



cafe
outside
the
square

Participant Guide 2022

S  **UP & \$**  **LEEP**

Goodness. Gracious.

www.soupandsleep.org.au

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Introduction

Soup&Sleep is Cafe Outside the Square's major annual fundraising activity to help us in our mission to make sure that...

"No One Goes Hungry"

All proceeds go directly towards feeding those who are doing it tough right now, and cannot afford a fresh and healthy meal, and towards providing training opportunities to help them help themselves.

Cafe Outside the Square is one of Adelaide's leading providers of both food support and training opportunities for disadvantaged and vulnerable people right across South Australia.

Anyone can support Soup&Sleep with either:

- a 100% tax deductible donation, either directly or by sponsoring a participant (perhaps you or your registered team), or
- by registering and raising money through their own community, and joining us for our main event on Thursday 2 June 2022!

Register at:

www.soupandsleep.org.au



SUP&SLEEP
Goodness. Gracious.

SUP & SLEEP

Goodness. Gracious.

On the night we'll be cooking up and feeding those in need (with the help of iconic local chefs), entertained (with iconic local entertainers), and most importantly hear from some people sharing their own stories, about just how hard life can be for many in the community, not as fortunate as you or I. To finish the night we'll be doing it tough ourselves - sleeping on a piece of cardboard under the stars. A truly humbling experience.



About Us



Why are we here?

Cafe Outside the Square is a 100% not-for-profit community café and functions/meetings space, providing food, support, and training opportunities for marginalised groups, including those experiencing homelessness. All profits generated service our mission. Our core vision for our humble venue is to be a place that in some way provides hope, support, love and inspiration to our community.

How we help

In just visiting our venue for a coffee, or hosting your function, meeting, or event with us, you are doing your bit to help underprivileged people including those experiencing homelessness. 100% of our profits are poured directly back into our food support, and training programs.

Our model is a little different from most cafés, with our 100% 'not for profit' business model redefining "pay it forward", in order to support those less fortunate in our community. We operate a Soup Kitchen from the cafe which delivers tens of thousands of meals directly out to those in the community who are struggling for their next meal, and supply these meals to several fabulous charitable organisations, including Hutt St Centre, Baptist Care, Puddle Jumpers and the Salvos just to name a few, as well as Vinnies, whose Companions staying at their Crisis Accommodation hostel three doors down the road come to our Café each and every evening, to enjoy a meal provided by their team.

By having your event at our cafe you directly help us to provide people in need with meals, as well as support our work in providing them with hospitality training opportunities, with a view to helping people find employment, across all aspects of Hospitality (think customer service/barista/food handling and food prep/cash handling etc).



What we offer

Our cafe is open Thursday to Monday 8am to 3pm, and outside of these hours for functions and meetings by appointment. We offer a complete catering service (including liquor license) for both events held here or elsewhere. We can offer a range of lovely spaces hosting from 2 to 200 people. Including our Boardroom seating up to 10 people, our lovely light filled Atrium space seating up to 50+, or our entire venue (including the lovely Alfresco area looking out on the Square) where we can host up to 200 people in total. All functions are supported by all the necessary equipment, including TV/AV, a whiteboard, sound and printing facilities.



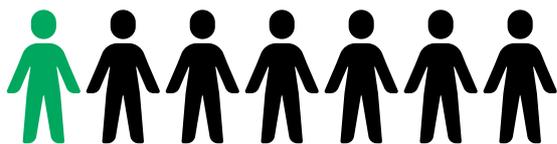
MORE THAN 116,000 PEOPLE ARE AFFECTED BY HOMELESSNESS IN AUSTRALIA

DID YOU KNOW...

More than **50%** of people who are **severely food insecure** go a whole day each week without eating.



Every night, **1 in 7** people experiencing homelessness are **sleeping rough**.



58% are **Male** and **42%** are **Female**



20% are **Aboriginal and Torres Strait Islander Australians**

21% are aged **25-35**



REFERENCES:

Australian Bureau of Statistics; Census of Population and Housing, 2018 (abs.gov.au)
Australian Institute of Health and Welfare; Homelessness and homelessness services, 2021 (aihw.gov.au)
Foodbank Hunger Report 2021 (foodbank.org.au)
Accessed May 2022

Our Impact

We are so incredibly proud of the ever-increasing numbers of meals we are providing to people doing it tough in the community. One new installation at the Café is a 'meal-counter' which we update regularly. In the last year alone, we made and donated over 30,000 meals to those in need in the community! This mind-blowing figure just goes to show not only how big of demand there is for food support for those doing it tough, but also what an impact we have made collectively between us all.

We have had nearly 100 different and wonderful volunteers contribute their time and efforts over the past 12 months to help us achieve such an outstanding impact, and we are so grateful!

Additionally, we also have had a steady flow of trainees coming through the Café – where our team are providing great hospitality training/leadership and mentoring for a range of people who are not finding life so easy right now. The feedback we have received on the difference it has made to these beautiful individuals has been so heart-warming!

We are thrilled to be gradually building such a wonderful and supportive community of so many different stakeholders in what we do, including our customers, staff, volunteers, trainees, suppliers, supporters, donors, schools, corporates, locals... and more! Our vision is to be a thriving and vibrant hub that provides both hope and support to people in need, so we thank you all for your support in helping us to get this far, and we are so grateful that you are helping us to fundraise for the 2022 Soup&Sleep, so that we can continue to ramp up our efforts to make a difference in our mission to ensure **"No One Goes Hungry!"**

2,350

Meals made and donated at our 2021 Soup&Sleep event!

30,004

Meals made and distributed in the last year alone!

100,000

Meals to be made and distributed in the next 12 months!



Fundraising Tips

Kickstart your Fundraiser!

A great way to encourage others to make a donation is by making a donation of your own!



Share what and why!

Make use of any of the resources we have made available to you (www.cafeoutsidethesquare.org.au/resources) and share what you're doing and why you're doing it with your family and friends on Social Media. Don't forget to include a link to your page so they can donate.



Use your Email!

Create a personalised email template that you can send to your family, friends and work colleagues to spread the word about what you are doing and why, which might encourage them to sponsor you!



Personalise your Page!

Login to your personal *My Cause* page and edit your description to be a little more personal. People that read more about why YOU are doing it will be more likely to sponsor you.



Create a Raffle!

Everyone loves a good raffle - so get some goodies together in a hamper and raffle it off to your friends and colleagues, and make a donation on behalf of everyone to your own page!



Give Thanks!

Don't forget to thank your sponsors for donating to your page and letting them know how grateful you are. Why not see if they want to jump on board and join in on the night too!?



Share & Share

SHARING YOUR EXPERIENCE #SOUPANDSLEEP2022

You'll want to get as much engagement and as many sponsors and possible so that you can make a big difference, so begin your social media posts as soon as possible. You can continue to post as much as you want right up until... and even on or after the actual event! Don't forget to link to your personal sponsorship page so that friends, family and colleagues can support your efforts. Remember to use the hashtag #SOUPANDSLEEP2022 and tag us (@cafeoutsidethesquare) in your posts!

There are several resources and graphics available for you to use at:
www.cafeoutsidethesquare.org.au/resources

During the actual event, we'd love for you to take and post as many photos as you'd like. Remind your social network of what you're doing, how it's going, and if you're staying on to spend the night out in the cold with us - let them know what it's like!

Here is a suggested social media post to get you started:

On the 2nd of June, I will be rolling up my sleeves to help to make a lot of hearty and healthy soup for people in need who are doing it tough right now. After the event, I'll be staying on to spend the night sleeping on a cold hard surface under the stars! You can sponsor me for the night and leave a message by selecting the donate button on my page, or you can come along and join in on the night! Thanks for supporting me in raising money to help ensure "No One Goes Hungry"!

Don't forget to include a link to your page! xx



Event Guide

LOCATION

The location of the event will be at the Freemason's Hall, 254 North Terrace, Adelaide. Please enter via the main entrance on North Terrace. Those staying on with us to sleep out for the night will do so in the Freemasons car park!

TIMINGS

Please arrive at the Freemason's Hall around 5.30pm on Thursday June 2nd. There will hopefully be some PR/News coverage, so please ensure you are there between 5.30-6pm to get involved, relax, mingle and meet the other participants before we get stuck into the night!

Dinner, hot beverages and other refreshments will be provided.

The event itself will run until about 9.30-10pm, and those staying on to sleep out for the night will then be supplied with cardboard to sleep on for the night.

The event will be photographed, filmed, and live streamed. We will assume we have your permission to publish pictures/videos etc that may include you, unless you request otherwise.

The event will conclude on Friday 3rd June by 7am, after an early breakfast (served around 6am), with no formalities on the Friday morning. You are of course free though to head off whenever best suits you.

CONTACT NUMBERS

Please give these to your family members, in case they need to contact you and have difficulty on the night:

Mike Chalmers	0418 666 622
Tim Seymour-Smith	0419 922 250
Andrew Cole	0417 838 824

PARKING

Parking will be limited at the Freemason's Hall, so we request that if you are driving in to please park elsewhere to reserve these spots for organisers and those who really need it.

There are several paid car parking facilities in the area near the Freemason's Hall, some of which are listed below.

The first Wilson Parking car park listed below is right next to the Freemason's building, but **PLEASE NOTE** this is not an overnight car park, so if you are staying on with us to sleep outside for the night, please ensure you park in an overnight car park.

Nearby Day-Parking

Wilson Parking: (6AM-12.30AM ONLY)

- 215-225 North Terrace, Adelaide SA
- 251 North Terrace, Adelaide SA

Overnight Parking

Upark:

Book in advance from \$14 overnight at www.upark.com.au/night-parking/

- 9/17 Gawler Pl, Adelaide SA
- 163/185 Rundle St, Adelaide SA

Auto Park:

\$25 for 4+ Hours (Max 24 Hours)

www.autopark.com.au/auto-park-on-frome-street

- 15 Frome St, Adelaide SA

URGENT NOTICE:

Please ensure you have filled out the mandatory questionnaire as soon as possible: <https://www.cafeoutsidethesquare.org.au/participant-questionnaire-form>

PLEASE NOTE ON THE QUESTIONNAIRE; IF YOU ARE BRINGING A COMPANION WHO IS UNDER 18, THEY ARE WELCOME TO STAY FOR THE EVENT SO LONG AS THEY ARE SUPERVISED BY YOU AT ALL TIMES.



WHAT TO BRING

For those choosing to sleep out at the Freemason's car park with us, the weather will be cold and potentially wet. Note that there will be cover if needed.

- Warm comfortable clothes to sleep in (no need to change, just roll up to the cafe dressed cosy, comfy & warm) - a warm woollen scarf is highly recommended too!
- Mobile phone, camera, tablet - for capturing the night and posting to social media:

Facebook: @Cafe Outside The Square
Instagram: @cafeoutsidethesquare

Please use the hashtag:
#SOUPANDSLEEP2022

PLEASE PACK THE FOLLOWING IN A GARBAGE BAG LABELLED WITH YOUR NAME (please bring it in with you to the Freemason's Hall, or leave in your car for later):

- Small tarp
- Sleeping Bag
- Pillow
- Sleep mask (optional)
- Please DO NOT bring a swag or mattress/foam! Strictly Forbidden!

We will store these bags securely for you at the Freemason's Hall.



We thank you for your ongoing support in our mission to make sure **"No One Goes Hungry"**

Acknowledgements

We acknowledge the Kurna people, traditional custodians of the lands on which we have built our community. We pay our respects to their Elders, past, present and emerging. Always was, always will be, Aboriginal land.

We acknowledge the contributions of the people who worked tirelessly on the the success of Cafe Outside the Square's mission since our last annual fundraising event in 2021.

Our Wonderful Directors:

Mike Chalmers
Tim Seymour-Smith
Andrew Cole
Jasmin Parasiers
Christopher Sale

Our Amazing Sponsors:

Ayers House - (ayershouse.com.au)
Freemason's South Australia - (santfreemasons.org.au)
Hesketh Wine Company - (heskethwinecompany.com.au/)
Garden Master - (gardenmaster.net.au)
CMV Group - (cmv.com.au)
Spotless Group - (spotless.com)

Our General Manager:

Celia Petersgould

Our Incredible Head Chef:

Kane Richardson

Our Front of House Superstars:

Emily Coleman
Kai Kenley

And last but certainly not least, we **acknowledge the incredible efforts of every single one of our other Staff, Volunteers, Donors, Fundraisers and Supporters** who help us to keep our world spinning. Our mission simply wouldn't be possible without you!

Cafe Outside the Square

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Adelaide SA 5000

www.cafeoutsidethesquare.org.au
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