

### GENERAL FUNDRAISING TIPS

#### 1 GET THE BALL ROLLING

Make a personal donation to show your network you're serious about the impact you want to make.

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#### 2 SPREAD THE WORD

Use your professional and personal online networks to promote your participation and encourage donations. LinkedIn, Twitter, Facebook and Instagram are all important platforms for getting your message out there.

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#### 3 SEND AN EMAIL

Send an email to your colleagues, friends and family encouraging them to donate to your cause

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#### 4 PERSONALISATION

Personalise your fundraising page by including your photo and explain why you want to open doors for Vinnies. The more you invest in it, the more likely others will too.

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#### 5 HOST AN EVENT

Host a morning tea, sausage sizzle, high tea or other event to fundraise. Or turn an existing activity like your regular brunch or games night into a fundraising event.

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#### 6 COMMIT TO A CHALLENGE

Will you wear a funny hat every day for a month, or ride a total of 300km over the month? Think up something your friends will sponsor you for. (see list of suggestions)

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#### 7 DONATION INCENTIVES

Promise to do something specific if you raise a certain amount of money - maybe something slightly embarrassing like wearing pyjamas or

a onesie to work, or maybe something nice like hosting a dinner for your major donors.

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#### 8 HOLD A RAFFLE

Ask local businesses and contacts you have to donate items, do up a flyer and sell raffle tickets.

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#### 9 FACEBOOK FUNDRAISER

You can use Facebook's fundraising feature to get your Facebook friends to donate. You'll find the 'Support charity' option to start a fundraiser when you create a new Facebook post.

### Other Fundraising Ideas

- Colour/cut your hair
- Walk/run/climb a certain distance over the period
- Read a certain number of books
- Go without something you love (chocolate, wine, coffee?) for a month
- Do a different activity daily - call a different friend, do a different exercise, take a different route to work.
- Afternoon tea
- Sports competition
- Movie night
- Indoor cycling
- Themed night
- Trivia night
- Bbq/ themed dinner night

**Please ensure the activity is safe and legal! Vinnies will not be held responsible for illegal activities or ones that have not been endorsed by the Society**

### TALKING ABOUT OUR GOOD WORK

Below you will find some common points used to describe the work of the Society. You may find these helpful if speaking to a group or in writing your own emails or social media posts.

#### 1 THE VINNIES 'HAND UP'

The St Vincent de Paul Society, or Vinnies as it is affectionately known, offers a 'hand up' to people in need – our companions. There are various ways in which we can provide support as the assistance provided depends on the individual's circumstances.

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#### 2 OUR VISION

The St Vincent de Paul Society aspires to be recognised as a caring lay Catholic charity offering a 'hand up' to people in need. We do this by respecting their dignity, sharing our hope and encouraging them to take control of their own destiny.

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#### 3 AREAS OF THE SOCIETY

The St Vincent de Paul Society's members, volunteers and employees work together to reach out and assist those most vulnerable in the community, who we refer to as our 'companions', via Conferences, Special Works and Vinnies shops.

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#### 4 WHAT ARE CONFERENCES?

Conferences are small groups of volunteer members within a local community such as a parish, town or suburb who help to provide a 'hand up' to those in need in their area. Conference members meet with companions and provide individualised support, offering a respectful, supportive ear and assistance with food, rent, utility bills or referrals to specialised programs.

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#### 5 WHAT ARE 'SPECIAL WORKS'?

Special Works refer to the programs set up to supplement our conference work and provide

professional support to our companions. In the Canberra/Goulburn region there are 15 of these programs, some of which include Night Patrol, Clemente, Street to Home, Samaritan House, St Nick's Young Carers Program, Compeer, Migrant and Refugee Schools Program, and Family Services. Some of these programs receive Federal or ACT Government funding.

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#### 6 VINNIES SHOPS

Our centres of charity, or Vinnies shops, sell quality pre-loved goods to raise the funds that support the good works of our conferences and special works. They are run by volunteers and rely on quality donations from the public. In the Canberra/Goulburn region 49% of the funds used to run the organisation come from the sale of goods in Vinnies shops.

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#### 7 OUR HISTORY OF HELPING

The St Vincent de Paul Society is a grass-roots international organisation founded in Paris whose members and volunteers have been helping families and individuals since 1833. The Society was started in Australia in 1854 by Father Gerald Ward, and soon had members all over the country.

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#### 8 LOCALS HELPING LOCALS

Due to the nature of conferences, our members can provide flexible, individualised and localised support to anyone in need. Our members live in the community in which they serve, and meet people where they are. They know the local environment and have connections with other support systems in the community to best provide assistance to our companions.

### **OUR SPECIAL WORKS THAT RECEIVE NO GOVERNMENT FUNDING**

#### **NIGHT PATROL**

Night Patrol is one of our most recognised services, visiting the streets of Canberra and surrounds 364 nights of the year, providing engagement, material aid and light refreshments to people in need. The vans operate seven nights a week and visit locations across Canberra and Queanbeyan, handing out drinks, sandwiches, fruit, clothing items, sleeping bags, blankets, and hygiene packs and is majority run by volunteers.

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#### **CLEMENTE**

Clemente provides people experiencing disadvantage access to tertiary level education through a partnership between Vinnies and the Australian Catholic University (ACU). The program is free, and students are provided with all textbooks and learning materials. Volunteers in-class and off-campus mentors provide study assistance, help with organisational skills, work presentation, and basic computing.

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#### **ST NICK'S YOUNG CARERS PROGRAM**

St Nick's has been providing young carers aged 9 to 17 years with respite and recreation since 1998. Young carers are offered weekend activity days, and camps which are run for five days, twice a year during school holidays. Weekend activity days provide recreational activities throughout the year that they may not otherwise access due to their caring role, social isolation, or financial restraints on their family. The program aims to provide children having a tough time with a break from their home situation and a chance to have fun in their holidays and on the weekend.

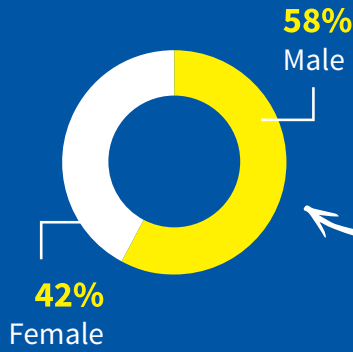
#### **MIGRANT AND REFUGEE SCHOOLS PROGRAM**

The Migrant and Refugee Program is a school-based program launched in 2018 that aims to foster a sense of identity and belonging in children from migrant and refugee backgrounds. The program empowers children from Kindy up to Year 6 to achieve their full potential through positive social interactions and experiences. In collaboration with primary schools, the program offers literacy support to students for 1-2 hours weekly during the school term. Activities vary according to the needs of the schools and students, and can be a mix of individual and group tasks.

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**For a full rundown of all the programs and services Vinnies Canberra/Goulburn runs please see our services guide by [clicking here](#).**

### WHY WE HELP



**116,400** estimated as homeless on the census night of 2016

**39,311** experiencing homelessness in the ACT and NSW

### Homelessness

Homelessness in Australia **INCREASED BY 14%** between 2011-2016



### Poverty



**774,000 Australian children** (more than 1 in 6) live below the poverty line



**3.24 million people in Australia** (13.6% of the population) live below the poverty line



People on Newstart get **\$272.90 per week** but median rent in Canberra is: **\$430 a week for a unit or \$540 a week for a house**

### Housing



There is a shortfall of 3000 social housing dwellings in the ACT, signifying the need for social housing

**▲ 230% increase** in number of people in overcrowded dwellings in ACT & NSW between 2001 & 2016



**Over 14%** of those in public house dwellings are on Newstart, suffering from rental stress whilst paying a median amount of **\$240 a week.**

Rough sleepers represent only **7%** of the homeless population

And **44%** in severely over-crowded dwellings



**33%** in temporary or supported accommodation

**16%** in boarding houses or temporary lodgings