



MEDIA RELEASE
9 June 2022

Vinnies Sleepout is back in Geelong – and everyone’s welcome

For one cold night on 19 August 2022, St Vincent de Paul Society Victoria (Vinnies Victoria) invites the people of Geelong and surrounding areas to our [Geelong Community Sleepout](#) to raise vital funds for Vinnies’ volunteer-run services in the local region.

In 2022, after two years of virtual events, we are returning with an in-person Sleepout open to everyone, including families, individuals, sports clubs, employees and children – this is in direct response to the feedback we received after hosting our first Vinnies CEO Sleepout in Geelong in 2018. The message we received was loud and clear. The Geelong community cares about its most vulnerable – and it’s looking for opportunities to do something about it.

The Sleepout is such an opportunity – a chance to come together for one night to sleep out with only the bare essentials connect, to connect on a personal level with the issue of homelessness and to raise money for Vinnies’ local services. The money raised will help our volunteers to keep a roof overhead, put food on the table and keep the lights on for many people in the Geelong area.

The Sleepout raises vital funds and awareness for members of the Geelong community experiencing homelessness and poverty.

This year our theme is: ‘Change starts here’ (#changestartshere). Our volunteers know that change can begin with just knock at their door, a nutritious meal, simply being prepared to listen to someone’s story – or with a single night of sleeping out in the cold.

“We are so excited to have the Sleepout back in Geelong,” said St Vincent de Paul Society Regional Council President and local Vinnies volunteer Peter Cummins, “because every cent raised will be backing our local, volunteer-run community services that provide people with the basic things people need to survive – food, school fees, transport, clothing, furniture, and more. As a community-centred organisation, this is a big part of our mission.”

We are also delighted to host our first Vinnies Geelong Community Sleepout at [Deakin University, Waterfront Campus](#). It’s truly fitting to host an event dedicated to social change at one of Australia's leading tertiary education providers. This is a very special partnership. In fact, it’s thanks to a university student that Vinnies exists at all! Our founder Frederic Ozanam was a 20-year-old Parisian uni student who saw injustice and, with a number of his fellow students, did something about it and went on to change the world.

“At Deakin, we are always looking for ways to work with our partners to build a more compassionate and inclusive society,” said Jimmy Buck, Chief Advancement Officer at Deakin University, who will be sleeping out on the night. “We are so excited to welcome the entire Geelong community to this important Vinnies event at our Waterfront campus. The local Vinnies volunteers do incredible work in the community and we are very proud to play our part.”



According to the [City of Greater Geelong](#), around 4,500 people access homelessness services each year in Geelong. Vinnies Victoria is seeing this directly reflected in the assistance provided to the people of the Geelong region.

**Please support the Geelong Community Sleepout and our local homelessness services by registering at:
fundraiseforvinniesvic.org.au/geelongcommunitysleepout/**

-Ends-

2022 GEELONG COMMUNITY SLEEPOUT AT A GLANCE:

- When:** Friday 19 August 6.00pm – Saturday 20 August 7.00am
What: No frills event where everyone in Geelong is invited to bring their sleeping bag and pillow.
Where: Deakin University, Waterfront Campus, John Hay Courtyard.
Who: Open to everyone.
Why: The Sleepout raises vital funds and awareness for members of the Geelong community experiencing homelessness and poverty.
Tagline: #changestartshere

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ABOUT THE ST VINCENT DE PAUL SOCIETY IN GEELONG:

The St Vincent de Paul Society (Vinnies) has held a respected presence within communities across Australia for 168+ years and is committed to supporting people experiencing poverty, homelessness and hardship. With a network of 2,200+ volunteers in the local Geelong area, Vinnies' facilitates localised, practical support in the local community.