

THE 2022

VINNIES

CEO SLEEPOUT

VINNIES
CEO
SLEEPOUT™
23 JUNE 2022

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

TONIGHT I'M
SLEEPING OUT

#CEOSLEEPOUTAU

VINNIES
CEO
SLEEPOUT



St Vincent de Paul Society
good works

JESS'S STORY

“We needed to leave, but we had nowhere to go.”

Jess* had no choice but to flee her home. She was trapped in a violent and abusive relationship and feared for the safety of her two young daughters.

But thanks to the generous efforts of leaders like you, Vinnies could be there to help Jess 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 2022 Vinnies CEO Sleepout, you'll be helping Australians get back on track.

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



**Rental
assistance**



**Cost of living
support**



**Practical support
from our member
volunteers**

We can't wait for you to join us on the
livestream on Thursday, 23rd June 2022.

You're part of an incredible community of
CEOs and business leaders who want to use
their power to help Australians who are at risk
of or experiencing homelessness. And the
reality is that your ability to change lives is
simply unmatched.

Let's make this another record-breaking year,
so that every single person who comes to
Vinnies for help gets the care they need.

Let's do it for them.



Kevin Mercer
CEO
St Vincent de Paul Society QLD

A VERY different KIND OF NIGHT OUT



TUNE IN ONLINE

The Vinnies CEO Sleepout brings people together from all over the state. There's a scheduled program and the opportunity for you to connect online to the Brisbane event via the livestream. There'll be more details about how to join coming soon.



STAY IN TO SLEEPOUT

You can choose to sleepout in your backyard, car or on your couch. If you are sleeping in your backyard, you need to keep it as simple as possible, such as warm clothing, cardboard, a sleeping bag and a pillow. A tent is only acceptable if you have little ones joining you and you need to keep them warm and dry.



MENU

You'll be in charge of your own food and drink on the night so please keep it simple. Prepare yourself some soup, a bread roll, instant tea/coffee and a bottle of water.



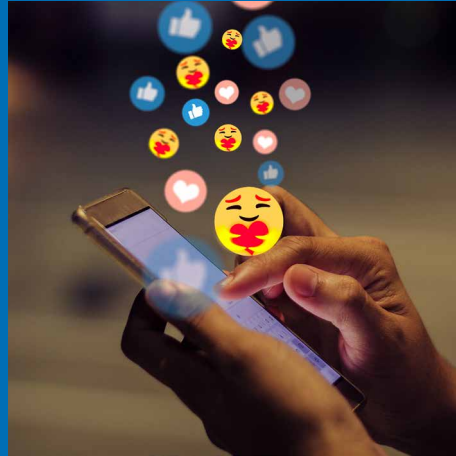
DISCOVER YOUR IMPACT

Throughout the night via the livestream, you'll find out about homelessness in Australia and how your generosity is helping reduce it. There'll be a bunch of talks and opportunities for you to learn about the direct impact you are having on struggling Australians!



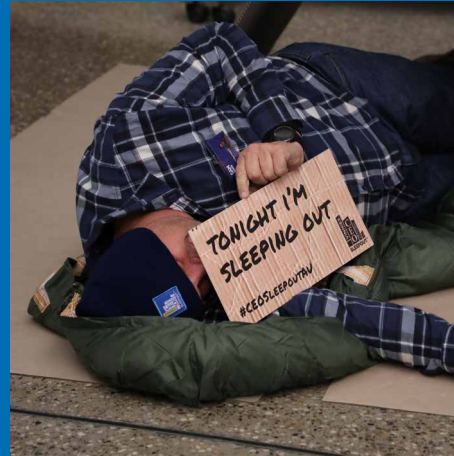
HEAR FIRST-HAND STORIES

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 & SHARE 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](#) 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 livestream is over, you're on your own. Sleeping without the comforts of home is tough, 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, 23 June 2022
Time: Livestream begins at 7pm
Phone: 07 3010 1014
Email: brisbane@ceosleepout.org.au
Website: www.ceosleepout.org.au

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 and more themselves.

3

Sharing is caring

Make sure you find your personal fundraising page link, and share it around on every available platform. LinkedIn, Facebook, Twitter and Instagram, as well as email and text, are great places to share your link! Make sure to use #CEOSleepoutAU

4

Ask and you shall receive

In a spare minute, it would be very productive 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

The main event

At work, you've got the chance to build excitement and interest by holding or delegating a fundraising event! It could be anything – a cake stall, sweepstakes, trivia, raffle, or just a ticketed morning tea. It's your creativity that determines what's possible!

6

Say thanks

There's a single best way to make your supporters feel appreciated – and likely to give again. That's to say thank you for every donation, whether in person or a shout-out on social media!

7

Make the most of your resources

Our online resource page has fundraising tips and tools, with event ideas, collateral such as email footers and social tiles, and even more. Head to www.ceosleepout.org.au/resources to download your fundraising resources.

YOUR STATE
COORDINATOR IS:

Billie-Jay
Porter



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

07 3010 1014

brisbane@ceosleepout.org.au

MEET

Bradley



G'day there, I'm Brad, CEO of Reliance Worldwide Corporation (Aust.) Pty Ltd. We're in the business of water supply and water products. This year's my fourth year doing the Vinnies CEO Sleepout.

Before 2019, I'd been looking around trying to find ways to support the community, where my leadership team and I could have a more direct impact on people's lives.

But in the last two years, it's been hard. COVID hit, and I believe the separation between the 'haves' and the 'have-nots' in our society has broadened significantly.

In that same time period, I've taken the opportunity to double down and get more and more people on board with the incredible, life-changing vision of the Vinnies CEO Sleepout.

We relished the challenge of a virtual Vinnies CEO Sleepout as a team at Reliance. I put an open invitation for people to join me, and we ended up with about 20 people sleeping in the car park that night at our main office here.

Yes, it's been challenging, but the results speak for themselves.

Taking on the Vinnies CEO Sleepout virtually has certainly raised awareness about homelessness in our community.

I'm so glad to know that we're not just raising money – we're helping people realise the reality of the situation and build towards a future free of homelessness.

Bradley Reid



DEEP SLEEPERS only!

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, you'll commit to raising \$15,000 at the 2022 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, joyful fundraising journey.

Benefits of joining the Deep Sleeper Club:

- A personal escorted **behind the scenes tour** of our homelessness and poverty services in Brisbane
- **First choice** of selecting sleeping area on the night
- You'll qualify as a **finalist for the Highest Fundraiser Award**
- Opportunity for **keynote motivational speaker, Matt Kratiuk, to inspire your team** on making a difference through their leadership and leading with empathy. Matt is renowned for motivating teams as he shares his experience with homelessness before turning his life around.
- **One on one support** to help you with your fundraising
- **Recognition on the night** from our speakers for your amazing work
- An opportunity to be **featured in our owned media channels** so you can share more about why you are passionate about breaking the cycle of homelessness
- Plus, if you reach your Deep Sleeper Club target by 23 June 2022, you'll receive your very own, **exclusive Vinnies CEO Sleepout merchandise to wear on the night** – both to help recognise your amazing fundraising achievement and to make you stand out from the crowd!

WHEN YOU RAISE FUNDS...

YOU CHANGE LIVES FOR

good

\$75



can provide clothing for a child in need

\$182



can help give a mother 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

Together, we've been building a tradition — you and I and every other Aussie leader who's given their all for people experiencing or at risk of homelessness through the Vinnies CEO Sleepout.

It's our 17th year, and we've managed to raise a truly astonishing \$72,902,537 million. That's a credit to you and the thousands of other leaders who have been a part of this now long-standing tradition.

When I founded the event, I had a vision of the end of homelessness. That's a dream that has never faded for me, and one I know that you share. There's still so much further to go, but my goodness have we come a long way.

“Genuinely, we can end homelessness when we work together to lift people into stable accommodation.”

Good luck for the Vinnies CEO Sleepout in 2022. It's a privilege to wish you well, and I look forward to seeing the results of another record-breaking year.

Bernie Fehon
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.