

ST VINCENT DE PAUL SOCIETY QUEENSLAND

VINNIES CEO SLEEPOUT

WELCOME

BOOKLET

GOLD COAST

THURSDAY 20 JUNE 2019



St Vincent de Paul Society
QUEENSLAND
good works





WELCOME

Thank you for committing to take part in the **Vinnies CEO Sleepout 2019 - Gold Coast.**

Our Sleepout aims to bring awareness to the issue of homelessness. It also aims to raise vital funds for Gold Coasters who are vulnerable, disadvantaged, and at risk of homelessness through our early intervention service - Cornerstone Homelessness Support Service.

Once again thank you for your support and we look forward to seeing you on 20 June.

Kris Martin
Executive Officer Gold Coast
St Vincent de Paul Society QLD



DID YOU KNOW...

In 2017, Vinnies volunteers assisted **22,000+** Gold Coasters in their homes.

EVENT DETAILS

- DATE** Thursday 20 June 2019
Registration from 5.30pm
- WHERE** CBUS Super Stadium. Stadium Drive, Robina
Parking is available at the stadium
- WHAT TO BRING** Bring a sleeping bag and pillow/blanket.
Cardboard will be provided to sleep on or build a shelter. No airbeds or luxury items are permitted.
- DRESS CODE** Wear warm, comfortable casual clothing as the weather will be cold and possibly wet.
Beanies and torches will be supplied.
- FOOD** You can't bring your own food. A basic meal of soup, bread rolls, tea, coffee and bottled water will be available.
- WEATHER** Regardless of the weather the event will go ahead. (This is an experiential event designed to introduce you to what it's like to sleep rough, however, there will be shelter should it rain).
- CONTACT US** If you have any questions or need help contact Tanya Mahoney
T. (07) 5561 4713 / 0447 476 091
E. Tanya.mahoney@svdpqld.org.au

WHAT'S NEXT?



ACCESS TO CEOSLEEPOUT.ORG.AU

You should have already received your username and password which will allow you to access your personalised information containing everything you need to get started. Visit www.ceosleepout.org.au



SIGN UP YOUR EXECUTIVE TEAM

Vinnies CEO Sleepout has a team function, allowing executive teams to join you on the night. Log into the website and click 'create team' located on the dashboard. Follow the prompts and sign your team up.



START FUNDRAISING

There are a number of simple, effective ways to seek support from your colleagues, family and friends or advocate your participation through social media. See our fundraising tips on pages 6-7.



CHALLENGE A PEER – NOMINATE A CEO

Challenge your peers and nominate a CEO or executive in your network to participate in the Vinnies CEO Sleepout.

FAQs

1. WHAT HAPPENS ON THE NIGHT?

On the night you will learn about homelessness in Australia, the work Vinnies does and the important role that business and community can play in reducing homelessness. You will hear first hand from people who have experienced homelessness.

2. IS THERE A REGISTRATION FEE?

There is no registration fee. However, there is an expectation that each business or community leader will fundraise at least \$1,000 as the event relies heavily on the fundraising efforts of participants.

3. CAN I BRING A FRIEND?

The Vinnies CEO Sleepout is for registered participants only. Please DO NOT bring friends, family (including children) colleagues, or pets.

4. WILL MEDIA BE THERE?

Yes, the event will be attended by media. You may be approached by the Vinnies communications team to engage in media interviews pre, during or post event.

5. WHAT HAPPENS IN THE MORNING?

Tea, coffee and hot chocolate will be provided. There are no official proceedings in the morning.



READY, SET, FUNDRAISE!

IDEAS TO GET YOU STARTED ...

- **Publicise your participation** - include our email signature on the bottom of your emails; include a banner on your intranet or website; publicise your involvement in your staff newsletter; ask your team to help you fundraise
- **Get selling** - if you sell particular products or offer services, consider dedicating a percentage of revenue to the Sleepout or organise an afterwork auction of items you or your colleagues no longer need = recycling for a cause
- **Involve your staff** - consider a company Sleepout or work casual day or work swear jar. Your staff will have lots of fun ideas
- **Create a team** - encourage others to join you and register as an executive team





VINNIES CEO SLEEPOUT 2019



- **Set your target** - set a target and let people know what it is
- **Share your story** - update your profile page with photos and your reasons for participating
- **Get social** - send private emails to your business associates, family and friends asking for support and create and share posts on your social media pages - because sharing is caring!
- **Give them the facts** - share our Sleepout stories and facts
- **Keep tabs on competition** - check out the competition see who else is taking part - challenge them to a fundraising-duel
- **Back yourself** - lead by example and sponsor yourself
- **Ask for help** - if you're stuck for ideas let us know because we're here to help!
- **For more ideas** - check out: ceosleepout.org.au



SOCIAL MEDIA TIPS

Being active on social media is a great way to raise awareness, ask for support and share your journey in the lead up to, during and after the event.

Share updates, photos, opinion pieces and more - just don't forget to ask your networks to donate.

Time poor? Follow us on social media, comment on our posts and share them with your networks.



VinniesCEOSleepout
VinniesQLD



VinniesQLD & VinniesAU



CEOsleepout



VinniesQLD

Below are examples of social media posts available for you to use on your own profile pages.



MARKETING MATERIAL

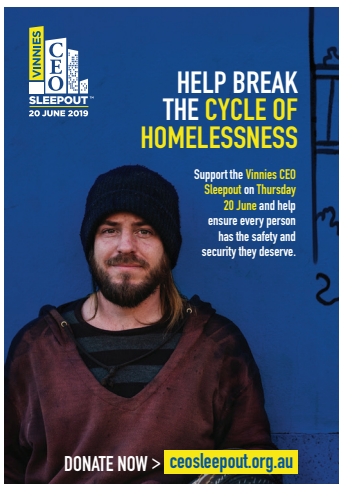
EMAIL SIGNATURE

Hyperlink your Vinnies CEO Sleepout page to your email signature to encourage your business associates to support you



POSTERS

Posters available at www.ceosleepout.org.au/resources



OUR SERVICES



Vinnies provides practical frontline support, advocacy and friendship for the most vulnerable members of our community.



FINANCIAL WELLBEING

We provide financial and material aid to people in immediate need, or a referral to link people with specialist community services. Budgeting advice and no interest or low interest loans are also offered to those experiencing financial stress. Our microfinance loans help people buy essential household items, pay medical bills or repair their cars.



HOUSING & HOMELESSNESS

Cornerstone Homelessness Support Service utilise a housing first approach which transitions a person or household, wherever possible, straight from homelessness into stable, long term housing, with support provided where necessary to sustain the tenancy. This approach minimises vulnerable people having to be moved through multiple short-term, temporary living situations which can be unsettling and prevent their stabilisation.

Families Back on Track is a transitional housing program (27 units) on the Gold Coast that provides case management and support services to vulnerable single parents and children who are homeless or at risk of homelessness.



CHILD & FAMILY

Our government funded programs deliver services focussed on intervention to families to improve the safety and wellbeing of children in their home and reduce the need for children to enter, or re-enter, the statutory system.



AGED & DISABILITY

We help people stay in their homes for as long as possible with our range of home support, community care, and Home Assist Secure programs. These services improve the quality of life and independence of elderly people and those living with a disability.



YOUTH

We provide opportunities for disadvantaged young people to participate in fun activities that build confidence, lasting friendships life skills in a safe and welcoming environment.



MIGRANT & REFUGEE

We offer newly arrived migrants and refugees support in adjusting to Queensland life. Services include case management, social support and activities and emergency relief. A free migration and visa legal advice service is also provided by appropriately qualified volunteers.



VINNIES SHOPS

Vinnies shops provide an affordable shopping experience with a range of pre-loved items to purchase. Our shops are supported by generous volunteers and material donations from the community. Profits from the sale of all goods help fund Vinnies programs and services.

**OVER 116,000
AUSTRALIANS ARE
HOMELESS EVERY NIGHT
AND MORE THAN
34,000 ARE CHILDREN.**