



St Vincent de Paul Society  
*good works*



# LEAD THE WAY.

## SLEEP OUT. RAISE FUNDS.



# Thank you FOR LEADING THE WAY.

Concrete and cardboard hardly make for a good night's sleep. That's the point. By participating in the 2025 Vinnies CEO Sleepout, you're stepping into the harsh realities of homelessness.

When you fundraise, you're directly contributing to essential services that help those in need, including:



Launching new initiatives and innovations in housing and homelessness support services and programs.



Improving existing homelessness services, like food vans and emergency support to more people in need.



Advocating to government for policy changes that help reduce homelessness.



Funding long-term solutions, like employment and job-ready support, education and training.

By leading the way, you're helping people who are experiencing homelessness, and working toward a future where everyone has a place to call home.

# Experience A NIGHT-OUT LIKE NO OTHER.



## PACKING LIST

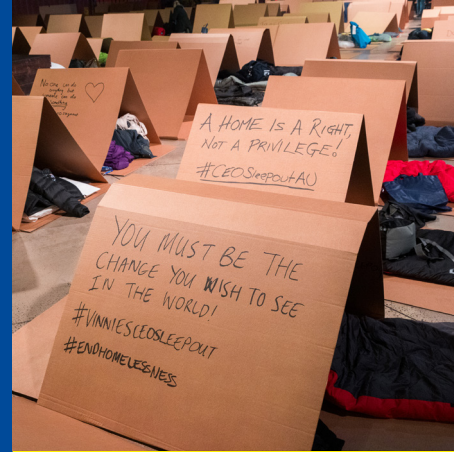
Bring along a sleeping bag and pillow, and wear comfortable, casual clothes to suit the cold (and potentially rain!). A phone, tablet and camera, are also allowed to capture the night and post about your experience to report back to your donors... so electronic devices to do this are ok!



## DISCOVER YOUR IMPACT

One of the best parts about the Vinnies CEO Sleepout is hearing from experts on homelessness in Australia, and learning how your generosity is helping to break the cycle.

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



## BUNKER DOWN

Settle into your sleeping bag for a small taste of sleeping rough. Once the official proceedings are over, you'll be out in the elements. 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.



## MORNING REFLECTION

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!

Refer to your dashboard for event information updates.



# 7 ways TO RAISE MORE FUNDS

## 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](http://www.ceosleepout.org.au/resources) to download your fundraising resources.





# POWER NAPPERS

Head to your dashboard to find out more about being a Power Napper.

If you've already committed to becoming a Power Napper, thank you! We'll be behind you all the way with fundraising ideas.



ON REACHING YOUR POWER NAPPER TARGET,  
YOU'LL RECEIVE THE FOLLOWING BENEFITS:



Recognition on  
the leaderboard



Recognition on  
your dashboard &  
fundraising page



Recognition  
on the night



Silver Vinnies CEO  
Sleepout pin



Vinnies CEO Sleepout  
Keep Cup



Featured on the  
Power Napper  
VIP website page



# 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.

[Head to your dashboard to learn more about joining the Deep Sleeper Club.](#)

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!



ON REACHING YOUR DEEP SLEEPER CLUB TARGET, YOU'LL RECEIVE THE FOLLOWING BENEFITS:



Recognition  
on the  
leaderboard



Recognition  
on the night



Tour of a Vinnies  
Service



Recognition on  
your dashboard &  
fundraising page



Vinnies CEO  
Sleepout  
Keep Cup



Gold Vinnies CEO  
Sleepout pin



Update to Featured  
on the Deep  
Sleepers Club  
online page



Vinnies volunteer  
experience



Vinnies  
CEO Sleepout  
commemorative gift



# FROM THE FOUNDER

*In 2006, the first Vinnies CEO Sleepout involved a small group of business leaders sleeping out at Stadium Australia.*

Now, in 2025, we celebrate 20 years of the Vinnies CEO Sleepout and we will see more than 1500 CEOs and other business and community leaders come together to show their support for the work that Vinnies staff and volunteers do 365 days of the year.

Thank you to every CEO and leader that has ever taken part in the Vinnies CEO Sleepout. You have helped raise over \$100 million to support those most in need. With your involvement, let's make this 20th Anniversary event the most successful ever.



**Bernie Fehon OAM**  
Vinnies CEO Sleepout Founder







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more people will have a  
place to call home.

