

MEDIA RELEASE**3 March 2016**

Prestigious national award is a win for Victoria's CEO Sleepout participants

The St Vincent de Paul Society Victoria is proud to announce that it has won the Fundraising Institute of Australia's [2016 National Award for Special Events >\\$5m](#) recognising fundraising excellence, which is a testament to the dedicated efforts of Victoria's business and community leaders.

Thanks to the 231 CEOs, business leaders, community leaders and politicians who participated in the event in 2015, \$1,029,590 was raised to support Vinnies services in Victoria for people experiencing homelessness, including crisis accommodation, food vouchers, rent assistance, referral services and more.

"We experienced an increase of over 116 per cent in donations in 2015, which is a strong reflection of the dedication of our local leaders to work with Vinnies to find ways to address the issue of homelessness," said General Manager of Marketing and Fundraising for the St Vincent de Paul Society Victoria, Shannon Anderson.

"We would like to express our utmost appreciation for each and every one of the participants who contributed to raising these much needed funds and awareness of the issue of homelessness in our community. We feel very honoured to share this award with you and your generous supporters."

One of the major changes to the event in 2015 was the introduction of Executive Teams for the first time, which was welcomed by CEOs keen to involve their colleagues.

"We had 19 executive teams register for the event and collectively, they raised over \$190,000 through many varied and creative workplace fundraising initiatives. It was great to see a bit of friendly competition and team work driving our efforts to support people experiencing or at risk of homelessness," said Ms Anderson.

"We're hopeful that many other participants will be inspired to sign up as part of a team in 2016 to help drive a deeper level of involvement within their workplace and connection to the key issues surrounding homelessness."

Planning for the 2016 CEO Sleepout is now underway, with a goal set to raise \$1.5m for a proactive new housing initiative to be announced next month. CEOs, business leaders, community leaders and politicians are encouraged to sign up now to get started at www.ceosleepout.org.au

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About the St Vincent de Paul Society:

The St Vincent de Paul Society and its wide network of members and volunteers provide practical frontline support, advocacy and friendship for the most vulnerable members of our community. Key services include home visitation; youth programs; soup vans; assistance for asylum seekers and refugees; compeer programs for people experiencing mental illness; education and tutoring; and a range of professional accommodation and health services through the VincentCare network. The St Vincent de Paul Society in Australia has more than 40,000 members and volunteers. Internationally, the Society operates in 149 countries and has over 950,000 members. To find out more visit www.vinnies.org.au.