

# SLEEP SAFE

Impact Report

March 2022



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# **SLEEP SAFE.**

## **A TRANSFORMATIVE COMMUNITY INITIATIVE**

**SleepSafe is a unique collaboration between Sheridan Australia and StreetSmart** that aims to fund and distribute quality sheet and towel kits to people right across Australia who are at risk of or experiencing homelessness. Launched in September 2019, Sheridan staff activate the fundraising, production, and distribution of kits, and StreetSmart connects with local organisations and frontline homelessness services that can provide the kits to clients in need.

**Often, people accessing frontline homelessness services have very few personal possessions** or practical items, and sourcing this kind of material aid is a constant struggle for organisations. SleepSafe is a unique solution to these challenges, providing quality sheets and towels to vulnerable Australians while also easing the pressure on local frontline organisations to fund and source this material aid. Each Sleep kit consists of a set of sheets, pillowcase, and towel which help provide dignity, comfort, and care to people in crisis.

**Through partnering with 491 organisations, SleepSafe is making a difference** for thousands of Australians including at-risk youth, Indigenous Australians, Domestic Violence survivors, and people experiencing housing insecurity. When someone receives a Sleep kit, it is theirs to own, providing care and dignity during a time of high stress and vulnerability.



# 51,696

Kits Distributed



**34% of Kits**  
Supported Indigenous  
Australians

# \$1,847,760

Saved for Frontline  
Homelessness Services



**491**  
Community Partners  
Across all States and Territories



**23% of Kits**  
Supported Domestic  
Violence Survivors

# DIGNITY, CARE & COMFORT FOR VULNERABLE AUSTRALIANS

**51,696** *Kits Distributed*

**Our community partners are supporting people facing intersecting challenges like homelessness, poverty, domestic violence, and unemployment, and who often seek help with few possessions.**

As a high quality personal item, Sleep Kits are providing dignity, care, and comfort to people when they need it most. Through our diverse partners, kits have supported over **6,628** at-risk youth and young parents, with a third of all recipients identifying as Indigenous Australians.

*“The clients' faces when we give them a set of sheets and towels is incredible. To come from the streets into a property with new linen boosts their self-worth!”*

**Berry Street, VIC**



*“Often the people we support into accommodation have very few belongings and no household items. Transitioning into a new place is exciting but also daunting, we find people need a lot of practical and emotional support during this time. Donations like these help us to set people up and support them through this transition period while they find their feet and settle into their new home.”*

**Sacred Heart Mission's  
GreenLight Plus Program, VIC**





*“SleepSafe is helping us to help Strengthen our Community, by providing amazing quality towels and sheets to those doing it tough. Our clients are making the choice between paying rent or eating a meal and likewise for others who are experiencing homelessness, having access to such support goes such a long way.”*

**Diamond Valley  
Community Support, VIC**



*“Thank you StreetSmart from the bottom of our hearts for these amazing SleepSafe kits. So many of our Dandelion families do not have a safe or comfortable place to sleep and with your help we can ensure that our babies and children receive the necessities they deserve.”*

**Dandelion Support  
Network Team, NSW**



*“A fabulous initiative to provide dignity, comfort and respect in the gift of bed linen. Sleep is inextricably linked to health, safety and hygiene. So tricky to measure the ultimate impact but such a powerful partnership. Huge thanks!”*

**Geelong Mums, VIC**



**Meet Sahara, Supported by the Sheridan Outlet in Joondalup who have fundraised 870 kits**

Sahara (not their real name) was referred to Youth Future's Housing Support Worker in May 2020. At the time, she was 17-years-old, had a 5-week-old baby and had been in the care of child protection since she was four. Sahara moved out of a women's refuge and into the Nest program which supports young mothers escaping homelessness and domestic violence. Receiving assistance from Youth Futures programs, Sahara was ready to transition and maintain a long-term property of her own. Thanks to donations from StreetSmart and Sheridan and other organisations, Sahara said her house looked like "a mini-mansion" and couldn't believe it was hers.

Youth Futures WA

**Meet Bec, supported by the Nunawading Sheridan Store which has fundraised 2,300 kits**

Bec (not their real name) came to You Matter for support through a family violence agency with her 2 young children in December 2021. Bec was fleeing family violence and was seeking support in setting up a new home for herself and children. We had just received 60 Sleep Kits from StreetSmart and Sheridan and could immediately support Bec by providing her with new sheets and towels for her family. Support like this eases the financially crippling burden that beginning a new life from scratch can hold for families like Bec's.

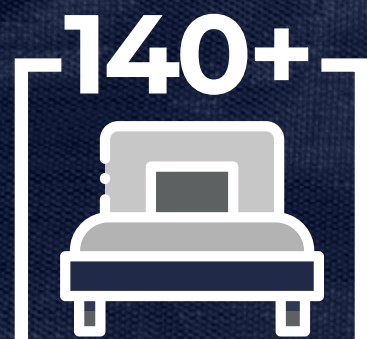
You Matter, VIC



# SUPPORTING FRONTLINE HOMELESSNESS SERVICES

**\$1,847,760** *Saved for frontline homelessness services*





**Neighbourhood  
Community  
Services**



**Domestic Violence  
Services**



**Youth Services**



**New  
Partnerships**

With the continual growth of SleepSafe partners, the program supports an incredibly diverse range of organisations on the ground in their communities. Since the beginning of 2021 alone, the SleepSafe recipient network has grown **192%** with **323** new partnerships, each with their own unique network. We partner with **over 80** Domestic Violence services, **40** Youth services, and over **140** neighbourhood community services who support low-income and at-risk Australians.

*“For women experiencing extreme disadvantages, new linen is a gift and brings with it dignity”*

***SleepSafe Partner***



**By providing small but vital community organisations with free, high-quality manchester, SleepSafe saves our partners valuable time and money.**

\*Based on feedback provided in a recent partner survey showing that 66% of partners spent on average 3 hours per month sourcing new manchester at a staff cost of \$40 an hour.

\*Since launching, SleepSafe has saved 7,422 hours of staff time and \$296,880 in wage costs for our partners who provide manchester to their clients\*. Without SleepSafe, these partners would pay \$30, on average for sheets and a towel, which has saved the sector over 1.5 million dollars. A third of our partners usually rely on donated and second hand manchester but through SleepSafe, are able to provide their clients with higher quality sheets and towels that last longer.



*“We are a small not for profit organisation with very limited funding and resources. Our Specialist Homelessness Service provides supported accommodation to culturally and linguistically diverse families, many of which are on temporary visas with limited or no access to income or mainstream support. Thank you for supporting our small organisation with this donation!”*

**ACRO, QLD**



*“We serve over 100 of the most vulnerable clients of Katherine daily, with many of these people homeless or at risk of homelessness. We are so extremely thankful for the ongoing generosity of your organisation, thank you very much for your continued and much needed support.”*

**Kathrine Corps, Salvation Army, NT**



**With the pandemic years creating increasingly difficult circumstances on the staff and volunteers who were supporting their community’s most vulnerable cohorts, SleepSafe was able to ease pressure and provide critical support. Over 80% of partners who responded to a recent survey said that SleepSafe had helped alleviate additional pressures during Covid-19 challenges.**

*“Thank you so much! We provide youth and crisis accommodation and being able to provide quality Manchester is a never ending challenge”*

**Community  
Accommodation and  
Support Agency, QLD**

*“SleepSafe has removed the concern of needing to find funds for bedding so has saved us time, but also provided our clients with a nice start to them establishing a home! Thank you!”*

**Wombat Housing Support  
Services, VIC**

# CHAMPIONING COMMUNITY LED CHANGE

**491** *Community partners across Australia*

# Championing Community Led Change

SleepSafe connects communities, empowering Sheridan staff and their customers to raise funds for kits to be donated to their local frontline homelessness services. The program embodies the whole-of-community approach that we strongly believe in to end homelessness.

## **Penrith Store supporting at-risk young people through Platform Youth Services**

Since 2019, the Penrith Sheridan store alone has raised enough money to fund 413 kits for their local organisations, one of which is Platform Youth Services who support youth in the Blue Mountains region.



*"I recently visited our funding store in Penrith and when I told the lady serving me that I worked at one of the local organisations she was promoting, it was lovely to see her passion in supporting this wonderful project as well as supporting those in need across our community. I'm not sure if I can put into words how much this contributes to supporting not just the young people we work with, but the other clients that are able to access this support through the other local organisations."*

**Platform Youth Service team member**



## Mt Gravatt Store helping Domestic Violence survivors through a local Community Centre

**The customers and staff of the Mt Gravatt Sheridan store have fundraised 400 kits for local services. 18 of those kits were delivered to the Mt Gravatt Community Centre at the end of 2021 and were providing support to locals doing it tough as the New Year started.**

“This morning we were able to assist a mum and her three young children who are having to move house due to a Domestic Violence situation. They have nothing, so we were able to assist with Linen (sheets and towels from Sleepsafe) and blankets that we had collected. This mum was so grateful for the support.”

**Mt Gravatt Community Centre**

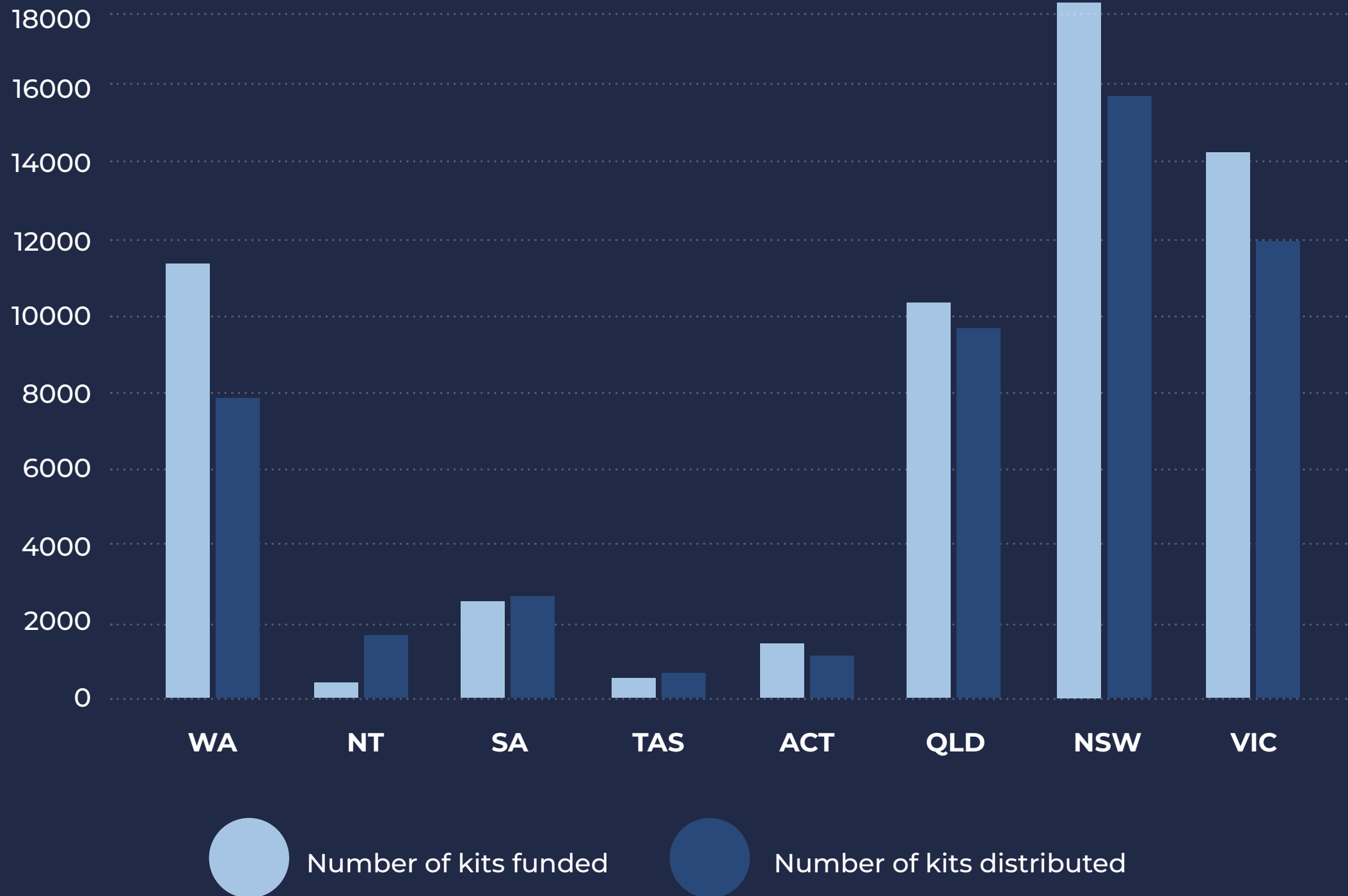






The SleepSafe network connects **89** Sheridan stores to **491** frontline organisations across all Australian states and territories. Fundraised kits **stay local** and are distributed throughout the local communities, in the region in which they were raised.

## Funds Raised & Sleep Kits Distributed By State



# Thank You for Making SleepSafe Possible.

We acknowledge the Traditional Custodians of the lands on which our organisation is located and where we conduct our business, the Wurundjeri people of the Kulin Nation. We pay our respects to Elders, past and present, and emerging. StreetSmart is committed to honouring Aboriginal and Torres Strait Islander peoples unique cultural and spiritual relationships to the land, waters and seas and their rich contribution to society.

**SHERIDAN**  
EST. 1967



## Contact

For further details of the SleepSafe program and the work of StreetSmart Australia please contact Geoff Hills, CEO, [geoff@streetsmartaustralia.org](mailto:geoff@streetsmartaustralia.org)