

# 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 to see you at the Riverstage, Brisbane City Botanic Gardens 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



## 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 your donors... so electronic devices to do this are ok!



## ARRIVE

Arrive at 5.30pm when the program commences. You will have the chance to make powerful connections with fellow leaders, as together, you immerse yourself in the experience of Australian's doing it tough from the moment you arrive.



## 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!



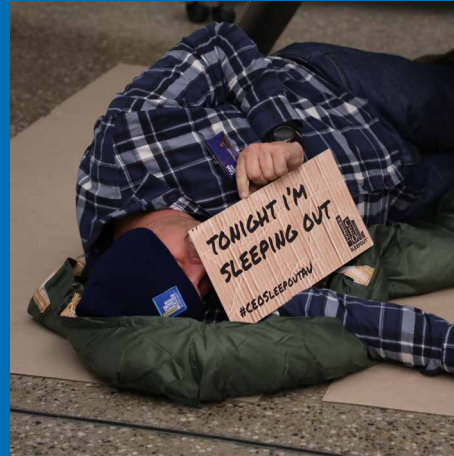
## HEAR FIRST-HAND STORIES

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, 23 June 2022  
**Time:** 5.30pm  
**Phone:** 07 3010 1014  
**Email:** [brisbane@ceosleepout.org.au](mailto:brisbane@ceosleepout.org.au)  
**Website:** [www.ceosleepout.org.au](http://www.ceosleepout.org.au)

**Venue:**  
**Riverstage**  
**Brisbane City Botanic Gardens**  
**59 Gardens Point Rd**  
**Brisbane City QLD 4000**



# 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](http://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](mailto:brisbane@ceosleepout.org.au)



# MEET Stephen

I'm Stephen Tait, CEO of Maleny Dairies.

**In 2022, I'll be doing the Vinnies CEO Sleepout for the 13th time. As far as I'm concerned, supporting those less fortunate than ourselves as a business leadership community is our duty.**

However, I'm not involved in the Sleepout because of my line of work. It's because of my father, who as a very successful businessman back home in Scotland lost everything through no fault of his own.

One day he had a team of staff, a thriving business... and the next, they all lost their jobs.

Even us CEOs and business leaders could only be one or two life-changing events away from becoming homeless. That's a terrifying thought for many people.

Personally, I use the Vinnies CEO Sleepout to motivate an ongoing, year-round conversation about homelessness. I use every opportunity I can to talk to other people about paying it forward, supporting those less fortunate, and giving people every opportunity to have a home.

My biggest fundraising tip is picking up the phone and talking to people you know have the capacity to give. When I talk to them, I say I'm trying to provide a bed for a night for 30 people for the next three months, or something like that. I find it always helps to be very specific on where that money is going when asking for support from your network.

We have a terrific opportunity to help. See you in June!

**Stephen Tait**







# 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.