

MISSION  
AUSTRALIA | SLEEPOUT 2017

Fundraising Toolkit



# What is the Sleepout?

Get sponsored by family and friends for spending a night somewhere that isn't your usual sleeping place to raise awareness about homelessness in Australia and critically needed funds for our services.

If sleeping out isn't your thing, that's okay – get creative and get involved with an event of your own!

The money raised from last year's Sleepouts helped us to assist 131,015 vulnerable Australians across our 452 programs and services. Every Sleepout, big and small, makes a real impact in the lives of people in need.



## Who is Mission Australia?

**Mission Australia is a non-denominational Christian charity that has been helping Australians in need move towards independence for more than 155 years.**

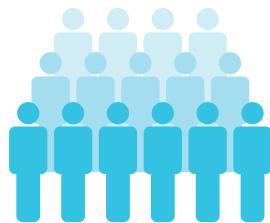
**We support people nationwide by combatting homelessness, assisting disadvantaged families and children, addressing mental health issues, fighting substance dependencies, and much more.**

**Sadly, demand for our services continues to increase, which is why your support is vital this year.**

# Why you should join the Sleepout

On any given night

**105,237<sup>1</sup>**



Australians are homeless

**28,758**

are aged under 18

**17,845**

are aged under 10

## Australian children who experience homelessness have:

- significantly higher levels of psychological distress
- much higher incidence of self-harm and attempted suicide
- a higher likelihood of leaving school early and being unemployed
- poorer physical and mental health<sup>2</sup>

**\$22**

can purchase a set of bed sheets to give a child a comfortable place to sleep

**\$112**

can purchase a desk, chair and reading lamp to help a child study

**\$331**

can house a young person for a month at one of our crisis centres

**\$1,116**

can house a family of four for a month at one of our crisis centres

# How to get involved

1

Register online at  
[masleepout.gofundraise.com.au](https://masleepout.gofundraise.com.au)

2

Recruit your team  
email template provided

3

Ask for donations  
email template provided

4

Host your Sleepout

5

Tell the world about it  
on social media

# Ideas for your Sleepout



Host a **movie night**



Hold a **talent show**



Give a **gold cold donation**



Have a **mufti day**



Host a **games night**

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# Contact us

## Mission Australia Sleepout Team



[masleepout.gofundraise.com.au](http://masleepout.gofundraise.com.au)



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**Terms & conditions** can be found on the Mission Australia website at [missionaustralia.com.au/terms-and-conditions](http://missionaustralia.com.au/terms-and-conditions)

### References:

1 ABS (2012), Estimating homelessness, 2011

2 Flatau, P. et al. (2014) The cost of youth homelessness in Australia study: Snapshot report 1