



June 30, 2017

Media Release

Record number of executives rally together to raise over \$600,000 for South Australians in need

South Australia's community leaders have rallied together to raise over \$600,000 by sleeping out mid-winter for Vinnies SA's largest annual fundraiser. This year's Adelaide Vinnies CEO Sleepout was held at Government House last night and hosted by Kate Ceberano, with a record 125 CEOs and senior executives participating.

David Wark, CEO of Vinnies SA, said he is humbled by the support and commitment of SA's corporate leaders, who have dedicated enormous time and effort to raise funds for the food, clothing, shelter, counselling and emergency funds Vinnies provides South Australia's most vulnerable.

Fundraising will continue until the end of July towards Vinnies' goal of \$630,000. Funds from the event will directly support around 50,000 people helped each year through Vinnies home visit program; Vinnies Fred's Van services that provide 40,000 meals annually across the state and Vinnies 47 bed Adelaide men's shelter.

BankSA's Chief Executive, Nick Reade, was the highest fundraiser, exceeding his impressive efforts last year to raise over \$160,000 with his team and earn him the title of top fundraiser for the fourth consecutive year in Adelaide and national top fundraiser for the second year.

"Every night 6,000 South Australians are living without homes, 937 of whom are children. Quite frankly, this is tragic. As a father and a passionate South Australian, I am proud to be involved in the Vinnies CEO Sleepout, and help support the amazing work they do to help people in their time of greatest need," said Mr Reade.

Vinnies assists people directly affected by homelessness and provides a hand up to those most at risk, before crisis point is reached. Cathy Beaton, State President, volunteered with Vinnies home visit service before taking on the role of President in April this year.

"Our volunteers are compassionate and non-judgemental with the people we assist and this friendship and rapport is just as vital as the material assistance we provide." Ms Beaton said.

A highlight of the event was the surprise presentation of a second hand Ford - donated by a member of the public and serviced and detailed by the CMV Group - to a woman assisted by Vinnies. Catherine has been through a difficult time escaping domestic violence, dealing with severe illness and establishing a new life for her family. She spoke about her experiences on the night. Currently saving for a vehicle, Catherine was delighted by the gift, which came complete with insurance and registration for a year.

"Catherine is a wonderful example of strength through adversity and we are grateful to her for sharing her story and helping to broaden awareness on how easily people can find themselves in a crisis situation." Ms Beaton said. "It was wonderful to see her eyes light up at the presentation of this modest vehicle, which means she can direct her savings towards her children's well-being and education."

-ENDS-

For interviews with David Wark or Nick Reade please contact Megan Andrews on [8112 8712](tel:81128712), 0419 940 721 or email mandrews@svdpsa.org.au



Notes to the Editor

- Vinnies is a volunteer led organisation with 3,000 volunteers across South Australia and just 75 staff.
- There are 105,237 people experiencing homelessness every night across Australia; this represents an 8% increase since the 2006 Census
- Nearly 6,000 people in South Australia do not have a safe place to call home. 937 of these are children under the age of 12.
- 60% of the homeless population is under the age of 35, dispelling the myth that the 'average' person experiencing homelessness is the stereotypical older man.
- 17% of homeless Australians are aged over 55. Of these, 36% are women.
- Domestic violence is the leading cause of homelessness. Unemployment, family breakdown and drug and alcohol abuse are additional factors that lead to homelessness.