

DINESMART DECEMBER



1–31 DEC 2020
#HELPLYOURHOOD

TEAM KIT



Thank you for signing up to DineSmart 2020. It's great to have you involved. Inside this pack we have provided you with information and the tools to make your involvement a success.

The beauty of DineSmart is its simplicity. The event unites restaurants and diners to help vulnerable people at risk or experiencing homelessness by asking to add a \$2 donation to their bill.

KEY TO SUCCESS

THE KEY TO MAKING DINESMART WORK IS GREAT COMMUNICATION TO YOUR CUSTOMERS. ENCOURAGE THEM TO CHIP IN \$2 ONTO THEIR BILL TO GO TOWARDS A MEAL FOR A VULNERABLE AUSTRALIAN IN A FOOD CRISIS. EITHER AT THEIR TABLE OR THROUGH YOUR DIGITAL MENU PLATFORM.



INTRODUCE DINESMART TO DINERS AT THEIR TABLE

"This year we are participating in DineSmart December. We're asking our diners to chip in a \$2 donation onto their bill to help provide a meal to a vulnerable person in a food crisis. You'll see it on the bill but if you'd rather not donate or leave more please just let me know."



Add a \$2 non-GST "DineSmart" button to your POS

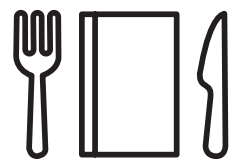
If possible, program till to automatically add donation or prompt user



Brief the whole FOH team and get everyone behind it



Set a \$ target for your FOH team and do weekly updates



Add a message and our logo to your menus, specials board and website



Ask group bookings/ parties to get involved and donate



Include info on DineSmart in your next newsletter and booking confirmations



Post about your involvement using #DineSmart #helpyourhood and tag @streetsmartaust



Make sure every bill has \$2 added on



DIGITAL MENU DONATIONS

Check that you have a DineSmart menu item added onto your digital menu platform. Your customers - both dine in & take-away - will be able to chip in a \$2 donation (tax free) towards a meal for a vulnerable Australian in a food crisis.

WHAT YOUR SUPPORT MEANS

WHAT WE ARE ABOUT



We believe everyone has the right to a safe place to call home



Donations help fund services & projects that tackle homelessness



We keep it grassroots by supporting small, local homeless charities

OUR IMPACT SO FAR



\$7.1 MIL
Funds Distributed



700
Organisations Supported



10,000
SleepSafe Kits Donated



100,000
SmartMeals Provided

PROVIDING MEALS TO VULNERABLE AUSTRALIANS



"If it wasn't for these meals, I would go hungry. I have no money and nowhere to cook food."



"Receiving these meals makes me feel full of love... It might seem like a small act but you're effectively changing the lives of people."



"When you're down and out like this, it's tough. This food has been keeping me afloat during this particularly rough patch in my life"



“It is with the combined efforts of so many of our socially conscious partners that we are able to reach and help such a broad scope of people; without your support, it would not be possible.”

GEOFF HILLS
CHIEF OPERATIONS AND FUNDRAISING
STREETSMART AUSTRALIA

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