

SLEEP SAFE

Impact Report

DEC 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.

SleepSafe supports over 30 Aboriginal controlled community organisations, with 23% of all SleepSafe recipients identifying as Aboriginal or Torres Strait Islander.



4 | SleepSafe Community Initiative

7 | From Crisis to Comfort

**11 | Supporting Frontline
Homelessness Services**

**15 | Championing Community
Led Change**

**19 | Funds Raised & Sleep Kits
Distributed**

20 | Contact

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 643 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.

115,782

Kits Distributed



23% of Kits

Supported Indigenous
Australians

\$4,063,740

Saved for Frontline
Homelessness Services



643

Community Partners
Across all States and Territories



23% of Kits

Supported Domestic
Violence Survivors

FROM CRISIS TO COMFORT

“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 **13,300** at risk youth and young parents, and **23,600** survivors of domestic violence, all looking for a safe place to call home.

"It has been such a help for me moving into my own place for the first time to have brand new sheets and towels. They are so soft and it means a lot that they are mine to keep."

16 year old on Palawa Country (TAS)





“Whilst giving out the kits there were tears and gasps of joy. It is so wonderful to be able to assist families sleeping in tents, people in temporary accommodation and those leaving domestic violence. It helps them feel worthy and cared for.”

Second Harvest on Noongar Country (WA)



“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)



“To have a clean towel and sheets has been amazing for my mental and physical health. These brand new kits have given me dignity and comfort, as I have not been able to purchase linen for years.”

36 year old man in Naarm (VIC)

Meet Alex, supported by the Sheridan Store in Moore Park who have fundraised over \$10,000 for SleepSafe.

“19 year old Alex* became homeless after a family breakdown and spent the first 6 months couch surfing with friends. This put pressure on friendships and Alex began sleeping rough and staying in boarding houses. When a local service connected Alex to transitional housing, they had little to their name beside a small bag of belongings. The feeling of comfort and safety when Alex was finally able to climb between soft new sheets of their own and shower with a clean towel was ‘unforgettable’”

SleepSafe partner on Gadigal Country (NSW)

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.

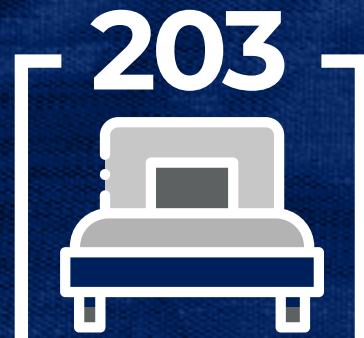
You Matter on Wurundjeri Country (VIC)



SleepSafe partner, Lou's Place

SUPPORTING FRONTLINE HOMELESSNESS SERVICES

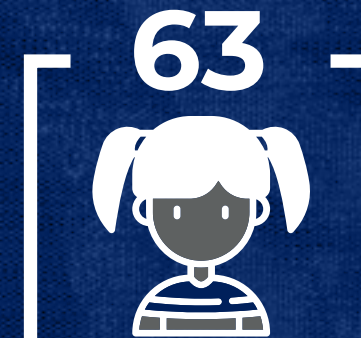
\$4,063,740 *Saved for frontline homelessness services*



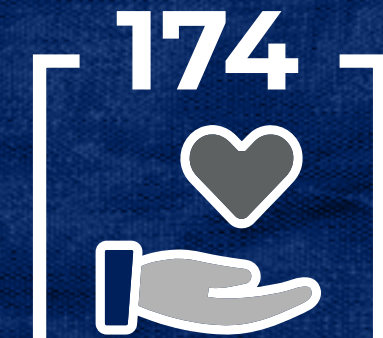
**Neighbourhood
& Community
Services**



**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 2023 alone, the SleepSafe recipient network has grown by **14%** with over **70** new partnerships, each with their own unique network. We partner with **over 109** Domestic and Family Violence services, **63** Youth services, and **203** neighbourhood and community services who support low-income and at-risk Australians.

“Whether it’s helping flood affected communities or 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)

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 over **14,700** hours of precious staff time and **\$590,400** 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 **4 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



“As a small organisation, we really appreciate SleepSafe support as it’s allowed us to focus our small budget on other essentials and and limited staff time on service delivery.”

Malana At Risk Youth Centre on Palawa Country (TAS)



“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)

SleepSafe alleviates the dual stress of finding and funding material aid, so that organisations can focus on supporting those who need it most. Support like this is needed now more than ever in a time where demand for support rises while funding security declines, for our partners.

Recent Census data shows us that homelessness in Australia has grown by 5.2% while at the same time that 37% of community organisations are experiencing worsening funding and financial security.

“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.

Bundaberg Store supporting domestic and family violence survivors with their local partner, EDON Place.

Since 2019, the Bundaberg Sheridan store alone has raised over \$30,000 for Sleep Safe kits for their local charities, one of which is EDON Place who support individuals and families recovering from domestic and family violence.



Serenity, Marie, Tracey, Sue and Janine from Bundaberg Sheridan Outlet with Jenae George from EDON Place.

"We recently visited the team at our local Sheridan store - to have their support through SleepSafe means so much. We are extremely thankful to all the staff from Sheridan that continue to advocate and fundraise for these kits, their contribution and ongoing support provides each family with a brighter future."

EDON Place on Taribelang Bunda Country (QLD)

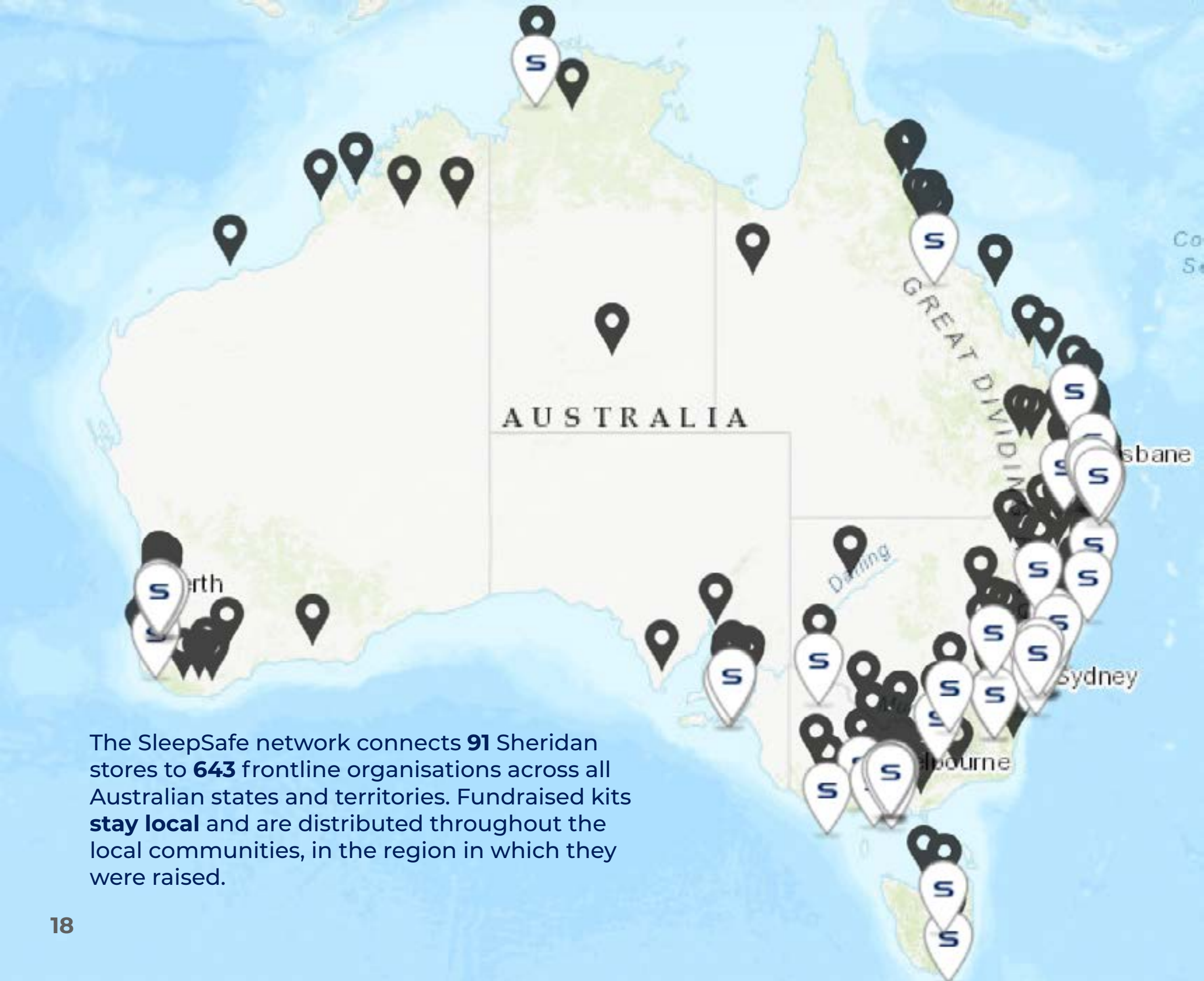
Midland Store helping people start over after crisis

In WA, community partner People Who Care met with the team at their local Sheridan store in Midland who have helped raise funds for over 500 sleep kits.

“These kits not only offer physical comfort but also symbolise the fresh start and renewed hope that we aim to provide to those in need. We were able to visit the Sheridan team to express our deepest appreciation. Their ongoing contributions have made a tangible difference in the lives of our community. Together, we are building a stronger, more supportive community, one sleep kit at a time.”

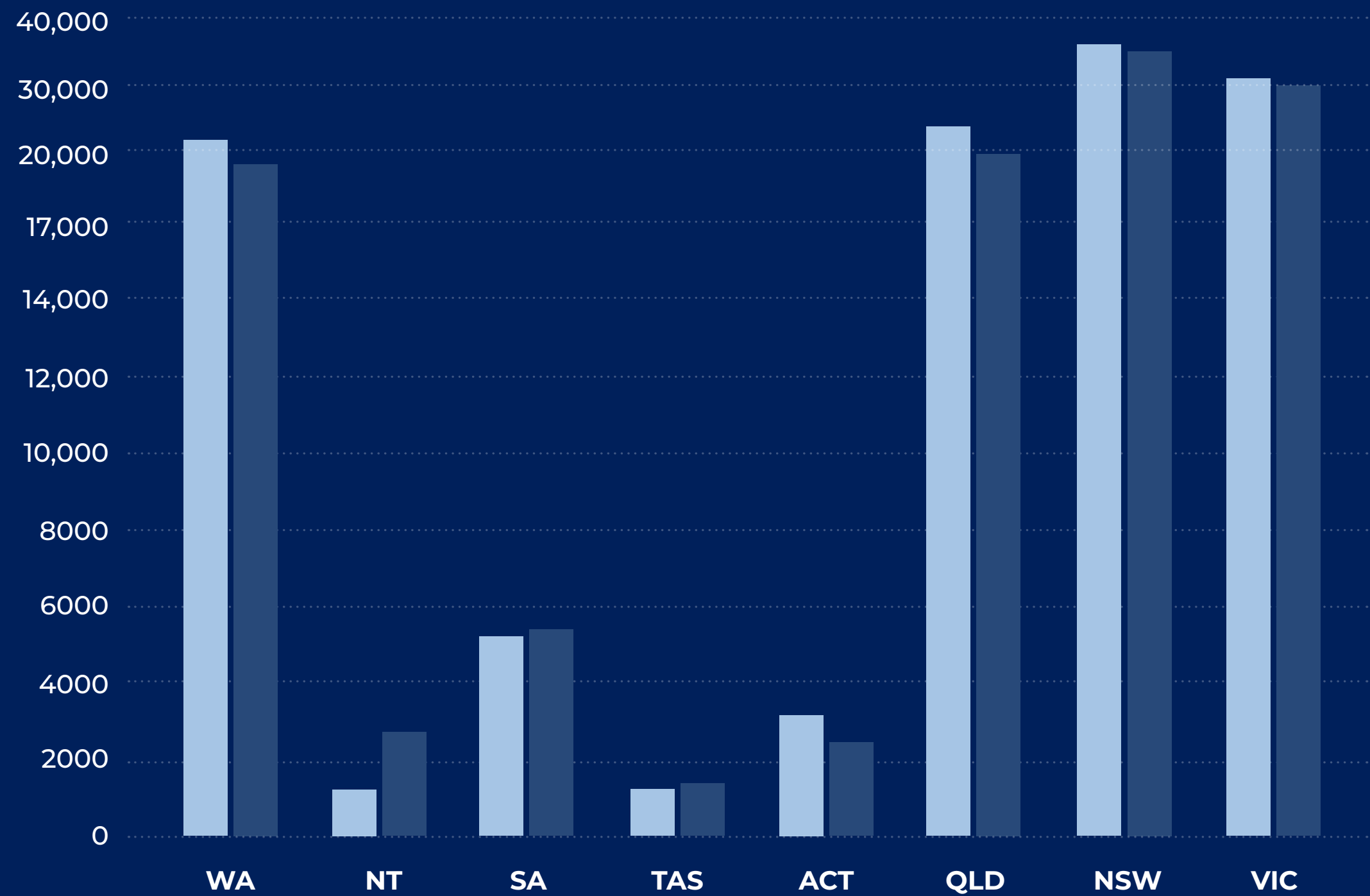
Kathie at People Who Care on Noongar Country WA





The SleepSafe network connects **91** Sheridan stores to **643** 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

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.

StreetSmart supports the united nation's sustainable development goals.

At StreetSmart we want to use our work and our influence to advance human rights, protect the environment, uphold labour standards, end corruption and be a force for good. Importantly, SleepSafe directly contributes to the aims of four of the SDGs.



[Find out more](#)

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