



SLEEP UNDER  
THE STARS 2024

# FUNDRAISING GUIDE

An interactive workbook filled  
with everything you need to be  
a fundraising superstar!



# INTRODUCTION

Whatever your age, whether you're a beginner to fundraising or a seasoned pro, this guide is here to help you make the most of your Sleep Under the Stars experience.

From interactive activities, inspiration, and ideas, this workbook has everything you need to become a fundraising superstar!

## CONTENTS

<b>About Sleep Under the Stars</b>	<b>3</b>
<b>Youth homelessness in Australia</b>	<b>4</b>
<b>Stepping Stone House</b>	<b>6</b>
<b>Where your fundraising goes</b>	<b>7</b>
<b>The basics of Fundraising</b>	<b>8</b>
<b>How to ask for donations</b>	<b>9</b>
<b>Spreading the word (Social media tips)</b>	<b>10</b>
<b>Creative fundraising ideas</b>	<b>11</b>
<b>Your fundraising activity</b>	<b>12</b>
<b>More message templates (Thank You &amp; Met Goal)</b>	<b>13</b>
<b>Fundraising bingo</b>	<b>14</b>
<b>How to deposit collected funds</b>	<b>15</b>
<b>More like this guide</b>	<b>16</b>
<b>Support and contact info</b>	<b>17</b>



## ABOUT SLEEP UNDER THE STARS

### WHAT IS SLEEP UNDER THE STARS?

Sleep Under the Stars is a fundraising event that raises awareness and funds to support young people experiencing homelessness in Australia.



### WHO CAN TAKE PART?

Everyone! Sleep Under the Stars is great for all ages. Families, friends, schools, workplaces and individuals all come together each year!

### WHEN AND WHERE IS IT?

Join us in-person on the Stargazer Lawn at Barangaroo, Friday 25 October. Or, plan your own sleepout anytime during October.



### WHERE DO FUNDS GO?

All funds raised go towards Stepping Stone House, to provide long-term housing and support for young people at risk or experiencing homelessness.

Explore more facts about youth homelessness, and the impact of your fundraising on pages 4-6



## YOUTH HOMELESSNESS IN AUSTRALIA

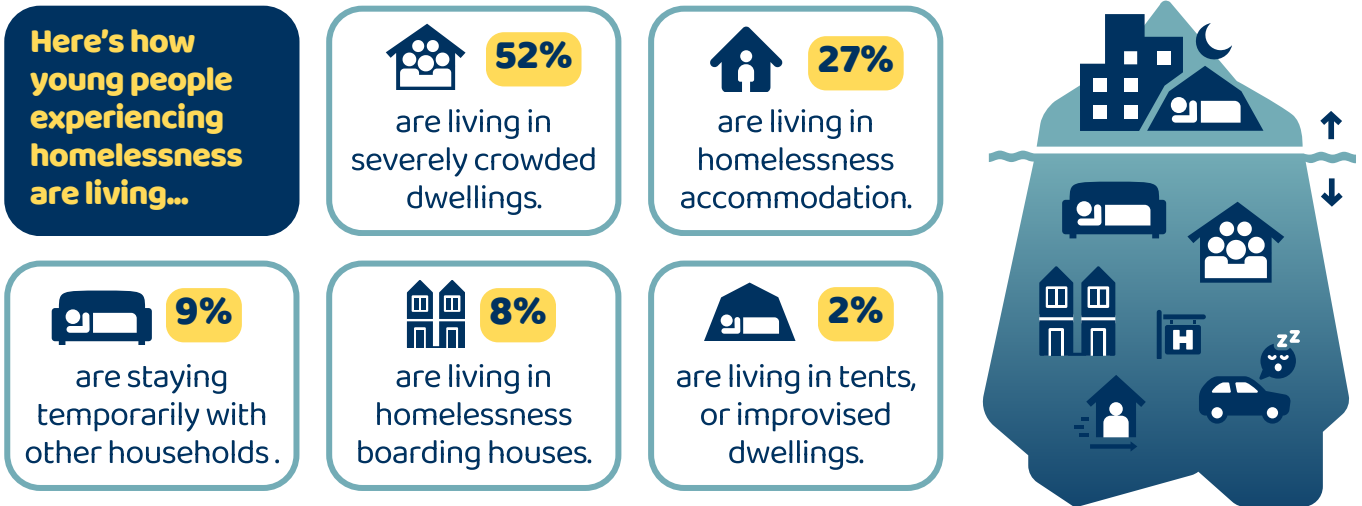
**45,850**

That's the estimated number of people under 25 experiencing homelessness in Australia.

*Source: Estimating Homelessness, ABS Census 2021*

### THE YOUTH HOMELESSNESS ICEBERG

When we think of homelessness, we often picture people sleeping on the streets, sleeping rough. But that's just the tip of the iceberg when it comes to youth homelessness in Australia.



*Source: Table 1.8, Estimating Homelessness, ABS Census 2021*

### WHAT CAUSES YOUTH HOMELESSNESS?

The reasons a young person might experience homelessness are often personal and complex. Some of the common causes are...

**Family and domestic violence**

**Housing crisis (i.e. eviction)**

**Crowded or inappropriate living conditions**

**Relationship/Family breakdown**

**Mental health struggles**



More info on page 5 

## YOUTH HOMELESSNESS IN AUSTRALIA

In 2022-23 around 38,300 young people presented alone to homelessness services.



1 in 3 had experienced family and domestic violence.



48% had a current mental health issue



32% identified as Aboriginal or Torres Strait Islander.

Experiencing homelessness at a young age can put an individual at greater risk of experiencing it throughout their life.

Source: Scutella et al, Journeys Home Research Report No. 1, 2012

47% are in need of long-term housing.

Only 4.3% receive it.

Source: Specialist homelessness services annual report 2022-23

0% of rental listings surveyed across Australia last year were affordable for a young person living off youth allowance.

Source: 2024 Rental Affordability Snapshot

## PERSONAL REFLECTION ACTIVITY

What surprised you most about youth homelessness in Australia?

What's something more people should know about youth homelessness?

### PLACES TO GO TO LEARN MORE

- [Estimating Homelessness - 2021 Census](#)
- [Specialist homelessness services annual report](#)
- [Youth Homelessness: The Facts and Stats](#)



## STEPPING STONE HOUSE

Sleep Under the Stars raises money to fund Stepping Stone House services and programs which support young people aged 12-25 who are at risk or experiencing homelessness.



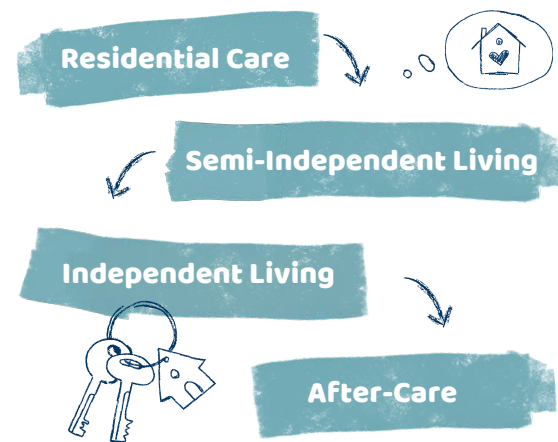
### MISSION

Stepping Stone House provides a safe place for children and young people at risk or experiencing homelessness so they can begin to heal, build resilience, create connections and become the very best they can be.

### LONG-TERM SUPPORT

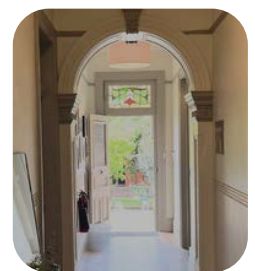
Stepping Stone House cares for young people through the unique Stepping Stones to Independence model, supporting them from adolescence to adulthood and beyond.

Their commitment to long-term care is about more than just providing a place to stay—it's about giving young people the support, skills, and confidence they need to thrive in life.



### 35 YEARS OF IMPACT

Since 1989, Stepping Stone House has directly helped over 500 young people in their journeys to independence.



**VISIT OUR WEBSITE FOR MORE INFO**  
[steppingstonehouse.com.au](http://steppingstonehouse.com.au)



## WHERE YOUR FUNDRAISING GOES

Funds raised from Sleep Under the Stars directly support young people through these Stepping Stone House services and programs...

### ACCOMMODATION



Providing housing support for a range of ages and stages, including our semi-independent houses, and independent living placements.

### THERAPEUTIC CARE



Supporting young people through high-quality ARC Therapeutic Care, focusing on areas of Attachment, Regulation, and Competency.

### DRIVE TO FREEDOM



Helping residents obtain their Learner and Provisional driver's licenses by connecting them with volunteer driving mentors.

### MY SKILLS FOR LIFE



Teaching residents a growing list of 815 life skills across key development areas such as employment, finance, health, wellbeing, and more.

### EDUCATION SUPPORT



High-quality learning support for young people across school, TAFE, and tertiary education.

### EMPLOYMENT PATHWAYS



Working with young people to explore fulfilling and sustainable career paths, and achieve employment goals.

### FAMILY RESTORATION



Structured support focused on healing the relationships between young people and their families, so they can return home if or when it is safe to do so.

### BAWAGA PROGRAM



An Indigenous-led house and program designed to support First Nations young people at risk of homelessness, and help connect them to their culture.

### ADVENTURE EDUCATION



Taking young people on adventurous trips and activities to help them create positive memories, and build resilience and self-confidence.

### YOUTH ADVOCACY PROGRAM



Equipping young people with the training, skills, and wellbeing support they need to safely share their lived experience, and advocate for change.

VISIT OUR WEBSITE FOR MORE INFO  
[steppingstonehouse.com.au](https://steppingstonehouse.com.au)



# FUNDRAISING TIPS AND IDEAS

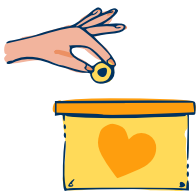
The idea of fundraising can sometimes seem daunting, but it doesn't have to be! There are plenty of tips, resources, and ideas that can help you become a fundraising superstar.

In the next few pages, we'll run you through the fundraising basics, common questions people might ask, and some of the creative ways you could raise money for your page.

## THE BASICS OF FUNDRAISING

### OUR #1 TIP - ASK DIRECTLY

The most important rule of fundraising is to ask! People are more likely to donate if you reach out to them directly. So be bold, be clear, tell people about your sleepout, and how their donation can help young people experiencing homelessness.



### MAKE IT PERSONAL

Nothing says that you're serious like making a personal donation! It demonstrates your commitment to anyone who visits your page.



### SHARE YOUR WHY

Tell your story—why are you sleeping out? Have you participated before? Share with others what Sleep Under the Stars means to you.



### THANK DONORS

When you receive a donation, send a personal thank you. Your gratitude will mean a lot to them, and can help encourage them to donate again.

**We've included a thank-you template on page 13!**





## HOW TO ASK FOR DONATIONS



### DONATION MESSAGE TEMPLATE

Hey [Recipient],

Hope you've been well! I'm just reaching out to let you know that I'm doing Sleep Under the Stars this October, to raise funds for young people at risk of or experiencing homelessness in Australia.

Donations go to a charity called Stepping Stone House, who offer accommodation and support for these young people.

I'd really appreciate it if you could sponsor my sleepout. It would mean a lot to me, and goes towards a great cause. You can make a tax-deductible donation to my page here:

[insert a link to your page here]

Thanks 😊



[Your Name]

### WHO SHOULD YOU ASK?

There are plenty of people you could reach out to for donations:

- Friends
- Family Members
- Workmates or Classmates
- Sports teams or clubs

**Use this table to brainstorm and keep track of who to ask!**

NAME		
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>



## SPREADING THE WORD

### SOCIAL MEDIA TIPS



#### 1. Use pictures

A picture is worth a thousand words! People are more likely to engage with photo posts, especially if it's a shot of you.



#### 2. Record a video

Spark curiosity and support by recording a quick video about Sleep Under the Stars and why you're participating.



#### 3. Share updates

As we countdown to sleepout, share regular updates on how your fundraising is going, and thank your donors!

Feeling stuck? We have heaps of resources to help you out! Head to the resources page on our website for posters, banners, and more.

### RESOURCES



## CREATIVE FUNDRAISING IDEAS

As well as reaching out to people directly, there are also plenty of other ways you could fundraise! Here are some events and activities you could try in the lead up to Sleep Under the Stars.



### Raffle or silent auction

Why not plan a raffle, or a silent auction? You could reach out to your friends, family, or local businesses to get prizes. If you're under 18, be sure to ask an adult for help!



### Bake sale

Get your team together, and host a bake sale! Everyone loves homemade treats, especially for a good cause!

### Karaoke Night

Host a karaoke evening with entry fees and donations.



### Coffee week

For coffee-drinkers donate the cost of your caffeine for a week!



### Car wash

Gather a group of friends and set up a car wash in a public parking lot or a local business willing to host.



### Have a trivia night

You could organise a trivia competition, where teams pay an entry fee that goes towards your fundraising total.



### Clothes Swap

Organise a clothing swap event where people bring clothes they no longer wear. Participants pay an entry fee to swap items and find "new-to-them" clothes.

### Host a garage sale

Have some old stuff you've been meaning to clean up? You could host a garage sale and donate the profits to your page!



### IMPORTANT TIP!

**These days, many people don't carry cash. Print a QR code to your fundraising page, so people can donate directly!**



Share my page



**DOWNLOAD ONE FROM YOUR PAGE**



# YOUR FUNDRAISING



Which ideas are you going to try? What are some other ways you could fundraise? Fill out this page to start organising your thoughts!

IDEA	WHAT YOU'D NEED TO DO	COMPLETED \$ RAISED
<i>Sell purple-brand charity chocolates</i>	<ul style="list-style-type: none"> <li><i>order purple-brand charity chocolate box</i></li> <li><i>sell chocolates (could bring to netball?)</i></li> <li><i>Bank profits from fundraising on my page</i></li> </ul>	<p><i>10/9/24</i></p> <p><i>\$242</i></p>



## MORE MESSAGE TEMPLATES



### THANK YOU MESSAGE TEMPLATE

Thank you **[Supporter Name]**!

Your recent donation to my Sleep Under the Stars fundraising page truly means so much to me. Thanks to your support, we're helping Stepping Stone House provide accommodation and support for young people at risk of homelessness.

Thank you again for sponsoring my sleepout this October.

- **[Your Name]**

### MET-GOAL MESSAGE TEMPLATE

Hey **[Supporter Name]**,

I'm reaching out with some exciting news! Thanks to your support, I've reached my fundraising goal for Sleep Under the Stars, and raised **[\$Page Total]** for young people experiencing homelessness.

Although I've reached my goal, I'm not stopping yet. I've set a stretch goal of **[\$New Goal]** to keep fundraising. If you'd like to contribute, here's a link to my page:

**[Insert a link to your page here]**

Thank you once again for your support. It truly makes a difference.

- **[Your Name]**



## FUNDRAISING BINGO



Check out this fun bingo template! Mark off the squares as you complete them, and see how quickly you can cover them all.



**Make a self-donation to your page**



**Receive a donation from someone else**



**Send a fundraising message to 10 different people**



**Receive a matched donation**



**REACH YOUR FUNDRAISING GOAL!**



**Receive donations from 5 different people**



**Post a fundraising update on social media**



**Receive 3 donations in a single day**



**Raise \$250 & unlock a ticket to Barangaroo**

**COMPLETED BY:**

**DATE:**



## HOW TO DEPOSIT COLLECTED FUNDS



Have you done some offline fundraising, and want to log it on your page? Here's how to do it!

- 1 Deposit the collected funds into your bank account.
- 2 Log in to Sleep Under the Stars.
- 3 Go to your Fundraising Page and click **DEPOSIT COLLECTED FUNDS**

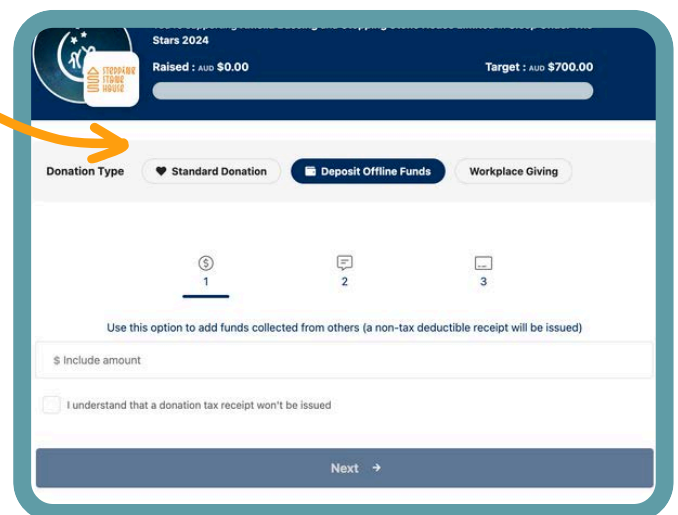


- 4 Beside Donation Type select

**Deposit Offline Funds**

- 5 Fill in the donation amount and your details.

- 6 Once lodged, you will receive a receipt. Funds may take a few minutes to appear on your page.



Need help troubleshooting? Contact us at  
[events@steppingstonehouse.com.au](mailto:events@steppingstonehouse.com.au)



## MORE LIKE THIS GUIDE...

### TEAM GUIDE

Filled with walkthroughs, tips, templates, and more, this guide has everything you need to know to create, join, and build your team.

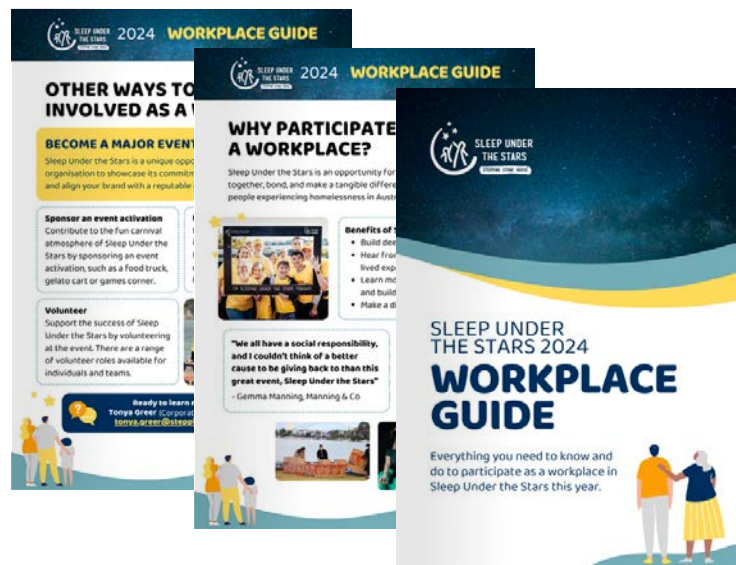
[DOWNLOAD](#) 



### WORKPLACE GUIDE

With info, checklists, and ideas, this guide has everything you need to know and do to participate as a workplace this year.

[DOWNLOAD](#) 



### STILL TO COME...

Watch your emails in early October for the 2024 Event Guide, featuring all the details for this years' sleepout!





## SUPPORT AND CONTACT INFO

Do you have any questions, or need a hand with troubleshooting? Our team is here to help!



### Frequently Asked Questions

[sleepunderthestars.com.au/cms/faq](https://sleepunderthestars.com.au/cms/faq)



### General Enquiries

[events@steppingstonehouse.com.au](mailto:events@steppingstonehouse.com.au)



### Workplace & Partnership Enquiries

[tonya.greer@steppingstonehouse.com.au](mailto:tonya.greer@steppingstonehouse.com.au)



### Facebook Group

[stepping.cc/SUTS\\_FB](https://stepping.cc/SUTS_FB)

Thank you for taking part in Sleep Under the Stars.

**TOGETHER WE CAN LIGHT THE WAY.**

