

VINNIES



COMMUNITY

SLEEPOUT™



vinnies community SLEEPOUT

HOSTING A SLEEPOUT

WELCOME

THANK YOU FOR HOSTING A VINNIES COMMUNITY SLEEPOUT!

You will find everything you need in this information pack to plan and host a successful Community Sleepout.

A Vinnies Community Sleepout gives participants a glimpse of the realities of homelessness on a personal level by 'sleeping rough' for one night.

Everyone deserves a safe place to call home. That's why Vinnies is raising money to provide people experiencing and at risk of homelessness with vital access to food and accommodation. We also provide education, counselling, employment and mental health services to help people overcome poverty in the long term.

The Vinnies Community Sleepout allows participants to:

- Connect with an evident and increasing need within their community.
- Come together in raising a social justice issue with an activity that benefits the community.
- Help shape, educate and influence community awareness and opinions.
- Participate in an activity that supports the 2030 UN Sustainable Development Goals* ultimately helping to achieve a better and more sustainable future for all, on a global scale.

Homelessness is an issue often misunderstood by the wider community, but together we can advocate for change and put homelessness on the public agenda.



**United Nations Sustainable Development Goals that you are helping achieve:*

*SDG1: No Poverty; SDG 10: Reduced Inequalities;
SDG 11: Sustainable Cities and Communities.*

THE CAUSE

HOMELESSNESS IS AN ISSUE OFTEN **OVERLOOKED** AND MISUNDERSTOOD IN AUSTRALIA

Contrary to common perceptions, children and youth are some of the largest groups of Australians experiencing disadvantage.

On any given night in Australia 1 in 200* people are experiencing homelessness. This figure includes a staggering number of children and young people:

- More than 17,000 Australian children under the age of 12 have no permanent home.
- 60 per cent of the homeless population is under the age of 35.
- Children face an 18 per cent higher risk of poverty compared to other age groups.
- Of the people experiencing homelessness in Australia 42 per cent are women and 58 per cent are men.
- In Western Australia over 9,000 men, women and children experience homelessness on any given night.

You will notice Vinnies uses the words “experiencing homelessness” instead of “homeless person”. It is important to remember that homelessness is something you experience, not who you are.

It is important that we provide people experiencing homelessness the support they need to rebuild their lives and reconnect with the community.

The practical nature of a Vinnies Community Sleepout develops participants’ understanding of the impact of homelessness and provides an opportunity for them to take action.

* ABS Census 2016. ABS Census 2021 report findings will be published in June 2022.

HOW YOUR VINNIES COMMUNITY SLEEPOUT MAKES A DIFFERENCE

FUNDRAISING AND ADVOCACY CAN MAKE
A **REAL DIFFERENCE** IN YOUR COMMUNITY

Donations raised by amazing supporters like you ensure we can continue providing important services and rebuilding lives.

Your Community Sleepout will play a substantial role in ensuring the work we do in the community is sustainable. Money and material goods raised will directly support people experiencing or at risk of homelessness in Western Australia.

DID YOU KNOW?



\$25

can buy **school lunches** for a child who is at risk or experiencing homelessness.



\$50

can pay for **basic groceries** for a family struggling to put food on the table.



\$75

can help provide **clothing or warm blankets** to someone sleeping rough.



\$100

can help pay for a **night's stay** for someone experiencing homelessness.



ADVOCACY

Homelessness is a growing problem with more and more people turning to Vinnies for help. The Vinnies Community Sleepout encourages participants to raise awareness by talking to family and friends about homelessness, and how we can each make a difference.

Homelessness is experienced by everyday people living in your local community. Many families living on the edge are only three pay packets away from homelessness. If individuals have no family or friends to rely on, it's easy for someone to fall through the cracks and end up sleeping in their car, couch surfing or on the street.

There are three different types of homelessness:

1 Primary homelessness:
People without conventional shelter, such as people living on the streets, sleeping in parks, squatting in derelict buildings or using cars or train carriages for temporary shelter.

2 Secondary homelessness:
People who move frequently from one form of temporary shelter to another. This includes all people staying in emergency or transitional housing or people residing temporarily with other households, such as couch surfing.

3 Tertiary homelessness:
Refers to people living in boarding houses for 13 weeks or longer. They are considered to be homeless because their accommodation is seen to be below "minimum community standards".

With the rising cost of living and low rental vacancy rate, homelessness is a growing problem in Western Australia, and more people are turning to Vinnies for help. The funds raised through your Community Sleepout will help us respond promptly to the increase in West Australians seeking our services.

WHO IS THE COMMUNITY SLEEPOUT FOR?

Many community groups fundraise for causes that align with their values or just want to do good in their community. You may be a group of friends, a faith group, a Rotary club, sports club or a small business. The Vinnies Community Sleepout is for any community group wanting to make a difference.

Note: If you are a Youth Group, Kindy or the majority of your participants are under the age of 18 and are setting up individual online fundraising pages we recommend registering for The School Sleepout. The School Sleepout participant online pages are all set to private to protect children's online presence.

HOW TO HOST A VINNIES COMMUNITY SLEEPOUT

GET READY

- Choose a date.
- Pick a safe and suitable location.
- Register your Community Sleepout online at <https://fundraise.vinnieswa.org.au> or email fundraise@sudpwa.org.au for an application form.
- Once your Sleepout has been approved you will receive an email invitation to create a fundraising profile.

PROMOTE AND FUNDRAISE

- Download the resources and promote your event! Check out our Fundraising Tips.
- Share your page and invite participants.
- Consider running a gold coin event to kick-off the fun.
- Ask for sponsorships from local businesses or Trusts that will dollar match your fundraising total!
- Fundraise and seek in-kind donations like cardboard or cereal for breakfast.

SLEEPOUT TIME!

- Check you have done all due diligence for the event.
- Create a run sheet detailing the event's activities – see Run Sheet examples.
- Post regular status updates to keep your participants and supporters engaged.

AFTER YOUR SLEEPOUT

- Bank cash donations within 14 days and email in the cash donation form so we can issue supporters with tax deductible receipts.
- Thank supporters, sponsors and volunteers for their contribution in making the event a success!
- See Money Matters for more information on page 10.

USE THE

VENUE CHECKLIST

TO GUIDE YOU

NOW YOU CAN START

THE **FUN PART!**



THANK AND REWARD

YOUR PARTICIPANTS

WITH CERTIFICATES

OF APPRECIATION!

FUNDRAISING TIPS



PROMOTE!

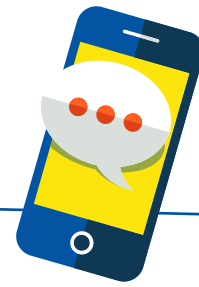
- Hang posters up around your institutions.
- Promote in your group newsletter or meetings.
- Consider hosting a mini event to kick off the fun and recruit participants (maybe a gold coin Soup Van themed lunch activity or casual clothes day). This a great way to jumpstart your fundraising too!
- Personalise and share your fundraising page with friends and family!
- Hashtag and tag your stories [#VinniesWA](#) or [@VinniesWA](#)
- Make a first donation to yourself or your friend.

Ask local businesses like IGA to support your event with in-kind donations like cereal for breakfast or financial sponsorship. In exchange for their support you can offer them benefits like:

- Naming rights for your Community Sleepout.
- Logo placements.
- Acknowledgements during presentations or within handouts on the night.

CREATE ATMOSPHERE!

- Decorate your venue.
- Arrange for a speaker to attend*.
- Seek cardboard donations for signage and fort/shelter building.
- Fairy lights can help soften the atmosphere for younger participants.
- Organise simple food for dinner like soup and bread rolls, water bottles and Milo.



By fundraising online you can share your Vinnies Community Sleepout page with others and access resources that will help with raising awareness and donations for your event. The website does half the work for you and allows you the flexibility to change to a virtual sleepout!



Community Sleepout fundraisers can choose to make their online fundraising page private by adjusting the settings in their profile.



Setting up an online page means you can also include group members that may be isolating at home as they can share updates to your team's fundraising page.

HOST COMMUNITY SLEEPOUT CHECKLIST

Event participation:

- Gain permissions - ensure you have permissions from your relevant administrator; that parents/guardians give permission for those under 18 to attend, and the event complies with the venue or council's policies and procedures.

Venue:

- Be safe and secure: the security and privacy of participants is a priority. Pick venue that is easily secured, or has its own security personnel.
- Have access to power and water.
- Have all night access to toilet facilities, and change-rooms where possible.
- Offer appropriate sleeping conditions. Exposure to the elements is great to create atmosphere and provide a genuine experience, but you will need to ensure there is adequate shelter in case of rain.
- Investigate what insurances, permits and licenses you may require to ensure you provide a safe and secure sleepout for your participants.

Safety:

- Create a risk management plan in case of emergency
- Sign in sheet
- First Aid Kit

Social Media:

- Vinnies Community Sleepout participant level online pages are public but can be set to private by each participant. We recommend doing this for anyone under 18.
- Ensure appropriate social media and photo permissions are sought from parents and guardians. See letter template examples under Resources on the Vinnies Fundraising website <https://fundraise.vinnieswa.org.au>

Sleepout event:

- Run Sheet
- Activities / Speaker
- Food and water

Participant Checklist:

- Sleeping Bag
- Pillow
- Warm clothing
- Backpack
- Toothbrush
- Torch
- Snacks
- Medication if relevant

RUN SHEET EXAMPLES

Evening	
Time	Activity
5.30pm - 5.45pm	Welcome and event overview
5.45pm - 6.00pm	Information presentation
6.00pm - 7.00pm	Activity stations
7.00pm - 7.30pm	Dinner
7.30pm - 8.30pm	Movie
8.30pm - 9.00pm	Go to sleep
Next morning	
7.00am - 7.45am	Wake up and breakfast
8.00am - 8.30am	Reflection and call to action
8.30am	Home time



MONEY MATTERS

WHEN RUNNING A FUNDRAISING EVENT IT IS YOUR RESPONSIBILITY, AS THE ORGANISER, TO KEEP AN ACCURATE RECORD OF THE FINANCES, MANAGE THE FUNDS AND DEPOSIT THOSE FUNDS TO VINNIES.

Here are a few important things to keep in mind:

- Deposit funds to Vinnies WA within 14 days of the fundraiser having ended.
- Return the cash donation form to <https://fundraise.vinnieswa.org.au> within 14 days of the fundraiser so we can issue tax receipts to cash supporters for their donation.
- Under no circumstances should individuals open or operate a fundraising bank account in the name of Vinnies to collect monies raised.
- When a supporter has received goods or services in return for money (e.g. purchased raffle tickets, sausage sizzle or prizes at auction), a tax-deductible receipt cannot be issued.

When making a deposit, please use Vinnies WA account details below:

Account Name:

St Vincent de Paul Society (WA) Inc

Bank: NAB

BSB: 086 006

Account: 482205841

Reference: Event name and date

Email donations@svdpwa.org.au and advise of the deposit date and amount so we can reconcile your donation.

Read the full Terms and Conditions under the Resources section on the Vinnies Fundraising website.







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Share your Vinnies experience to social media and
be sure to follow us

 facebook.com/VinniesWA

 [@vinnieswa](https://instagram.com/vinnieswa)