

# SLEEP SAFE

Impact Report

April 2023





# ACKNOWLEDGMENT OF COUNTRY

As an organisation that operates from inner Melbourne, we acknowledge the peoples of the Kulin nation, the Traditional Owners of this land. We pay our respects to their Elders, past and present. StreetSmart delivers our work on unceded land across Australia which always was, and always will be, Aboriginal land.

We recognise and celebrate the resilience, histories and cultures of the First Nations peoples across all Nations in which our work has an impact, and their continuing connection to Country. We

acknowledge theirs as the oldest continuing culture on Earth.

With acknowledgement of the importance for self-determination, StreetSmart funds and supports First Nations led organisations and their programs, where possible, to assist people experiencing homelessness and disadvantage in their communities.

In the Financial Year 2021-2022, we have supported 33 Indigenous run organisations, with 19% of grantrecipients and 34% of SleepSafe recipients identifying as Aboriginal or Torres Strait Islander.





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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 people 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 588 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.

# 84,429

Kits Distributed



## 21% of Kits

Supported Indigenous  
Australians

# \$2,985,120

Saved for Frontline  
Homelessness Services



## 588

Community Partners  
Across all States and Territories



## 23% of Kits

Supported Domestic  
Violence Survivors

# DIGNITY, CARE & COMFORT FOR VULNERABLE AUSTRALIANS

*“To come from the streets into a property with new linen  
boosts your self-worth!” - SleepSafe partner in VIC*



**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 **10,488** at-risk youth and young parents, with a third of all recipients identifying as Indigenous Australians.

*“People in hardship and experiencing crisis are used to having second hand or donated goods and so to have such high quality, new sheets and towels restores their self-worth and dignity.”*

**Connie Crookshanks, Badtjala Country CHL (QLD)**



*“We can’t adequately put into words how much these items helped support families trying to rebuild their lives. Whether it’s helping flood affected communities or the countless other recipients including families experiencing homelessness, newly settled families, those escaping family violence or experiencing significant hardship, these items make such a difference.” -*

**Mummies Paying It Forward, on Gadigal Country (NSW)**





*“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, on  
Wurundjeri Country (VIC)**



*“We have just received 120 Sleep Kits which will help us support survivors in our family domestic violence refuges! These survivors usually do not have anything, just the shirt on their backs, this donation will bring a feeling of relief, care and dignity to those who will receive it.”*

**OVIS community  
Services, on Bindjareb  
Noongar Country (WA)**



*“With this outstanding donation we have been able to further support so many clients who are living in insecure housing, in particular boarding houses, in addition to families moving into transitional or supported housing. To be able to offer these sets, brand new and of exceptional quality, has been such an added bonus”*

**BayCIS Glen Eira, on  
Bunurong Country (VIC)**

**Meet Sahara, Supported by the Sheridan Outlet in Joondalup who have fundraised 1,816 kits**

Sahara (not their real name) was referred to Youth Futures'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 on Mooro Country (WA)***

**Meet Bec, supported by the Nunawading Sheridan Store which has fundraised 4,262 kits**

Bec (not their real name) came to You Matter for support through a family violence agency with her 2 young children. 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.

***Youth Matters on Wurundjeri Country (VIC)***



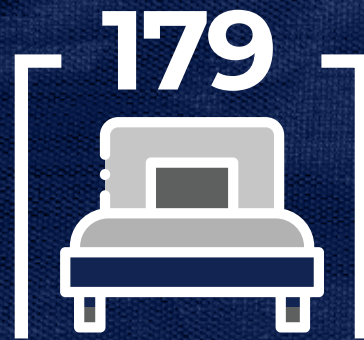
*SleepSafe partner, Youth Futures*



# SUPPORTING FRONTLINE HOMELESSNESS SERVICES

**\$2,985,120** *Saved for frontline homelessness services*

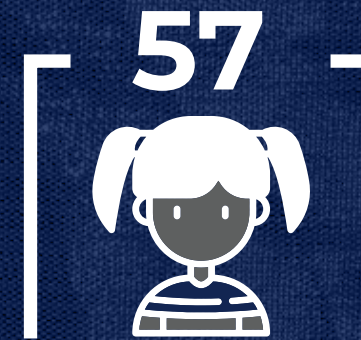




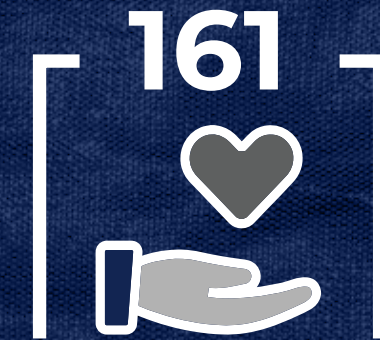
**Neighbourhood  
& Community  
Services**



**Domestic & Family  
Violence Services**



**Youth Services**



**Specialist  
Homelessness  
Services**

With the continual growth of SleepSafe partners, the program supports an incredibly diverse range of organisations on the ground in their communities. In 2022 alone, the SleepSafe recipient network has grown by **26%** with over **110** new partnerships, each with their own unique network. We partner with **over 104** Domestic and Family Violence services, **57** Youth services, and **179** neighbourhood and community services who support low-income and at-risk Australians.

*"Whilst giving out the kits there were tears and gasps of joy. It is so wonderful to be able to assist our families and individuals that are sleeping in tents and temporary accommodation. We are also giving them to families leaving domestic violence and newly released prisoners."*

**Second Harvest on Noongar  
Country (WA)**



**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.

\*SleepSafe has saved 11,000 hours of precious staff time and \$450,000 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 (of a lesser quality), which has saved the sector over 2.2 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 the dignity of higher quality sheets and towels that last longer.



*"It greatly helps organisations such as ours who have limited staff and hours and who rely heavily on volunteers and donations to aid our community members. Thank you for supporting our small organisation with this donation!"*

***The Neighbourhood Hub, Yuwibara Country (QLD)***



*"To be able to give the women and children new sheet sets and towels to take with them is such a great feeling, to treat people how we would want to be treated. SleepSafe allows us to give better care and support and it really does make a big difference"*

**WSSSA on Kurna Country (SA)**



**Community organisations have been working tirelessly through the increased demand and uncertainty of COVID-19. Recent research reveals that the community sector is chronically “underfunded, overworked, and underpaid,” with staff delivering vital support to vulnerable people with limited time and money. SleepSafe alleviates the dual stress of finding and funding material aid, so that organisations can focus on supporting those who need it most.**

*"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 on  
Country of Yuwibara  
people (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 on Wurundjeri  
Country (VIC).**



# CHAMPIONING COMMUNITY LED CHANGE

*“It takes a village, and SleepSafe is a testament to that! We cannot thank our fundraising store staff and customers enough for the wonderful support you have shown.” - SleepSafe partner in QLD*

# 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 for **701** 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 701 kits for local services. 90 of those kits have been delivered to the Mt Gravatt Community Centre to be given to locals doing it tough.**

“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.”

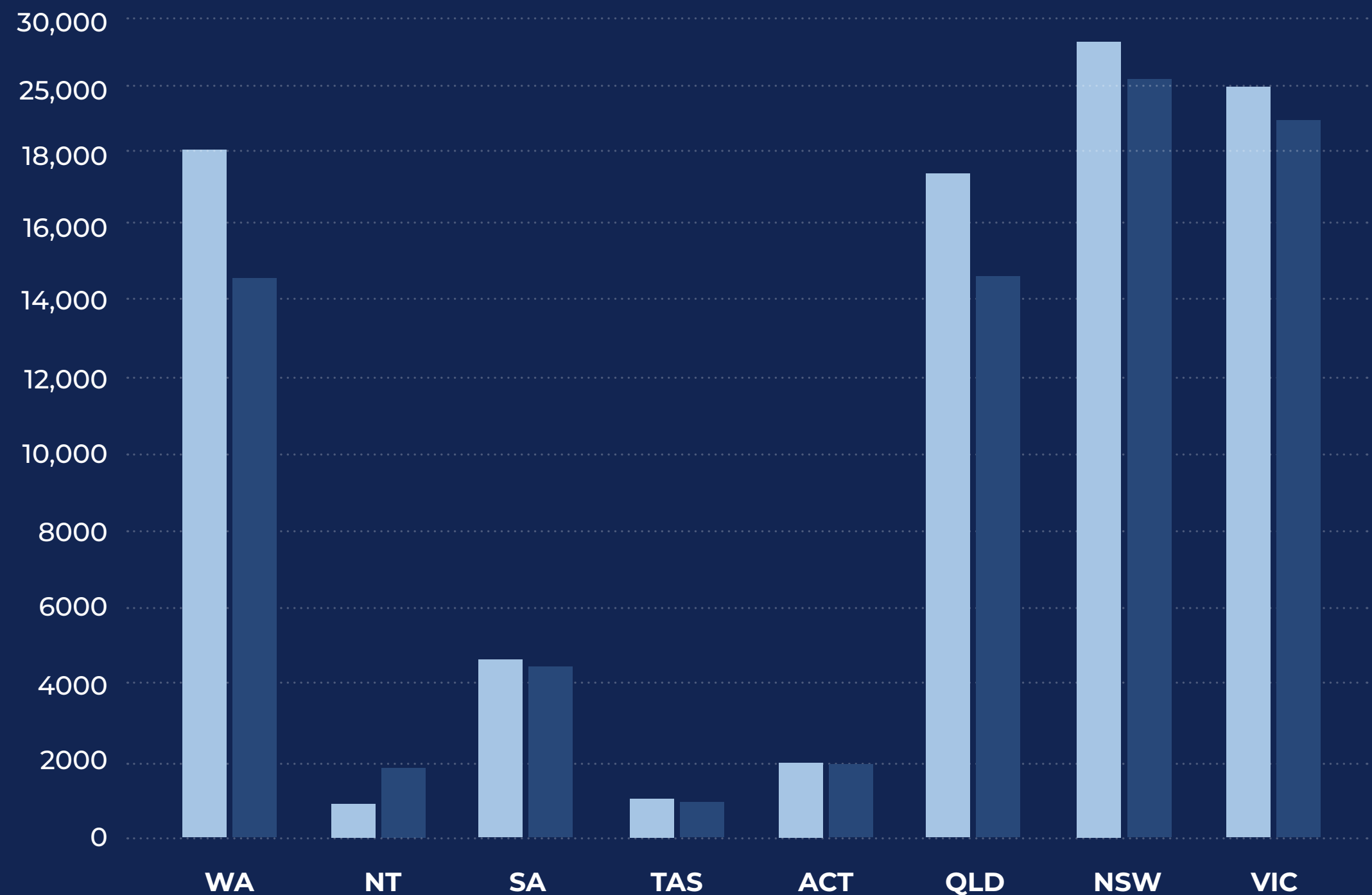
**Mt Gravatt Community Centre**





The SleepSafe network connects **91** Sheridan stores to **588** 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



Number of kits funded



Number of kits distributed



# Responding to Crisis

**SleepSafe offers continuous support to vital grassroot organisations through the provision of material aid, however with more and more Australian communities impacted by natural disasters we have also been able to rapidly respond to crises as they arise.**

Since launching, SleepSafe has provided over **5,000** kits to community organisations in flood affected areas.

*"The floods devastated our home and completely wiped us out. We didn't have anything. When we were handed beautiful linen sheets and towels, we shed a few tears. It was just amazing to be warm and comfortable after the stress of the past months."*

**Hawkesbury Helping Hands, Country of Darug People (NSW)**



*The Bridge Youth Service, Country of the Bangerang people (VIC)*

# Thank You for Making SleepSafe Possible.

These stories of comfort, dignity, and care during times of stress and crisis are made possible because of the continuing and enthusiastic support of Sheridan staff, particularly their in-store members who fundraise and advocate for SleepSafe. We are incredibly grateful for their efforts, along with the support of StreetSmart donors and the tireless work of our partner network in supporting their local communities.

**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)