



FUNDRAISING AND EVENT KIT



AUG 1-7 2022

DRINK COFFEE, DO GOOD

Thank you for participating in the **12th year** of **CafeSmart**, we really couldn't do it without you! This pack includes everything you need to get your café ready for the event and let customers know the difference you are making for your neighbourhood. We look forward to bringing some much-needed community spirit & fun into your venue.

HOW TO RUN YOUR CAFESMART EVENT



Brief your staff about the event so they are ready to promote your fundraising efforts with your customers.



Encourage donations from your customers through using the QR code on your coffee cup stickers and posters.



Donate \$1 per coffee sold on Friday 5 August.



Display your CafeSmart posters and tent cards. Decorate your café with all things yellow.



Increase your fundraising tally by baking special smiley cupcakes, or running a raffle.



Enter our photo comp for prizes! Use #cafesmart #helpyourhood @streetsmartaust and contact your local media.

HOW TO TALK TO CUSTOMERS

ONE

"Thanks for your order! Just letting you know we're taking part in CafeSmart this week!"



What's that?

TWO

"It's an annual coffee industry event that helps fight homelessness. We're raising funds for our local homeless charities. So it's keeping local funds for local people."



Wonderful, how do I support it?

THREE

"Make sure you come back on Friday as we're donating \$1 per coffee sold! And if you'd like to donate the cost of a coffee today, we have a QR code just here."



What a great initiative, see you on Friday!

CURRENT FACTS ABOUT HOMELESSNESS

116,000

Australians are without a home on any given night

44,000

children and young people under 25yo are homeless on any given night

47%

of people seeking help have experienced domestic violence

20%

of all people who were homeless identified as Aboriginal or Torres Strait Islander

13.6%

of Australians are living below the poverty line

Food bank feeds over

1 million

people each month

278,300

people were assisted by specialist homelessness services in 2021

**STREET
SMART**
CAMPAIGN

WHAT YOUR SUPPORT MEANS

"The recent rises in living costs, rising underemployment and declining wages growth, has caused a serious spike in financial distress, food insecurity and homelessness for even those in work. CafeSmart small grants are VITAL for funding emergency care for vulnerable people, so your participation is making a genuine difference!" said **Cynthia Mac Caddon, Partnerships Manager at StreetSmart Australia**



"Thank you StreetSmart Australia, this grant will enable Roundabout Canberra to provide babies and young children in need with essential toiletries such as nappies, wipes and formula through our network of over 90 social services agencies in the Capital Region. Your support has enabled us to help 110 babies with these funds, so that's wonderful!"
Jeanette Dyer, Roundabout



"The funds we receive from CafeSmart support the two new residential programs we opened in St Kilda. It helps us to buy much needed items for the women's rooms, turning them into comfortable homes. Creating homes for women is at the heart of what we aim to do at Bridge It and we couldn't do this without the generous support. Thank you to all the cafes and supporters who made this possible!"
Carla Reynes, Bridge It

HOW WE WORK



We believe everyone should have a safe and secure place to call home.



We fundraise to provide vital services to local homeless charities. Our major campaigns include: CafeSmart, DineSmart, SmartMeals and SleepSafe.



We keep it local.

We support grassroots projects where the funds are raised.

OUR COMMUNITY IMPACT



\$9.5 MIL

Funds Distributed



921

Organisations Supported



54,930

SleepSafe Kits Distributed



266,671

SmartMeals Provided

CAFESMART SUPPORTS THE UNITED NATION'S SUSTAINABLE DEVELOPMENT GOALS

By taking part in CafeSmart you are joining us in achieving the United Nation's 'Sustainable Development Goals'. The grants delivered through CafeSmart help combat poverty, hunger, social disadvantage and gender inequality, by providing funds to small local homeless charities supporting vulnerable people.



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