



St Vincent de Paul Society
good works



Communication guide:

GET THE WORD OUT

This guide contains facts, figures and messages to help you share news about your Vinnies CEO Sleepout. When possible, we encourage you to lead with your own voice.

JOIN THE CONVERSATION

Use the hashtag: **#CEOSleepoutAU**. Posts with hashtags often receive more likes, shares and comments. Search the hashtag **#CEOSleepoutAU** to get inspiration from other leaders.

WHERE THE MONEY GOES



More than \$100 million has been raised across Australia since the first Vinnies CEO Sleepout in Sydney in 2006.



Vinnies provides immediate relief to people, like food and crisis accommodation, while working on long-term solutions to secure permanent safe housing.



Funds raised by the event also support healthcare, education, employment, and many more critical support services for those facing homelessness.

For more information head to ceosleepout.org.au/where-your-money-goes.

SHARING IS CARING

Get started today.
Follow and tag Vinnies on social media.

Instagram: @VinniesCEOSleepout

Facebook: @VinniesCEOSleepout

X: @CEOSleepout

LinkedIn: Vinnies Australia





FACTS *and* FIGURES

ABOUT THE VINNIES CEO SLEEPOUT

- The Vinnies CEO Sleepout is Vinnies major fundraising event. It directly funds life-changing services and programs that can transform lives and help break the cycle of homelessness.
- More than 1500 business, government and community leaders sleep out on one of the longest and coldest nights of the year. Together, they gain a small glimpse into the daily reality for tens of thousands of Australians.
- On the night, participants will learn what factors contribute to losing one's home. They'll hear from frontline voices— those with lived experience or expertise in the realities of homelessness.

ABOUT HOMELESSNESS IN AUSTRALIA

- Every year, more than 122,000 people in Australia are without a home. From them, around 8,200 people 'sleep rough' outdoors or in improvised dwellings.
- Most people experiencing homelessness rely on their cars, caravan parks, or temporary, unstable housing for shelter.
- Homelessness can affect people of all ages and backgrounds and is growing across every demographic.
- There is no single cause of homelessness. A shortage of affordable rental housing, domestic and family violence, unemployment, mental illness and drug and alcohol abuse are just some of the many factors that contribute to homelessness in Australia.
- One in four Australians are struggling to make ends meet on their current income.

ABOUT VINNIES

- The St Vincent de Paul Society was founded in Paris in 1833 by Frédéric Ozanam. Frederic and his friends put their faith into action by alleviating the suffering in the slums of Paris.
- The St Vincent de Paul Society in Australia consists of 45,000 members and volunteers who operate on the ground through over 1,000 groups located in local communities across the country.
- We offer “a hand up” to those in need regardless of their religious, ethnic or social background; respecting their dignity, sharing our hope, and encouraging them to take control of their own destiny.
- Vinnies aims to transform our community into a place built on compassion and justice. We advocate for several pressing social justice issues, including the urgent need for more





LEAD THE WAY (Online)

BETWEEN NOW AND THE EVENT

Your Vinnies CEO Sleepout can raise both essential funds and awareness about the state of homelessness in Australia. To ensure your success, here's a few things you can do:

- Share regular updates via social media or email between now and June. To help out, Vinnies will share with you suggested text (check your emails) or you can write your own at any time.
- Step up your communication in the weeks leading up to the event. Always add your fundraising page link, make it easy to inspire a few extra donations!

UPDATE IDEAS

- 1 Share a video about why you're sleeping out this year
- 2 Post a thank you to your donors — big and small
- 3 Celebrate a fundraising milestone on LinkedIn
- 4 Recognise an outstanding team member on your work intranet

ON THE NIGHT

The night of the Vinnies CEO Sleepout is one of the best times to share content and connect with your community. The most powerful way? Video.

- Share regular - video updates. Your post is more likely to be seen online and resonate deeply with your audience.
- Create a video diary to reflect on your experience. Consider if your personal understanding of homelessness has changed or evolved.
- Throughout the night, share selfies, team photos and quotes from the speakers.

PRO TIP: Get inspired before the big night. Search the hashtag #CEOSleepoutAU on Instagram for videos from leaders like you.

EXAMPLE SOCIAL MEDIA POST

This June, I'm participating in the Vinnies CEO Sleepout. For one evening, I'll get a glimpse of the reality that 122,000 people in Australia experience every day — a long, cold night without shelter.

Sadly, homelessness is on the rise in Australia. The cost-of-living crisis is putting pressure on families like never before. With your support, I hope to raise as much as possible for Vinnies' support services.

Your donation will help provide immediate relief — like food and crisis accommodation — and fund long-term solutions to ensure more people secure permanent housing.

Help lead the way out of homelessness. Please donate today and together, we can transform more lives. [Link to your fundraising page] #CEOSleepoutAU

EXAMPLE EMAIL TEXT

Dear colleagues,

This June, I'm joining more than 1500 business, government and community leaders across Australia for the Vinnies CEO Sleepout.

Together we'll go without shelter for one night. It won't be comfortable, but that's the point.

By experiencing just a glimpse of the harsh reality of homelessness, I hope to raise as much as I can for the 122,000 Australians who face homelessness every single day.

With the money we raise, we can provide food, crisis accommodation, counselling, employment, education and many more critical services to help more people secure permanent housing.

One night will make a lasting impact. Please donate to my fundraising page below and help lead the way out of homelessness.

<Insert your fundraising page>

With gratitude,

<Your Name>

Curly questions, straight answers

From time to time, you might field some tricky questions. Here are some suggested ways of answering:

Does the Vinnies CEO Sleepout misrepresent the realities of homelessness?

The Vinnies CEO Sleepout isn't about replicating homelessness — it's about building empathy and action. While one night can't capture the full reality — like the serious social isolation, physical danger and long-term health issues — it can offer insight into some of the challenges thousands face daily.

More importantly, it raises vital funds for food, shelter, education, and support services. Since 2006, it has helped raise over \$100 million for homelessness programs across Australia.

Does the Sleepout really 'raise awareness'? How much can you learn in one night?

It's more than just sleeping out — participants hear real stories, learn about homelessness, and explore ways to drive change in their businesses and communities.

By bringing attention to the important issue of homelessness in your own network, you're amplifying our message that no one should experience homelessness.

Research from KPMG's annual survey of more than 300 C-suite executives and board members, revealed almost half believed the lack of meaningful progress on housing affordability was not just a challenge facing the country, but also a danger to business.

Want to learn more? Read 'Housing crisis the top social issue keeping bosses up at night' by The Sydney Morning Herald.

Does the Vinnies CEO Sleepout acknowledge the full scope of homelessness, beyond just 'sleeping rough'?

The Vinnies CEO Sleepout highlights all forms of homelessness. Of the 122,000+ people in Australia experiencing homelessness, 8,200 are 'sleeping rough' in improvised dwellings, tents or outdoors. They rely on their cars, caravan parks, or temporary, unstable housing for shelter.

The Vinnies CEO Sleepout shines a light on all forms of homelessness, highlighting that most people experiencing it are in shelters or temporary housing but still lack a safe, secure place to call home.

How can I find out more about where the money goes?

Find detailed impact reports at ceosleepout.org.au/where-your-money-goes. As a registered not-for-profit, Vinnies meets all transparency and reporting standards, ensuring donations are responsibly managed

