

THE 2024

VINNIES

CEO SLEEPOUT

A life-changing night out



In just one night, you can help
care for thousands of Aussies
facing homelessness.



St Vincent de Paul Society
good works

SOPHIA'S STORY

Like thousands of other women each year, 25-year-old Sophia* faced a terrible choice. She could stay at home with her abusive partner. Or she could escape... and have nowhere to call home.

But thanks to generous efforts of leaders like you, Vinnies was there to help Sophia and her young daughter find safe housing, and support her through her journey.



*Names and images have been changed for privacy.

THANK YOU FOR STEPPING UP TO SUPPORT AUSTRALIANS IN NEED THIS WINTER.

Everyone deserves a safe place to sleep each night – and your participation this year will help make that happen. By taking part in the 2024 Vinnies CEO Sleepout, you'll be helping Australians get back on track.

Here's how the funds you raise will directly help people in Western Australia:



**Crisis
accommodation**



**Clothing, food
and bill payment
assistance**



**Individualised
and therapeutic
support**

We can't wait to see you at the Optus Stadium on Thursday 20th June. Let's make this a record-breaking year, so that every single person who comes to us for help gets the care they need.

Let's do it for them.



Louise MacFarlane
Manager of Marketing,
Fundraising and Communications
St Vincent de Paul Society WA

A very different KIND OF NIGHT OUT



ARRIVE & MINGLE

One of the most impactful things about the Vinnies CEO Sleepout is gaining greater insight into the experience of Australians doing it tough. When you arrive, you will have the chance to make powerful connections with fellow leaders who share the same desire for change! Meet Vinnies staff and volunteers, before the experience of the night truly begins.



PACKING LIST

Bring along a sleeping bag and pillow, and wear comfortable, casual clothes to suit the cold (and potentially rain!). A phone, tablet and camera, are also allowed to capture the night and post about your experience to report back to your donors... so electronic devices to do this are ok!



MENU

To complete your experience, you'll be served basic food reflecting the options commonly available to people sleeping rough. It won't look as nice as most other meals on Instagram... but we encourage you to share pics online to help drum up last-minute support.



DISCOVER YOUR IMPACT

Throughout the night you'll find out about homelessness in Australia and how your generosity is helping to break the cycle.

There will be guest speakers and opportunities for you to ask questions!



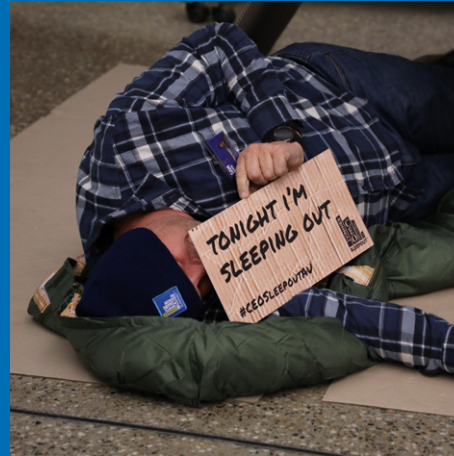
HEAR FIRST-HAND STORIES

Aussies who've lived through the harsh reality of homelessness will share their stories. Find out just how easy it is to slip through the cracks... and discover how it can all turn around thanks to your life-changing support.



CONNECT ONLINE

People want to see you following through with your commitment to sleep out! Make sure to take pictures, share your reflections, and tag your posts with [#CEOSleepoutAU](https://www.ceosleepout.org.au) so we can all check out each other's experiences!



BUNKER DOWN

Settle into your sleeping bag for a small taste of sleeping rough. Once the official proceedings are over, you're on your own. Sleeping without the comforts of home is tough, we won't hide from that. But it's amazing what an impact the night will have on you.



THE MORNING AFTER

Unlike other nights out, the morning after is an ideal time to reflect on your experience. Share your thoughts with donors and supporters online, and don't forget to put the call out for the last round of donations, too. It's a wrap... until next year, that is!



Date: Thursday 20th June
Time: 6pm - 6am
Email: perth@ceosleepout.org.au
Website: www.ceosleepout.org.au

Venue:
 Optus Stadium

Refer to your dashboard for event information updates.

7 ways TO RAISE MORE FUNDS THAN ANYONE EXPECTED!

1 GET PERSONAL

Upload a profile picture and write a short bio on your online fundraising page. Pages with the personal touches tend to attract a lot more donations – plus it's an opportunity to let everyone know why you are sleeping out.

2 KICKSTART THINGS... YOURSELF

Making a generous, early self-donation is a wonderful way to set the tone for your fundraising... it shows you're not mucking around! It will encourage your colleagues and connections to donate more themselves.

3 SHARING IS CARING

Make sure you share your personal fundraising page link around on every available platform. LinkedIn, Facebook, X and Instagram, as well as email and text.

People need reminding so don't worry about asking more than once!

4 ASK AND YOU SHALL RECEIVE

Take a minute to compile a list of everyone you know who might be keen to support Australians experiencing or at risk of homelessness.

The more people you ask, the more donations you'll get!

5 GET YOUR STAFF INVOLVED

Build excitement and interest by holding or delegating a fundraising event! It can be anything – raffle an annual leave day, trivia night, or a ticketed morning tea. Your creativity determines what's possible!

6 SAY THANKS

The single best way to make your supporters feel appreciated – and even to give again – is to say thank you. For every donation, say thank you in person or give a shoutout on social media! Social media shoutouts also remind prospective donors.

7 MAKE THE MOST OF YOUR RESOURCES

Our online resources page has fundraising tips and tools, with event ideas, pre-written emails, social tiles, email footers and more. Head to your dashboard or www.ceosleepout.org.au/resources to download your fundraising resources.

I'M YOUR
EVENT
MANAGER:

**Monique
Fordyce**



Feel free to reach out on phone or email if you'd like to chat through anything fundraising – I'm always here to help!

08 6323 7578
perth@ceosleepout.org.au



POWER NAPPERS

Power Nappers are fundraisers who go above-and-beyond to help people experiencing homelessness.

If you've committed to be a Power Napper, thank you! If you haven't, all you have to do is set your fundraising target to \$8,000 for the 2024 Vinnies CEO Sleepout.

When you do, you'll receive the benefits below:



Recognition on your dashboard and fundraising page



Recognition on leaderboard



Exclusive resources



Recognition on the night



Vinnies CEO Sleepout eye mask



DEEP SLEEPER CLUB

The Deep Sleeper Club is a group of our most committed fundraisers, who are passionate about doing all they can to help end homelessness and support those experiencing it or at risk. It starts with a big commitment from you – and it ends with a truly significant fundraising impact.

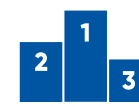
To join the Deep Sleeper Club, commit to raising \$12,000 at the 2024 Vinnies CEO Sleepout.

Joining the Club is as simple as making the commitment today. We'll be there every step of the way to support you on your ambitious fundraising journey. If you've already committed to The Deep Sleeper Club, that's incredible. Thank you!

BENEFITS OF JOINING THE DEEP SLEEPER CLUB:



Recognition on your dashboard and fundraising page



Recognition on the leaderboard



Recognition on the night



Exclusive fundraising resources to help you reach your target



Vinnies CEO Sleepout eye mask



Acknowledgement certificate



Escorted tour of Passages Youth Engagement Hub, Perth



Comfort pack (on the night)

WHEN YOU RAISE FUNDS...

YOU CHANGE LIVES FOR

good

\$75



can provide clothing for a child in need

\$182



can help give a parent and child a bed for the night

\$505



can help with providing a safe haven for those escaping domestic violence

\$1,200



can provide urgent relief from bills for a family, so they can keep the lights on and the debt collector at bay

\$2,000



can cover overdue rental payments for a family, so they can stay in their homes

\$10,000



will give 40 families a \$250 store card, so they can buy food and essentials at the supermarket

\$24,000



will provide urgent relief from bills for 20 families, so they can put their money towards rent



Thank you for joining with other top business leaders and CEOs to take on the Vinnies CEO Sleepout!

The power of your Sleepout is limitless — every dollar you raise can help break the cycle of homelessness.





FROM THE FOUNDER

Since 2006, together, we've been building a tradition — you and I and every other Aussie leader who's given up one night to raise some money and awareness for people experiencing or at risk of homelessness through the Vinnies CEO Sleepout.

“ I believe that working with leaders is a great way to make a bigger impact. ”

When I conceived the event, I wanted to make a difference for those experiencing homelessness. Thank you for being one of those CEOs who care.

The Vinnies CEO Sleepout allows us to say thank you to the Vinnies staff and volunteers for their great work as they help those in our community that are most in need.

Good luck for the Vinnies CEO Sleepout in 2024. It's a privilege to wish you well, and I look forward to seeing the results of another record-breaking year.

Bernie Fehon OAM

Vinnies CEO Sleepout Founder

THANK YOU FOR

helping

END THE CYCLE OF

HOMELESSNESS.

You are providing
practical and emotional
support to tens of
thousands of Australians.

TONIGHT I'M
SLEEPING OUT

#CEOSLEEPOUTAU

VINNIES
CEO
SLEEPOUT

VINNIES
CEO
SLEEPOUT™

