



Sponsorship Prospectus

Link Wentworth's charity sleepover
@ Freshwater Surf Club and virtual
Friday 17 March 2023 from 6pm

Link Wentworth is fundraising on behalf of The Burdekin Association; for the benefit of Burdekin; Women's Community Shelter and the Link Wentworth Scholarship Program.



**Link
Wentworth**
Providing homes, building futures.

About Home Sweet

Link Wentworth launched Home Sweet in 2017 to address the growing issue of youth homelessness in Sydney and to support and help our service partners.

In 2017, the Home Sweet campaign raised \$120,000 for The Burdekin Association to provide housing and support for homeless youth on the Northern Beaches.

In 2019, we saw the need to broaden the focus of the campaign to include other vulnerable cohorts. With that year's event we raised \$181,915 for Women's Community Shelters (WCS), Link Wentworth's Scholarship Program, and The Burdekin Association. For the past two years, due to covid we were not able to organise any events but are now excited to launch Home Sweet 2023. We will be hosting the event in person and inviting people to join in virtually. This year with your help, we hope to raise even more.

About Link Wentworth

Link Wentworth is one of Australia's largest and fastest growing community housing providers (CHPs), with over 200 staff serving 10,000 residents in 6,400 homes. Our work engages the full spectrum of housing needs from homelessness services, to social, disability and affordable housing. We also provide support services to help people sustain their tenancies, strengthen their lives and participate fully in their communities. We are one of the few housing providers in NSW to provide support services for those who are homeless or at risk of homelessness.

Home Sweet 2023 will raise funds equally split to benefit the following programs and organisations.

Link Wentworth Scholarship Program

The Scholarship Program helps residents with the cost of education, sports activities or special interests like music.

The program is open to residents of any age who live in a Link Wentworth managed home and are a permanent Australian resident. Applications open around the middle of each year.

We have awarded \$500,000 in total through the program's 10-year run. This helps residents to pursue personal and professional aspirations that were previously unachievable due to financial limitations.

The Burdekin Association

The Burdekin Association is based on the Northern Beaches and Inner West areas of Sydney, providing support and accommodation options for children and young people and their families for over 40 years. They have supported thousands of young people who would otherwise be homeless.

They have a range of accommodation options to ensure children and young people have security and stability in their lives.

The focus is on individual needs to develop a sense of self and a confidence in who they are, what they want to achieve and how they will do this.

Women's Community Shelters

Women's Community Shelters (WCS) works with communities to establish new shelters, which provide short term emergency accommodation and support in a safe environment that enables homeless women to rebuild self-esteem and achieve control and fulfilment of their lives.

WCS ensures that more women who have become homeless will have access to short term (up to 3 months) emergency accommodation and support in a safe, comfortable and secure environment that enables homeless women to rebuild self-esteem and achieve control and fulfilment in their lives.

Did you know?

Education

Scholarships for education and training can break the cycle of disadvantage and provide lifelong opportunities.

Yet those who are homeless or at risk of homelessness can miss out due to:

- poverty and financial strain
- lack of stability of a permanent home
- lack of support to stay in education.

Youth

On any given night in Australia 35000 young people aged 12-24 years are homeless - not by choice.

These vulnerable youth are often unseen and unsupported.

Being homeless at a young age increases the chance of subsequent issues with education, employment, health, drug use, violence - and persistent homelessness in adulthood.

Women

One in six women have been a victim of domestic - physical or sexual - violence since the age of 15.

Only one third of women ever report violence.

More than one third of women accessing homelessness services do so because they're fleeing family violence.



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Home sweet 2023

Everyone deserves a safe place to call home. Our main objective is to raise awareness of the growing issue of homelessness. There are more than 116,000 people experiencing homelessness across Australia and more than 17,000 Australian children under the age of 12 have no permanent home. Through Home Sweet, we are seeking to align with a range like-minded sponsors and partners who recognise the importance of working together to raise funds to combat the issue of homelessness and make a difference.

Home Sweet 2023 will be hosted at Freshwater Surf Club on 17 March 2023 from 6pm. We welcome registrations to sleep rough for one at the venue or you can join us virtually on the night by sleeping out in your car or backyard.

In 2017, the Home Sweet campaign raised \$120,000 and in 2019 the event raised \$181,915. This year, with your help, we hope to raise even more.



Our target partners and sponsors

Home Sweet 2023 provides an opportunity for Link Wentworth to strengthen our relationship with our core business partners and community anchors in the areas we operate, including:

- Local Councils;
- State Government entities and departments;
- Financial institutions;
- Developer partners;
- Builders;
- Maintenance contractors;
- Architects and surveyors;
- Management consultants;
- Real estate agents within our geography;
- RSL clubs.

The Charity Fundraiser

Raising awareness and funds to help those at risk of homelessness into a life of opportunity

The 2023 Home Sweet charity sleep over event will be on **17th March 2023, starting at 6pm.**

Our fundraising target is \$200,000. Funds raised will be split evenly among three beneficiaries (see page 2). Link Wentworth will meet all costs for the event, thereby allowing donations and sponsorship to 100% create outcomes. Funds will be raised from the following activities:

- 1** Sponsorships
- 2** Sleepee fundraising - we invite up to 100 people to participate and "sleep at Freshwater Surf Life Saving Club or at a place of their choice (e.g. backyard, car, couch, etc)" on 17th March 2023 to raise money for Home Sweet 2023. Participants receive a participant pack and use of our fundraising platform to take donations/sponsorship of their sleep over. If you would like to support as participant to sleep over on the 17 March 2023, we welcome registrations of interest. Registration link - <https://home-sweet-2023.raisely.com/>
- 3** Other donations which could include corporate or philanthropic donations.



Sponsorship packages



	Platinum (\$20k)	Gold (\$15k)	Silver (\$10k)	Bronze (\$5k)
Speaking opportunity at the event (in person and live stream)	✓			
Prominent logo display on event website and in event promotions	✓			
Recognition in pre and post event email marketing with link to your URL	✓	✓		
Inclusion in media releases	✓	✓		
Logo in campaign video/documentary	✓	✓		
Acknowledgment on beneficiaries websites	✓	✓		
Write ups on Link Wentworth's website and social media	✓ ALL	✓ SELECT	✓ SELECT	
Logo on merchandise	✓	✓	✓	
Acknowledgment at Link Wentworth's Scholarship Program Awards	✓	✓	✓	
Your marketing materials in the corporate gift bag	✓	✓	✓	✓
Access to speakers to give talks to your organisation	✓	✓	✓	✓
Branding at the charity sleepover	✓	✓	✓	✓
Logo included on event website and in event emails	✓	✓	✓	✓
Logo in promotions via Link Wentworth's social media channels	✓	✓	✓	✓

More ways to support

In-kind sponsorship: We invite interest from companies who would like to support with donations for the event goody bags or other goods and services such as catering and furniture hire.

Participant involvement: If you would like to support as a participant to sleep over or join virtually on the 17 March 2023, please click the link to register - <https://home-sweet-2023.raisely.com/>

Sponsorship confirmation

Please complete the below and return it to Link Wentworth

Personal details

Company name
Contact person
Contact number
Email

Sponsorship package confirmed:

<input type="checkbox"/> Platinum \$20,000	<input type="checkbox"/> Gold \$15,000
<input type="checkbox"/> Silver \$10,000	<input type="checkbox"/> Bronze \$5,000
<input type="checkbox"/> Home Sweet 2023	
<input type="checkbox"/> Home Sweet 2023, 2024, 2025 (3 year commitment)	

Preferred payment method:

<input type="checkbox"/> Link Wentworth invoice
<input type="checkbox"/> Other (please specify)

For more information contact:

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On behalf of the individuals supported by Home Sweet, we appreciate your support.



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