

# THE 2023

# VINNIES

# CEO SLEEPOUT

*A life-changing night out*

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

VINNIES  
CEO  
SLEEPOUT™  
22 JUNE 2023



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.

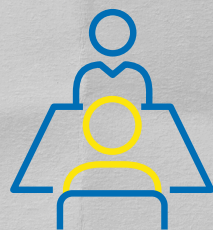
# THANK YOU FOR STEPPING UP TO SUPPORT AUSTRALIANS IN NEED THIS WINTER.

Everyone deserves a safe place to sleep each night – and your participation this year will help make that happen.  
By taking part in the 2023 Vinnies CEO Sleepout, you'll be helping Australians get back on track.

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



**Food, rent and  
utility bills**



**Support  
programs**



**Support  
staff**

We can't wait to see you on Thursday 22nd June at The Garden of Australian Dreams, National Museum of Australia, Canberra. 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.**



**Lucy Hohnen**  
CEO

St Vincent de Paul Society  
Canberra/Goulburn

# A very different KIND OF NIGHT OUT



## ARRIVE & MINGLE

One of the best things about the Sleepout is being able to immerse yourself in the experience of Australian's 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! Arrive at 6pm for some time to meet other participants as well as 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 reduce it. There'll be a bunch of talks and opportunities for you to ask questions!



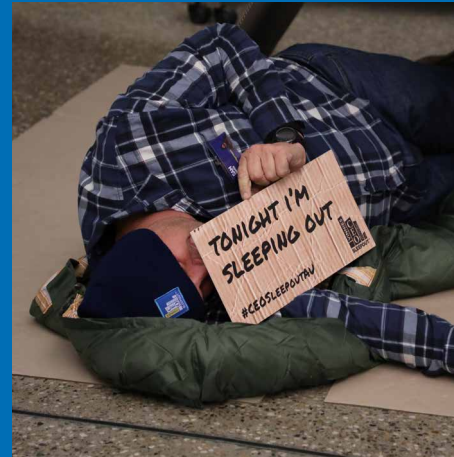
## HEAR FIRST-HAND STORIES

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 22nd June  
**Time:** 6pm  
**Phone:** 02 6234 7347  
**Email:** [canberra@ceosleepout.org.au](mailto:canberra@ceosleepout.org.au)  
**Website:** [www.ceosleepout.org.au](http://www.ceosleepout.org.au)

**Venue:**  
 The Garden of  
 Australian Dreams  
 National Museum of  
 Australia, Canberra

# 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 (check your emails), around on every available platform. LinkedIn, Facebook, Twitter 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

At work, you've got the chance to build excitement and interest by holding or delegating a fundraising event! It can be anything – raffle an annual leave day, host a trivia comp or a ticketed morning tea.

## 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 resource 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.

YOUR STATE  
COORDINATOR  
IS:

**Elushka  
Scheumann**



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

**02 6234 7347**  
[canberra@ceosleepout.org.au](mailto:canberra@ceosleepout.org.au)



## POWER NAPPERS

Power Nappers is a new edition for 2023, we've introduced a way for us to recognise some of our amazing fundraising and stoke the competitive fires!

**To become a Power Napper, commit to raise \$8,000 for the 2023 Vinnies CEO Sleepout and you'll also receive the below benefits:**



**Recognition on your dashboard and fundraising page**



**Recognition on leaderboard**



**Exclusive resources**



**Recognition on the night**



## 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 2023 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.

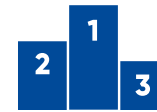
### BENEFITS OF JOINING THE DEEP SLEEPER CLUB:



**Recognition on your dashboard and fundraising page**



**Recognition on the night**



**Recognition on the overall leaderboard**



**Exclusive Deep Sleeper Club resources to help you reach your target**



**Deep Sleeper Club jumper when you reach your target by 22 June**



**Acknowledgement as a Deep Sleeper Club member in our annual report**



**A behind the scenes tour of Vinnies services**

# 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.

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 2023. 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.

TONIGHT I'M  
SLEEPING OUT

#CEOSLEEPOUTAU

VINNIES  
CEO  
SLEEPOUT

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