



Leading with compassion



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

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CREATING BETTER COMMUNITIES – IT'S OUR BUSINESS

For the past decade, some of Victoria's most influential business, community and government leaders have slept out at Vinnies CEO Sleepout to help change the lives of Australians experiencing poverty and homelessness.

This year, during our 10th anniversary, we are proudly *#Leadingwithcompassion* – not only is this our 2019 theme, it's also our challenge to some of the state's brightest minds to provide real solutions that tackle homelessness.

Towards this end, St Vincent de Paul Society Victoria (Vinnies Victoria) is eager to announce our inaugural **Vinnies Good Business Award**.

The Vinnies Good Business Award will shine a light on the business that has done the most good in the community over the past year, such as changing its employment practices to better help at-risk staff, producing products that assist vulnerable groups, examining the supply chain to remove unethical business practices or raising awareness of a particular cause.

Year upon year, the event has attracted compassionate leaders determined to be part of the solution. Participants such as John Piccolo, CEO of Woodards Real Estate, who in 2018, with his wife Sharon held a gala event to raise funds to purchase two new vans for the Vinnies Soup Van program.

The partnership has now grown with Woodards employees regularly volunteering on our soup vans and a number of new initiatives looking at bringing the two organisations closer together.

"Homelessness, family violence and a lack of affordable housing warrant sustained commitment from philanthropic partners who have the capacity to make a difference," says Mr Piccolo. "Partnering with Vinnies is our personal commitment to leading positive change."

The winner of Vinnies Good Business Award will be announced at our Vinnies CEO Sleepout 2019 at South Melbourne Market Rooftop Carpark on Thursday 20 June.

This year, Vinnies Victoria is aiming to raise \$1.1 million, which will allow Vinnies to continue to help provide shelter, put food on tables, ensure lights stay on in the households of Victorians doing it tough – and more.

"As poverty and homelessness continue to impact the vulnerable in our communities, the demand for Vinnies' services continues to rise, which is proof that Victorians are relying more heavily on the generosity of welfare organisations and compassionate leaders to survive," says St Vincent de Paul Society Victoria CEO Sue Cattermole.

Business and community leaders are invited to sign up for the 2019 Vinnies CEO Sleepout on 20 June 2019 (Melbourne) or 27 June 2019 (Geelong). Visit www.ceosleepout.org.au to register now.

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