

VINNIES CEO SLEEPOUT 2024

WHERE THE MONEY GOES



INTRODUCTION

The Vinnies CEO Sleepout is an annual event where leaders sleep out on a cold night to raise funds for St Vincent de Paul Society services assisting Australians facing homelessness and poverty. Participants want to see the impact of their contributions.

BACKGROUND

St Vincent de Paul Society Victoria serves some of Melbourne's most disadvantaged areas and regions across Victoria, including Hume, Greater Dandenong and Brimbank. High poverty concentrations are found in Melbourne's outer northwest, west, southeastern suburbs, and in rural and regional Victoria (Bendigo, Latrobe – Gippsland, Ballarat, Northwest, Shepparton, and Geelong). Most needed services include:

- Affordable housing
- Food assistance through food banks, soup kitchens and meal programs

THE STORIES BEHIND THE STATISTICS

Our Box Hill call centre has seen a 42% increase in calls from employed individuals struggling with basic needs like food, utilities and fuel. Charities like ours catch people in crisis, providing relief and hope. "We hear the despair, hopelessness, the fear for the future... And sometimes, we hear just relief...relief that someone answers the call and listens."

YOUR SUPPORT: YOUR IMPACT

This year, our target is \$1.5 million to provide critical support where it's needed most.

2024 FUND ALLOCATION BREAKDOWN

Feeding more, expanding further: Vinnies Soup Vans

- 80-90% of inquiries are for food assistance in the Southeastern suburbs.
- Berwick Soup Van Operation: 44% more meals and 30% more people served this year.
- New Southeastern Soup Van hub in Dandenong needs funding for equipment and setup (3 years of secured funding).

Nourishing communities: Ozanam House Kitchen and Café

- Since 1953, provides crisis support and accommodation in North Melbourne.
- Serves 2,000 meals weekly at \$3.10 per meal.
- Recent \$1 million relinquished by ending the Aged Care contract.

Revolutionising our 'conference work' in regional Victoria's hot spots

- East Gippsland: Enhance tailored food assistance and support.
 - Bendigo: Partnership with Victorian Government to build 84 units with communal spaces and offices.
 - Volunteers support with utilities, medical needs, fuel, school costs and food.
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