



Key messages, facts and figures

KEY MESSAGES

- **The Vinnies CEO Sleepout is going online!** To keep our communities safe, in 2020 our biggest annual fundraiser will be transformed into one national, interactive and live-streamed event.
- **On 18 June**, business and community leaders across Australia are invited to join the online Vinnies CEO Sleepout to change the lives of people experiencing homelessness.
- **The funds you help us raise through #CEOSleepoutAU** are turned into crisis accommodation, food, healthcare, counselling, education, employment and support to find a permanent home for thousands of people across the country.
- **This year we've made changes to ensure we meet social distancing regulations.** Rather than gathering in one event location, participants will be able to 'sleepout' in three ways that represent common forms of homelessness: spending the night in their car, on their couch or outside in their backyard.
- **Well over 116,000 people lack a safe and secure home** in Australia, including a growing number of young people and older women. In a society as fortunate as ours, we refuse to accept that anyone should be homeless. The Vinnies CEO Sleepout isn't just about raising money, but building informed understanding about homelessness among Australia's leaders and making the case for change.
- **We understand that even executives are feeling the financial impact of coronavirus.** As well as raising funds, in 2020 we are giving participants the opportunity to pledge 'Vinnies Hours' by volunteering their time with us. At a time when more people are coming to us for help due to COVID-19, it's a great way to devote your skills as well as your cash to help those in need.
- **CTA for prospective participants:** It's been 15 years since the very first Vinnies CEO Sleepout in Sydney, and now the most vulnerable members of our communities face even more difficulty due to coronavirus. Join us for our biggest fundraiser of the year and help keep our homelessness services running during this critical period. Register today at www.ceosleepout.org.au.
- **CTA for general public:** You don't have to be a CEO to support the Sleepout! We welcome donations of any amount, from anyone. By supporting this one-night event, you can help keep vulnerable Australians safe and warm all year round. Please donate at www.ceosleepout.org.au

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FACTS AND FIGURES

- **Almost \$60 million has been raised** since the first Vinnies CEO Sleepout in Sydney, 15 years ago. This money has been essential in driving Vinnies' services across the country for thousands of people facing homelessness.
- **More than 116,000 people in Australia are currently experiencing homelessness.** This includes 8,200 people 'sleeping rough' in improvised dwellings, tents or outdoors. But the majority of people facing homelessness are living in cars, on the couches of friends or family, or in overcrowded, temporary or unsuitable accommodation.
- **Over 51,000 people live in 'severely' crowded dwellings.** With social distancing measures calling for people to be at least 1.5 metres apart, overcrowded accommodation can be seen as a high-risk factor in spreading COVID-19.
- **A person is defined as being homeless if their current living arrangement:**
 - is an inadequate dwelling
 - has no tenure, or the initial tenure is short and cannot be extended
 - does not allow them control of, and access to space for social relations
- **Homelessness is a complex problem with multiple causes.** A shortage of affordable and available rental housing, domestic and family violence, poverty, unemployment, mental illness, drug and alcohol abuse, financial crisis, exiting state care and/or prison, and economic and social exclusion are all factors that contribute to the level of homelessness in Australia.
(Source: NSW Parliament Research Paper)

**All statistics from 2016 Census unless stated otherwise.*

(Source: Australian Bureau of Statistics)



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