



SLEEPOUT ▣ 17 JUNE 2010

RISE TO THE CHALLENGE

Dear Business Leader,

Congratulations on signing up for the Vinnies CEO Sleepout and for committing to experience, for just one night, what it would be like to have no home. I look forward to working alongside you in your personal quest to raise awareness, raise money, and rise to the challenge of homelessness.

Building on the huge success from last year's event in Sydney, the Vinnies CEO Sleepout has gone national this year and will be held on the same evening in every capital city across Australia. Our primary aim is to bring the issue of homelessness to the forefront. Homelessness is an insidious issue that should have no place in a wealthy and developed country such as ours. Each night in Australia there are more than 105,000 people who are homeless, including 7,500 families and more than 12,000 children aged under 12.

The reasons for homelessness are many and complex and our responses need to be broad and flexible. Tonight, for instance, Vincentcare, our supported accommodation service will provide 75 beds to individuals experiencing homelessness and/or mental illness and at another service, Passages Resource Centre in Northbridge, street present youth will access services daily such as bathroom, kitchen and laundry facilities and benefit from specialised advice and referrals to help get their life back on track.

Each person we assist, and each of those we can't, has a name and a story. They are people for whom life has delivered hard blows, and those of us who work in the area are constantly reminded of the fine line between life staying on course, or it running way off.

Your involvement this year will be integral to helping us raise our target of \$1.5 million nationally to support our homeless services, and raise awareness amongst your peers. The fundraising will form the basis of your energies in the lead-up to the event; but the Vinnies CEO Sleepout itself on Thursday 17 June will be the real beginning of your experience. It will be a sobering experience. It's unlikely to be fun. But it will be one that shape your views on social justice and help you see ... really see ... the disadvantaged among us.

I look forward to talking with you personally about the ways in which you as an individual and as the leader of your organisation can help effect change for the many homeless Australians. Thank you for participating and I look forward to Rising to the Challenge of homelessness together.

Yours sincerely

John Bouffler
Chief Executive Officer
St Vincent de Paul Society WA



St Vincent de Paul Society
good works

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