

Sleep out. Change Lives.

Community Sleepout Host Guide



Vinnies
good works

VINNIES



**COMMUNITY
SLEEPOUT™**

Thank you for hosting a Vinnies Community Sleepout. This host guide will provide information on hosting your own Community Sleepout fundraiser and an overview of how your support will make a difference to people experiencing homelessness and poverty.



Contents

Why host a Sleepout?	3
What does a Community Sleepout involve?	4
Planning a Community Sleepout Timeline	5
Sample Event Plan	6
Money Matters.....	9
Terms & Conditions of Community Sleepouts.....	10
Thank you and Contacts.....	11

Why host a Sleepout?

Sleeping out can change lives.

Sleeping out for one night encourages your community to connect on a personal level with the issue of homelessness. Community Sleepouts create awareness about the realities for people who have no place to call home and provide an opportunity to make a tangible difference to locals experiencing hardship.

The reality is that more than 25,000 Victorians will be homeless tonight. This includes young and old, people of diverse gender identities, people in cities and people in regional towns. No-one deserves to be without a home and the St Vincent de Paul Society Victoria (Vinnies Victoria) is working hard to ensure that Victorians doing it tough receive the support that they need.

Through the work we do we assist people with the costs of living, education, food insecurity and homelessness. We help to alleviate the pain of poverty and move people out of disadvantaged circumstances.

Our core services include:

- Home visitations
- Youth programs
- Vinnies Soup Vans
- Education and tutoring programs
- Migrant and refugee assistance
- Homelessness and housing services primarily through VincentCare Victoria
- Vinnies Shops

Across Victoria, our 12,000+ strong network of volunteers is delivering these programs to people in their local communities who are struggling to make ends meet. The funds raised from your Sleepout will be directed to meet the greatest need locally.

A Sleepout is a night to get uncomfortable – and not just with your sleeping arrangements. This is your chance to change the lives of people in need and, in the process, change your perspective on homelessness.

24,000+
VICTORIANS DON'T
HAVE A SAFE
PLACE TO
CALL HOME*

What does a Community Sleepout involve?

A Community Sleepout is an overnight fundraising and engagement event hosted by you, your organisation or your committee to learn about homelessness and poverty and to support Vinnies Victoria.

Most importantly, hosting a Community Sleepout allows you to:

- Help people in the community to better understand homelessness, poverty and the challenges faced by some of our most vulnerable.
- Make a tangible impact on locals in need by raising funds for Vinnies Victoria.
- Bring your community together through empathy, compassion and kindness in an event for locals, by locals.

Who is a Community Sleepout for?

Community Sleepouts are for anyone. Whether you are a sports club, a rotary club, a group of like-minded people or an individual with passion for making a difference, you are able to hold a Sleepout to make an impact to people who need it most. As the event host, it's up to you how small or large your event will be. As an example, as a sports club, you may wish to only invite members or you may open the invitation to the wider community. As an individual, you may want to ask 12 friends to sleep out in the backyard. The choice is yours and the purpose remains the same, *one night to help change lives for people experiencing homelessness and disadvantage.*

Where should we hold a Community Sleepout?

It is the host's decision where you choose to hold your Sleepout event. We encourage you to pick a safe location where you can easily monitor risks as well as a location that challenges participants to get uncomfortable with some of the realities of homelessness.

We suggest locations such as:

- Carpark
- Gymnasium
- Football Oval
- Hall
- Warehouse
- Farm

Please consider the following when choosing a venue:

- Is this a safe place and have you thought about potential risks?
- Are there toilet facilities, water supplies and power outlets close by?
- Do you have public liability insurance for an event in this venue?
- Does this offer appropriate wet weather cover and, if not, what is plan B?
- If there are minors involved, how will you mitigate the risks of an overnight stay?
- Do you need a permit to use this space?

When should I hold a Community Sleepout?

It is completely at the discretion of the organiser when you decide to hold the event. We encourage you to hold the event in the colder months of the year to help participants to understand the harsh realities that Victorians can face during the year. However, if this does not fit for your community, please choose a date that is more suitable.

How do I run a Community Sleepout?

You can start by registering your event by visiting: fundraiseforvinniesvic.org.au/host/

Complete the online application form for Community Sleepouts and once approved by the Vinnies Victoria team you will have an online event page where your participants can join the event and create their own fundraising page.

Our Community Sleepout *Resources* page has a number of downloadable and editable resources for the host and participants to use to promote the event and their fundraising

How you decide to deliver your Community Sleepout is unique to you. We have provided resources in this guide such as a *Planning Timeline* and an *Example Event Plan* to support you, however you know what will work best for your community.

Planning a Community Sleepout Timeline

3 months (or more) before event

- Read the Vinnies Community Sleepout Host Guide including the Terms & Conditions
- Confirm date of event
- Confirm venue
- Consider forming a Sleepout committee (if you don't have one already) to support event activities.

8 weeks before event

- Register your event online with Vinnies Victoria: fundraiseforvinniesvic.org.au/host/
- Download the host resources from Vinnies Victoria's website and begin recruiting participants for the event: fundraiseforvinniesvic.org.au/community-resources/

(If you are coordinating this event, you can request administrator access to the web page to collect participants information. Please email: vinniesleepout@svdp-vic.org.au)

- Ensure you have a secure place to keep any cash donations you may receive and an accurate record of any event costs

4-6 weeks before event

- Ensure participants have signed up to the event online and have created their fundraising page.
- Encourage participants to use the downloadable resources on the Vinnies Victoria website to promote their fundraiser. fundraiseforvinniesvic.org.au/community-resources/
- Consider any potential risks and make a plan to reduce or eliminate these.
- Recruit a qualified First Aid Officer and ensure there is a first aid kit available for the event.
- Organise your catering – we suggest soup and bread for dinner in line with the Vinnies Soup Van operation that serves dinner to people experiencing homelessness across Victoria.
- Consider anything you may need to hire such as AV, lighting, partitions, etc.

2-3 weeks before event

- Organise cardboard for participants to sleep on.
- Organise your event plan for the night of the Sleepout – an example has been included in this guide for you.

1 week before event

- Send a reminder to participants about the event and encourage them to use the fundraising resources to meet their fundraising goals.
- Confirm any suppliers (catering, first aid, AV etc.).
- Confirm your event plan and any logistical requirements for activities on the night.
- Allocate roles for your event plan.
- Create a registration form as a record of all in attendance in case of emergency.

Day of event

See sample event plan on page 6.

**LET'S SLEEP OUT
FOR THE 9,000+
YOUNG VICTORIANS
WITHOUT A HOME***

Sample Event Plan

Time	Activity
3pm – 5pm (or earlier depending on the size of your event)	Set-up Set-up registration table, cardboard, first aid station, dinner/breakfast area, sleeping area, presentation area, any activities
5pm – 6pm	Helpers arrive First aid officer and catering arrives
6pm	Registration & mingling <ul style="list-style-type: none"> • Register at registration table • Allocated 2 pieces of cardboard • Directed to sleeping area to set up belongings • Given time to mingle/network
6:30pm – 6:45pm	Serve Dinner Dinner is served to participants
6:45pm – 7:15pm	Dinner & Mingling Allow time for eating dinner and mingling
7:15pm – 8pm	Presentation Opportunity to present on <i>why</i> your community is sleeping out. Great resources and fact sheets to include in your presentation: <ul style="list-style-type: none"> • www.sbs.com.au/learn/filthy-rich-and-homeless • chp.org.au/homelessness/ • www.homelessnessaustralia.org.au/fact-sheets
8pm – 9pm	Activity Opportunity to run an activity for participants to help deepen their understanding of homelessness. Come up with your own activity or use one of our suggestions below: <ul style="list-style-type: none"> • <i>Play:</i> Vinnies Cost of Living Board Game: youthnsw.vinnies.org.au/costoflivinggame/ • <i>Watch:</i> An episode of SBS Series <i>Filthy Rich and Homeless</i>: www.sbs.com.au/ondemand/video/1743444547880/filthy-rich-and-homeless • <i>Listen:</i> to a speaker with lived experience of homelessness through CHP's <i>Understanding Homelessness Training</i>: chp.org.au/services/peps/
9pm – 9:40pm	Lights out preparation Time to get ready for bed



Time	Activity
9:40pm	Lights out
9:40pm – 6am	Sleep
6am – 6:30am	Wake up Prepare breakfast
6:30am – 7:15am	Breakfast Make sure to say a quick thank you participants for their effort during breakfast before they leave
7:15am – 8:00am	Pack up & Go Pack up belongings and leave for home by 8am

homelessness

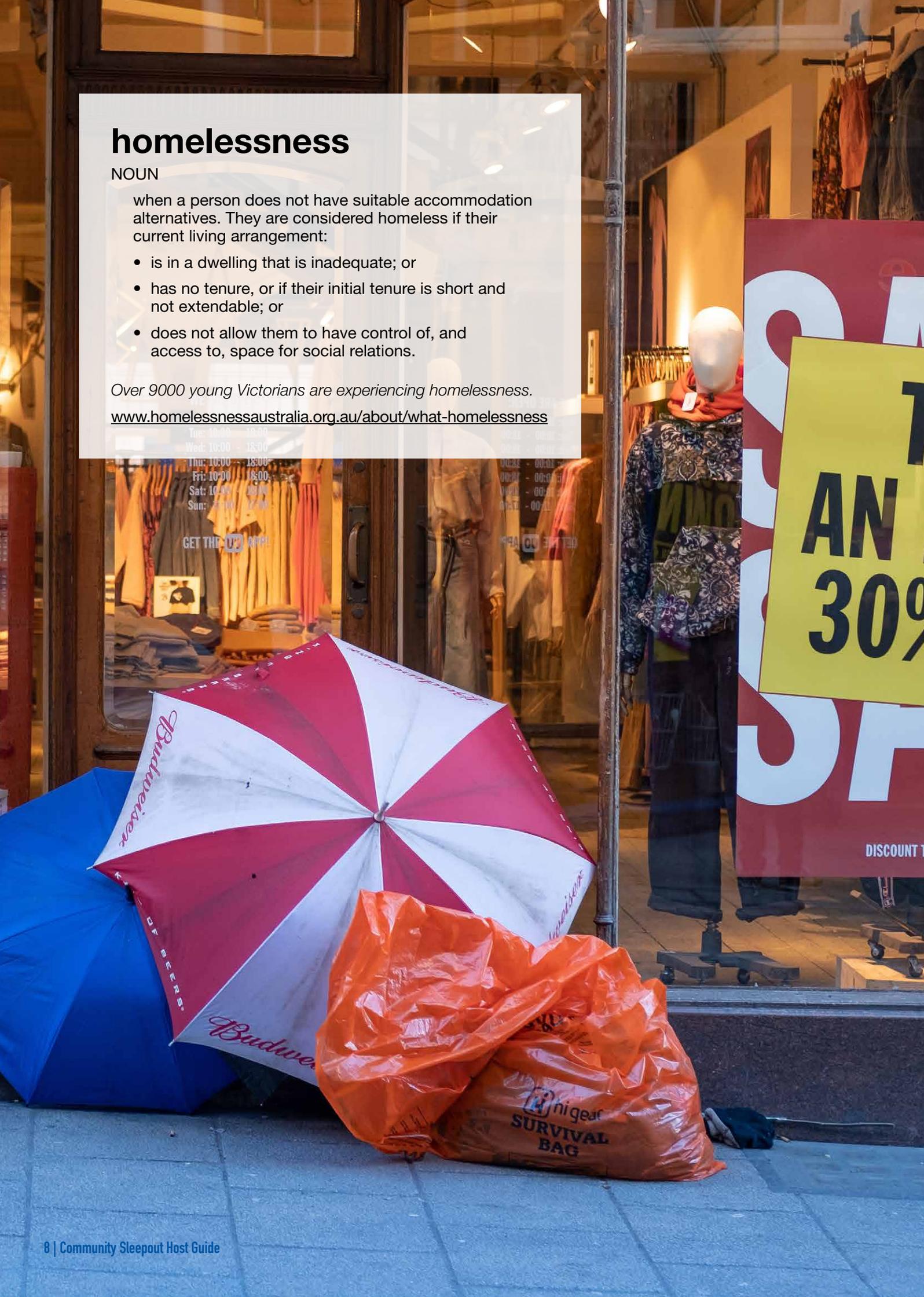
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when a person does not have suitable accommodation alternatives. They are considered homeless if their current living arrangement:

- is in a dwelling that is inadequate; or
- has no tenure, or if their initial tenure is short and not extendable; or
- does not allow them to have control of, and access to, space for social relations.

Over 9000 young Victorians are experiencing homelessness.

www.homelessnessaustralia.org.au/about/what-homelessness



Money Matters

Fundraising is an important part of the impact you make through your Community Sleepout. Please use the below information to ensure that the funds you raise are deposited securely and are tracked efficiently.

Online Donations

The majority of your donations will be made online through your event page or through the participant's individual fundraising pages. These donations will automatically receive tax-deductible receipts. We encourage you to direct donations online where possible for the most secure and convenient way to raise funds.

You can create your event here:
fundraiseforvinniesvic.org.au/host/

Cash Donations and Electronic Funds Transfer

If you collect cash donations, please ensure that they are stored securely and banked at the earliest convenience. You can deposit cash at any local bank branch. Cash donations and electronic funds transfers can be made into the following bank account:

St Vincent de Paul Society Victoria Inc.
BSB: 063 000
Account No: 1060 7556

Important: Please email: donation@svdp-vic.org.au with the details of the deposit and use your sleepout name as a reference when making the deposit.

Cheques and money orders

Cheques and money orders should be payable to "St Vincent de Paul Society Victoria" and posted to:

Fundraising Department
St Vincent de Paul Society Victoria
43 Prospect Street
Box Hill VIC 3128

Donation Receipts

- If your donors require a receipt, please collect their details and provide to: donation@svdp-vic.org.au. Receipts will be issued by the St Vincent de Paul Society Victoria.
- Donations of \$2.00 or more are tax deductible with a receipt issued by St Vincent de Paul Society Victoria (Vinnies Victoria).
- A payment is not classified as tax-deductible (and as such will not receive a donation receipt) if the person making the payment receives goods, services or a "chance to win" something in return for their money e.g. auctions, raffles, sale items, gifts. For more information on tax deductibility, please see: www.ato.gov.au/Non-profit/Gifts-and-fundraising/

**SLEEP OUT FOR
YOUNG VICTORIANS WITHOUT
A PLACE TO CALL HOME.
HELP MAKE A DIFFERENCE.**

Terms & Conditions of Community Sleepouts

Fundraiser Management

- Any event organised by a third party (individual, group or organisation), external to the St Vincent de Paul Society Victoria, is not an official St Vincent de Paul Society Victoria event and that third party is not acting as an official representative or agent of the St Vincent de Paul Society Victoria.
- Vinnies bears no responsibility for the management or conduct of a fundraising event organised by a third party. The event will be conducted in the organiser's name and they will be solely responsible for the organisation, conduct and outcomes of the activity or event.

Legal Compliance and Insurance

- The organiser must take responsibility to ensure their event or activity is compliant with all legislative requirements, and must obtain all necessary permits, permissions, authorities and licences needed. It is the responsibility of the individual organiser to investigate these requirements and no responsibility will be taken by the St Vincent de Paul Society Victoria for matters involving national, state/territory or local council laws, or venue codes of conduct.
- The organiser agrees to release the St Vincent de Paul Society Victoria to the fullest extent permissible under law for all claims and demands of any kind associated with the event or activity and related outcomes, and indemnifies the St Vincent de Paul Society Victoria for all liability or costs that may arise in respect to any damage, loss or injury that occurs to any person in anyway associated with the event or activity.

Safety and Risk

- Events must be organised with the safety and security of all participants in mind and the organiser must take responsibility for the safety and security of others and themselves, including holding the required insurances such as public liability insurance. Events or activities that present inherent or unreasonable risk are not encouraged by the St Vincent de Paul Society Victoria.

Reputation, Branding and Ethical Behaviour

- The organiser or event/activity must not in any way undermine the work of the St Vincent de Paul Society Victoria, discredit the St Vincent de Paul Society Victoria brand, or bring the St Vincent de Paul Society Victoria into disrepute. The organiser commits to fundraising in an ethical way that is in line with the values of the St Vincent de Paul Society Victoria.
- The organiser will seek permission before using the St Vincent de Paul Society Victoria/Vinnies brand in any way, outside of those provided for download on our website, such as in promotional materials, including use of logos, taglines, images and any other brand elements. Express written permission must be gained for any brand use, and under no circumstances should the fundraising event or activity be attributed to the organisation. For logo use, please email: vinniesleepout@svdp-vic.org.au.
- The event or activity should not be named or branded as St Vincent de Paul Society Victoria/Vinnies and the organiser should seek to instead name the activity themselves. Support can be promoted with the text 'supporting Vinnies' or 'proceeds donated to Vinnies'.

Media

- Permission must be sought before contacting the media. You can discuss media opportunities with us by contacting: media@svdp-vic.org.au or 03 9895 5915.

Financials

- The organiser is responsible for covering any expenses relating to the event and, as such, any losses that may arise from the event or activity. The St Vincent de Paul Society Victoria takes no responsibility for the financial outcome of the event/activity.
- If the organiser decides to deduct expenses from the fundraising income received, they should do so in a fair, honest and reasonable way, tracking all expenses. Only direct "out of pocket" expenses such as, venue costs, should be included. At no time should the organiser/s take a cut or personally profit from Vinnies Victoria's Community Fundraising program.

- The organiser agrees to be honest in their handling of money that they have committed to donate. The organiser will hold all funds raised until the event or activity is complete and funds are submitted to the St Vincent de Paul Society Victoria.
- The organiser is required to send the funds raised to the St Vincent de Paul Society Victoria within 14 days of the event or activity being completed.
- The organiser must commit to accurately completing all necessary paperwork and supplying this to the St Vincent de Paul Society Victoria within 30 days of the event or activity being completed.

**ONE NIGHT
CAN CHANGE
MANY LIVES.**

Approvals

- The St Vincent de Paul Society Victoria reserves the right to cancel any association with fundraising events or activities at any time and withdraw approval, if the organiser fails to meet any requirement or their registration or aforementioned responsibilities.
- You must be 18 years or older to qualify for registration as a community fundraiser, or have an adult submit on your behalf and then accompany you at the event or activity. If you are submitting on behalf of someone under 18 years, please make these clear on the application form.

Thank you and Contacts

Didn't find what you were looking for?

Have you tried looking through the downloadable resources on our website?

fundraiseforvinniesvic.org.au/community-resources/

We also have a list of FAQs that might be able to answer your question:

fundraiseforvinniesvic.org.au/faqs/

If you still haven't found the answer to your question, please feel free to get in touch with our team:

vinniesleepout@svdp-vic.org.au

or call the Vinnies Victoria Fundraising Team on:
03 9895 5959

And finally, THANK YOU.

Vinnies Victoria receives less than 1% government funding therefore relies on the support of the community to continue providing support to the most vulnerable in our community. We trust that your Vinnies Community Sleepout will create just as much of an impact on your community as it will on the people who benefit from your support.

St Vincent de Paul Society Victoria

Tel 03 9895 5800
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