



# FUNDRAISING at SCHOOL





# Table of Contents

About Orange Sky	5
How it works	7
Why take on Sudsy?	9
Homelessness in Australia	10
Fundraising Ideas	11
Fundraising Resources	12
Get in touch	13

# About Orange Sky

Orange Sky is a not-for-profit organisation providing free mobile laundry and shower services for people experiencing homelessness. Each week, thousands of volunteers give their time to help positively connect some of the 122,000+ Australians who are doing it tough.

We rely on support from our community to keep the wheels turning on our services all across the country - which is why we're THRILLED to have your school on board for The Sudsy Challenge!

This pack provides everything you need to get your school signed up, kitted out and raising funds to support the work of Orange Sky.

## Orange Sky's impact in the community

**56**

Orange Sky services are in operation across 37 locations around Australia

**2,400+**

volunteers provide space for conversation and connection at over 300 shifts each week

**6,300**

average monthly loads of laundry provided by Orange Sky



# How it works

Get the gang together for The Sudsy Challenge and help raise much-needed funds and awareness to support people experiencing homelessness.

Opt to wear the same shirt for three days, spark conversations about homelessness, and raise funds to support Orange Sky's free laundry and shower services.

Every dollar you raise will help to ensure that our services are available for people when and where they need it most.



## Sign Up

Take on the challenge of not changing your clothes for any three consecutive days



## Rally The Troops

Invite your school community to join your team and get those conversations flowing!



## Get Fundraising

Tell anyone who'll listen why you're keeping your kit on to support Orange Sky

# Why take on Sudsy

There are so many benefits to signing up your school for The Sudsy Challenge. Not only does it support student connection and engagement, but you'll be helping to change the conversation around homelessness in Australia.

## Support your community

By taking on the challenge, you'll be helping to take a load off the shoulders of people experiencing homelessness and hardship.

## Merch & Prizes

Alongside kitting out fundraisers with our Sudsy t-shirts, there's also prizes up for grabs as an extra incentive for all the competitive folk.

## Be part of the conversation

Homelessness in Australia is on the rise, and the cost of living crisis is making it harder for every day Australians to get by. Help us change the conversation around homelessness - and the lives of those doing it tough.

According to the 2021 Census...

122,494 Australians are experiencing homelessness

**5.2%**

increase since the 2016 Census

**82%**

of the additional 6,076 people experiencing homelessness since the last Census are female

**20%**

identify as First Nations Australians

**12-24**

year olds are the fastest growing demographic of people experiencing homelessness.

**58%**

of people experiencing homelessness are under the age of 35

**39.1%**

of those experiencing homelessness are living in severely crowded dwellings



# Fundraising Ideas

## for your school

### Incentivise your team

Encourage the team with a prize for the highest fundraiser!

### Organise an activity

You'll never go wrong with a bake sale, raffle or treat stall around school

### Go crazy with outfits!

Dare a teacher or school captain to wear a crazy outfit when you reach your goal!

### Tap into your community

Make sure you include your fundraiser in the newsletter and on social media!

### Turn the school orange

Get the rest of the school involved with a free dress day or crazy sock day!

### Kickstart your fundraising

Encourage each team member to make a self donation to get the ball rolling

*"Canterbury College has seen a growing empathy towards those who are disadvantaged within our local community. Students participating in the challenge have been more willing to look to answer the needs of our local community, contributing more across a range of service opportunities focused on those in need within our community."*

Chris Nield  
Director of Student Development  
Canterbury College, QLD



# Fundraising Resources

Check out our resources to help you get on your fundraising-way! Click the images below to download individually or download the full resource pack as a zip folder.



Workplace Poster



Activity Pack



Editable Canva Templates



Social Media Tile

[Download all resources](#)



# Get in touch

Didn't find what you were looking for? Reach out to Kristanna and the Sudsy team for support, fundraising ideas and to generally be your ultimate hype crew!



## Email

[hello@thesudsychallenge.com](mailto:hello@thesudsychallenge.com)

## Phone (Orange Sky HQ)

(07) 3067 5800

