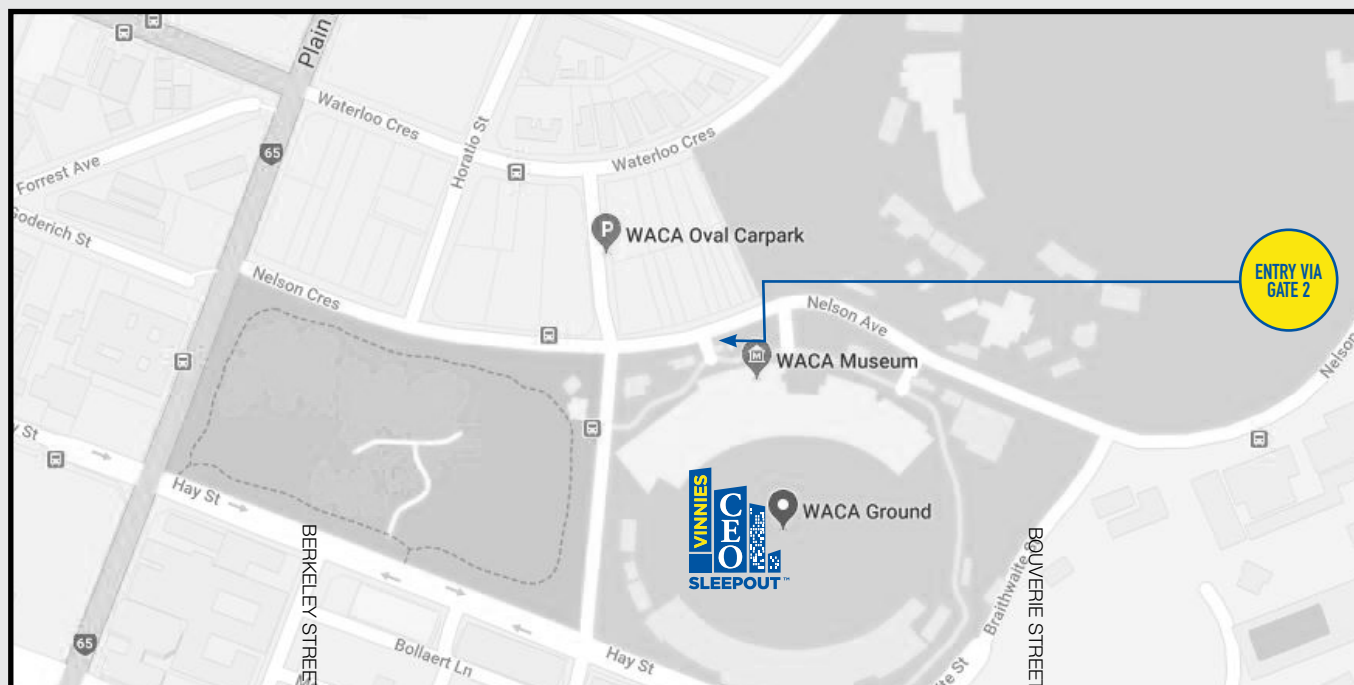
### Public Transport

- Catch the Red CAT on Murray Street in the city and disembark at bus stop 6 (WACA) on Hale Street (corner of Nelson Crescent).
- For more information on services available, visit [transperth.wa.gov.au](http://transperth.wa.gov.au).



### Parking

- City of Perth Queens Garden Car Park, Nelson Crescent (paid).
- Limited street parking on Nelson Crescent (paid).



**DID YOU  
KNOW**

38,000+

Western Australians were assisted in their homes by Vinnies volunteers in 2016/17.

THE NUMBER OF VINNIES VOLUNTEERS IN WESTERN AUSTRALIA

2,500+

THE NUMBER OF MEALS PROVIDED THROUGH OUR MENTAL HEALTH SERVICE

30,000+

937

THE AMOUNT OF PEOPLE ASSISTED THROUGH OUR FINANCIAL COUNSELLING SERVICE TO ACHIEVE POSITIVE FINANCIAL OUTCOMES.

NUMBER OF NIGHTS SAFE SLEEP PROVIDED

43,952

THE VALUE OF EMERGENCY RELIEF ASSISTANCE DELIVERED FOR PEOPLE EXPERIENCING HARDSHIP

\$2.3m

HOUSING AFFORDABILITY IS ONE OF THE BIGGEST DRIVERS OF POVERTY AND DISADVANTAGE IN WESTERN AUSTRALIA. 1 IN 10 PERTH HOUSEHOLDS ARE IN MORTGAGE STRESS DEVOTING MORE THAN A THIRD OF THEIR INCOME TO MEET LOAN REPAYMENTS.

# OUR SERVICES

## VINNIES PROVIDES PRACTICAL FRONTLINE SUPPORT, ADVOCACY AND FRIENDSHIP FOR THE MOST VULNERABLE MEMBERS OF OUR COMMUNITY.



### Emergency Relief Program

Vinnies continues to see the impact of increased living costs and lack of affordable housing on families. The Emergency Relief Program assists people experiencing hardship with food, clothing, household items, utility bills, rental support, advocacy and friendship.



### Homelessness Services

Vinnies offers homelessness services which provide individuals and families at risk of, or experiencing homelessness with a safe environment to seek help and rebuild their lives.



### Mental Health Services

Vinnies mental health service is a recovery focused model, led by the belief that everyone should have the opportunity to rebuild their lives. Support workers tailor care to the individual and focus on building life skills and reconnecting people with family and the broader community.



### Youth Support Programs

Vinnies provides programs for kids and teens experiencing challenging times with the opportunity to participate in fun activities to build their confidence, form lasting friendships and develop life skills in a safe and welcoming environment.



### Vinnies Shops

Vinnies shops provide an affordable shopping experience with a range of pre-loved items to purchase. Our Vinnies shops are supported by generous volunteers and material donations from the community. Profits from the sale of all goods help fund Vinnies programs and services in the Western Australian community.



### Distribution Centre

The State Distribution Centre is located in Canning Vale and is the main warehouse and distribution point for material donations for Vinnies. Donations are received, carefully sorted and then sent out to support people experiencing hardship through our emergency relief program. Donations are also sent to Vinnies shops where the profit from the sale of all goods generate funds that go back to support Vinnies programs and services.



### Refugee and Migrant Support Program

We provide a range of support services, advocacy and material assistance to help migrants, refugees and asylum seekers to rebuild their lives and positively engage with their local communities.

# Ready, set, FUNDRAISE!

## THE EASIEST WAY TO FUNDRAISE IS SIMPLY TO 'ASK'.

Set a clear goal (minimum target \$5,000), map out who you'd like to contact, and decide on the best channels and tactics to reach them. Here's some ideas to get you started...



### Set visual goals:

Help people to visualise how their donation is helping people in need by using dollar handles in your communications.



**\$55**

provides a family meal



**\$105**

helps to keep on the power on in winter



**\$205**

provides emergency accommodation for a family in crisis



**\$505**

can prevent a family being evicted from their home



### Email

Draft an email or use the template available on page 9 to spread the word and ask for donations.



### Email Signature

Include a button or banner on your email signature to let people know you're participating in the CEO Sleepout. Email signatures are available on the [Perth event page](#) of the website – drop in a signature and add a hyperlink to lead to your profile page of the Vinnies CEO Sleepout website.



### Workplace Communications

Tap into workplace communications. Newsletters, notice boards, emails, news bulletins, and the intranet are all excellent places to spread your message. Download a poster from the [Perth event page](#) of the Vinnies CEO Sleepout website to display in your office.



### Business Website

Include a button or banner on your business website to alert visitors that you're participating in the CEO Sleepout. This should link directly to your profile on the Vinnies CEO Sleepout website. This is available on the [Perth event page](#) of the Vinnies CEO Sleepout website.

### HOT TIP

Give your **Marketing, Communications** and/or **Human Resources** team a holler to help you drive your fundraising and advocacy efforts.



# Ready, set, FUNDRAISE!



### Cause-Related Marketing

If your business offers a service or sells products, why not consider dedicating a percentage of the sales to the Vinnies CEO Sleepout? For more information contact our Fundraising & Events Team at [perth@ceosleepout.org.au](mailto:perth@ceosleepout.org.au).



### Activities/Events

Hosting fundraising activities and events in your workplace is a great way to engage your team and promote awareness, whilst raising funds to support the cause. Ideas include a team luncheon, in-house charity auction, a Vinnies fashion parade or a workplace sleepout. Don't forget to place donation tins around the office too.



### Mainstream Media and Social Media

Newspapers, radio, online discussion boards, industry publications and networking groups are great avenues for spreading the word. If you're passionate about advocating and promoting your participation please contact our Marketing and Communications Team at [perth@ceosleepout.org.au](mailto:perth@ceosleepout.org.au).



### Fundraise all year round

The Vinnies Fundraising & Events Team helps to tailor workplace giving programs and other initiatives specific to your line of business, so you can fundraise all year round. Please contact our team at [perth@ceosleepout.org.au](mailto:perth@ceosleepout.org.au).



# HOW TO ASK



## EMAIL TEMPLATE: A RESOURCE TO HELP

We've crafted a generic email template to assist with your 'ask'. Feel free to personalise and add your own flair!

**[Subject line]: xxx**

To [name],

[Personalised introduction].

I'm writing to let you know about an important fundraising campaign that I'm undertaking and to ask for your support – the 2018 Vinnies CEO Sleepout.

The Vinnies CEO Sleepout is a fundraising event attended by CEOs, business executives and community leaders, which involves sleeping on a piece of cardboard, in the thick of winter, to raise funds and awareness for people experiencing homelessness and poverty. I'll be sleeping out with around 100 other leaders on 21 June 2018.

Now, more than ever, Vinnies Western Australia needs our support. The organisation continues to see an increase in demand for their services as lack of access to affordable housing, recent Government increases in public transport and vehicle licensing fees as well as utility bill pressures are putting Western Australian households on low and moderate incomes at an increased risk of financial hardship.

In the last financial year, Vinnies volunteers helped over 38,000 Western Australians in their homes or dedicated assistance centres; so the time for our generosity is now.

### **What is my goal?**

Together with over 100 other business leaders, I'm helping to raise \$600,000 to support Vinnies programs and services in the Western Australian community that support people at risk of, or experiencing homelessness. My personal goal is to raise \$5,000.

### **But why?**

The issues of homelessness and poverty are of great personal interest because [enter personal motivations for participating in the Vinnies CEO Sleepout].

### **How can you help?**

The biggest way you can support the Vinnies CEO Sleepout is to donate to yours truly and/or nominate a business or community leader to sleep out too! Click on my profile link [hyperlink to your profile] and contribute what you can to this invaluable cause. You may also donate offline by sending a cheque or money order (payable to: St Vincent de Paul Society (WA) Inc to: Vinnies CEO Sleepout, PO Box 1450, Canning Vale DC WA 6970.

I look forward to embracing Perth's winter in June and thank you for your generosity!

**With thanks,**

[Name]

# HOW TO ASK



## PHONE SCRIPT: LETS TALK ABOUT POVERTY

We've crafted a generic script to help with your 'ask' over the phone. It includes helpful information to reference in conversation.

### **PHONE SCRIPT: Let's talk about poverty**

#### **What am I doing?**

I'm undertaking a personal fundraising project - the 2018 Vinnies CEO Sleepout. I'll be braving Perth's winter for this cause on 21 June 2018.

This annual fundraising event is attended by CEOs, business executives and community leaders, and involves sleeping on a piece of cardboard for a night to raise funds and awareness for people experiencing homelessness and poverty.

I've signed up to lend my voice and to engage my networks to assist the 2,500+ Vinnies volunteers who help people across our state every day.

#### **What is my goal?**

I'm helping to raise \$600,000 to support Vinnies programs and services in the Western Australian community that support people at risk of, or experiencing homelessness. My personal goal is to raise \$5,000.

#### **But why?**

The issues of homelessness and poverty are of great personal interest because [detail your personal motivations for participating in the Vinnies CEO Sleepout].

#### **How can you help?**

The biggest way you can support the Vinnies CEO Sleepout is to donate to yours truly! Search for my profile on the website [www.ceosleepout.org.au](http://www.ceosleepout.org.au) and contribute what you can. You may also donate offline by sending a cheque or money order (payable to: St Vincent de Paul Society (WA) Inc to: Vinnies CEO Sleepout, PO Box 1450, Canning Vale DC WA 6970).

# SOCIAL MEDIA TIPS



Being active on social media is a great way to raise awareness, ask for support and share your journey in the lead up to, during and after the event.

Share updates, photos, opinion pieces and more – just don't forget to ask your networks to donate.

## Time poor?

- Follow us on social media, comment on our posts and share them with your networks.
- View the suggested posts on page 12 of this booklet.



[facebook.com/VinniesCEOSleepout](https://facebook.com/VinniesCEOSleepout)



[@CEOSleepout](https://twitter.com/CEOSleepout)



[@CEOSleepout](https://www.instagram.com/CEOSleepout)



# SOCIAL MEDIA POSTS

**Time poor?  
Follow us on  
social media,  
comment on our  
posts & share  
them with your  
networks**

## HERE ARE SOME SUGGESTED SOCIAL MEDIA POSTS TO HELP YOU START SPREADING THE WORD ABOUT THE VINNIES CEO SLEEPOUT AND RALLY YOUR SUPPORTERS!

### SUPPORT



I have signed up to the Vinnies #CEOSleepoutAU. Help me raise funds to support people at risk of, or experiencing homelessness. Donate now: <link to page>

Our CEO <name> has just signed up to the Vinnies #CEOSleepoutAU! Show your support and donate now: <link to page>

Help our CEO, <name> to raise funds to support Vinnies programs and services which help people at risk of or experiencing homelessness. Donate now: <link to page>



Lend your voice. Raise vital funds. Donate now. <link> #CEOSleepoutAU #HelpBreakTheCycleOfHomelessness#VinniesWA

Forego your morning coffee and donate it to a good cause! 240,000+ Western Australians are living below the poverty line and I need your help: <link> #CEOSleepoutAU

### ADVOCACY



For the 116,000+ Australians who don't have a safe and secure place to call home at night, safety often means a hot meal, a listening ear, or a bed to sleep in. Let's break the cycle of homelessness: <link> #CEOSleepoutAU

TRUTH: 2.5million+ Australians are living below the poverty line - 240,000+ in Western Australia alone. Help us raise awareness of poverty and give people a hand up. #CEOSleepoutAU



Around 50% of people receiving support from homelessness services have parents who experienced homelessness at some point in their lives. To break the cycle of poverty and inequality, we must provide support in times of need. #CEOSleepoutAU

TRUTH: There is no one, single policy fix that will end poverty in Australia. We need sustained action, solidarity and compassion. That is why I'm sleeping out #CEOSleepoutAU

# SHARE YOUR STORY



The Vinnies CEO Sleepout events team is looking to connect with participants who have a story to share or simply wish to share their thoughts and experiences.

The media is an effective way to publicise your involvement in the Vinnies CEO Sleepout and importantly, to share insights into your motivations for supporting people experiencing homelessness and poverty.



There are also a variety of other communications channels we can use to share your story. Event emails, social media, the Vinnies CEO Sleepout website, and newsletters distributed by Vinnies Western Australia.

## Examples for story ideas include:

- Innovative fundraising initiatives, e.g. participating in a fun run to raise money for homelessness
- A personal connection or story related to the issue of homelessness
- Interesting perspectives or opinions on the issue of homelessness, particularly those specific to your industry or profile, e.g. women in business, housing sector, policy decisions, etc
- Past participant insights, e.g. 'top ten tips for surviving the CEO Sleepout'
- Getting to know new participants, e.g. 'a day in the life of...'

# SHARE YOUR STORY

To assist with the necessary preparation to share your story, we invite you to send an email that answers the following questions to our Fundraising & Events Team at [perth@ceosleepout.org.au](mailto:perth@ceosleepout.org.au).

## **WHY?**

- What are your personal motivations for participating in the Vinnies CEO Sleepout?
- Why do you want to raise awareness and funds to support people experiencing homelessness or poverty.

## **WHO?**

- Please list the spokespeople involved in your story and their job title/role.
- Please list any other people that are involved for photo/filming purposes.

## **WHAT?**

- What is your story about? Explain the story hook.
- How will you bring your story to life? Explain any particular points of interest or photo/filming opportunities that make it unique or interesting.

## **WHEN?**

- When are you available to share your story? During business hours is always best.

## **WHERE?**

- Is your story best suited to radio, television, print or online?



# FAQs



## FUNDRAISING

### Can I fundraise and participate as part of a team?

You certainly can! You can create a team of senior executives from your organisation, or you can create a team with your contacts from different organisations. All team members will need to be registered, linked to your team and aim to raise \$5,000 each.

### What can I do to fundraise?

We have plenty of tips to help you fundraise on pages 7-14 of this resource package. You can also utilise the resources provided on the [Perth event page](#).

- Add the email signature to your office email to encourage your stakeholders to donate (link it to your fundraising profile)
- Print and display the posters in your workplace
- Share facts and figures in your social media posts and requests for support

### Can my business become involved with Vinnies Western Australia in a greater capacity throughout the year?

Vinnies has a range of options for organisations to become further involved with our work including corporate volunteering, workplace giving, sponsorships and more. For further information please email [perth@ceosleepout.org.au](mailto:perth@ceosleepout.org.au).

### What if I can't meet the \$5,000 target?

We have lots of tips and resources to help you with your fundraising, but if you are still having trouble please contact us at [perth@ceosleepout.org.au](mailto:perth@ceosleepout.org.au) so we can assist you.

### Are donations tax deductible?

Yes, donations are tax deductible. Automatic receipts are provided for all donations at [ceosleepout.org.au](http://ceosleepout.org.au). You may also donate offline by sending a cheque or money order (payable to: St Vincent de Paul Society (WA) Inc to: Vinnies CEO Sleepout, PO Box 1450, Canning Vale DC WA 6970).

## THE EVENT

### What happens on the night of the event?

The CEO Sleepout runs from 6pm on Thursday 21 June to 7am Friday 22 June. It is an experiential event where participants learn about the social issues surrounding homelessness and poverty, hear from people who have experienced hardship, speak with Vinnies members and volunteers and sleep rough for the night. A modest dinner and breakfast will be provided.

### How can I get there?

A map and transport information is provided on page 4 of this resource. In the lead up to the event we will send updated information to all participants.

### What should I bring?

Please wear very warm clothing (jacket, track pants, runners or ugg boots), a pillow and a sleeping bag. The temperature can drop to just three degrees overnight. We will give you a beanie when you arrive and some cardboard to sleep on.

### What am I not allowed to bring?

To ensure that participants have an authentic rough sleeping experience, no airbeds, mattresses or luxury items are permitted. We provide a simple dinner and breakfast, so please do not bring any other food or drinks with you. Alcohol is not permitted. Bags will be inspected by our volunteers upon entry to ensure a safe experience for everyone.

# FAQs

## **Who can I bring with me?**

Attendance is strictly for registered participants. Support staff, family, friends and children are encouraged to support participants via social media from home. Pets are not allowed.

## **How can my supporters be involved on the night of the event?**

Staff, family and friends can share your updates via social media on the night of your event and encourage their contacts to donate. While the event is only for eligible participants, others can host their own Vinnies Community Sleepout or Vinnies School Sleepout. For further information contact [perth@ceosleepout.org.au](mailto:perth@ceosleepout.org.au).

## **What food will be provided?**

We will provide a light dinner of soup and bread roll as well as tea, coffee and water. A light breakfast and hot drinks will also be provided in the morning. If you have any specific dietary requirements please make sure you have updated this in your participant profile.

## **Can I donate my sleeping bag at the event?**

Yes - a drop-off station will be set up the morning after the event for any participants wishing to donate their sleeping bag or coat. These items will be given out to people who visit our homelessness services.

## **Can I donate any other items at the event?**

Unfortunately we won't be able to accept general clothing, homewares or bric-a-brac at the event. However we have over 48 Vinnies Shops across Western Australia where you can donate these goods to support the work we do.

## **Will we sleep out rain, hail or moon-shine?**

Yes, absolutely! The streets can be unrelenting for people experiencing poverty, disadvantage and homelessness, so regardless of the weather, the event will go ahead. Rest assured, our venue is secure and undercover. Our events team have contingency plans in place to ensure the safety of our participants in the case of extreme weather events – your safety is paramount.

## **Will I be safe?**

The health and safety of our Vinnies CEO Sleepout participants is paramount at all times. We go to extreme lengths to ensure that adequate police patrols, security personnel, medical personnel, security fencing, and safety procedures will be in place on the night.

## **VINNIES WESTERN AUSTRALIA**

## **Where do the funds go?**

The funds raised from the 2018 Perth CEO Sleepout will go towards our programs and services that assist Western Australians at risk of, or experiencing homelessness.

## **How can I become a member or volunteer for Vinnies Western Australia?**

Please call 08 6323 7500 or email [perth@ceosleepout.org.au](mailto:perth@ceosleepout.org.au).

THANK  
YOU



#### CONTACT THE TEAM

For any general or event enquiries, please contact our Fundraising & Events Team on **(08) 6323 7500** or email [perth@ceosleepout.org.au](mailto:perth@ceosleepout.org.au)



**St Vincent de Paul Society**  
*good works*

St Vincent de Paul Society (WA) Inc  
9 Brewer Road, Canning Vale WA 6155  
PO Box 1450, Canning Vale DC WA 6970

Phone: 08 6323 7500  
Fax: 08 6323 7550  
Email: [perth@ceosleepout.org.au](mailto:perth@ceosleepout.org.au)

[ceosleepout.org.au](http://ceosleepout.org.au)  
[vinnies.org.au](http://vinnies.org.au)