

Hutt St Centre

**WALK A MILE  
IN MY BOOTS**

# Workplace engagement handbook





**Together, we're ending**

# homelessness

For more than 7,000 people experiencing homelessness in South Australia, the cold winter months are the most dangerous time of year.

But when you step up for the Walk a Mile in My Boots challenge, you're reminding people doing it tough that they're not alone.

For fifteen years, our Walk a Mile in My Boots campaign has united people across the state in a common purpose: raising vital funds to support people to rebuild their lives and end homelessness.

Your support enables Hutt St Centre to remain a place of connection and support for more than 2,000 people take on their journey out of homelessness each year.

**And, best of all, your support helps give someone in need the chance of a fresh start, when they need it the most.**



**Times are tough – people right across South Australia are feeling the pressure from the cost of living crisis.**

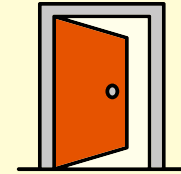
**We know this because visits to Hutt St Centre have grown by 47% since last winter. It's heartbreaking to think how many people are struggling in our community right now.**

Below statistics based on data from 1 January 2023 to 31 December 2023



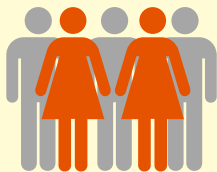
**7,428  
people**

are experiencing  
homelessness in South  
Australia (2021 Census)



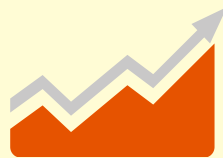
**2095  
people**

walked through our doors  
seeking help, including 979  
new people



**28%  
of people**

seeking our help are  
women and 72% are men



**15%  
growth in**

unique visitors accessing  
our services



**Up to  
37%**

of new visitors last year  
had never experienced  
homelessness before



**56%  
of people**

are rough sleeping  
when they first come  
to us for help

**Can you step up this August and make a life-changing**

**difference?**



## We are asking your workplace to step up and go the extra mile!

Round up your workmates and join us along with thousands of South Australians stepping up to help end homelessness.

We're challenging your workplace to Walk a Mile or more each day during National Homelessness Week (5-11 August). It can be in the park, at the gym, by the beach or around the office block.

Everyone who registers is invited to walk **The Final Mile** together in person on Friday 9 August, 2024.

It's not only a great team bonding experience, but a chance to brave the cold and walk in solidarity with people doing it tough this winter.

**Step up for over 7,000 people experiencing homelessness in South Australia.**

**Register now**



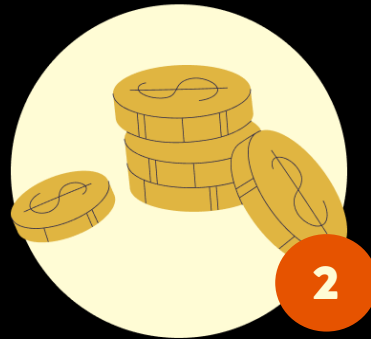
How can your workplace get involved and

## Walk a Mile in My Boots?



### **Sign up and inspire your workmates**

Register for Walk a Mile in My Boots and create a team for your colleagues to join.



### **Raise funds and help change lives**

Participation builds our community, but fundraising keeps Hutt St Centre's doors open.



### **Walk a mile to help end homelessness**

Join the movement and support the 7,000 people experiencing homelessness in South Australia.

*"I am forever grateful to the people who support Hutt St Centre. At a time in my life when I was at my lowest point, the food and care you gave me helped me get back on my feet. Words will never be enough - thank you."*

**-Drew\***



Okay, we're **registered** and **fundraising**...

## Let's go the extra mile!



Invite your workmates out for a group walk followed by a team breakfast or lunch. Take photos and encourage everyone to help spread the word on social media.



Or your team could skip the meal and instead donate the money they would have spent to your Walk a Mile in My Boots fundraising page. Every dollar helps!



Is your boss on board? Ask them kindly to consider if the business can match the funds you've raised. It's good PR for the business and will double your impact. Get the conversation started with [these templates](#)!



Or if you REALLY want to step up the challenge, invite your workmates to compete against one another or even another department to raise the most funds or walk the most miles!



## Three tips to step up your fundraising game

Dive into these tips and tricks to smash your Walk a Mile in My Boots fundraising goal. Get ready to unlock your workplace's full potential and create positive change for people experiencing homelessness.



### Lead the way and self donate

Boost your fundraising game by making a personal donation. Your supporters are more likely to give generously when they see your passion and commitment. Don't forget to thank them for their support too!



### Get social and share your journey

Share your workplace fundraising page across your social platforms broadcasting to your clients and supporters that you're taking part in something truly special!



### Use our fundraising tools

When it comes to fundraising tools, we have got you! Access a bunch of free promotional materials including email signatures, social media tiles and more right [here!](#)

**Need a little more inspo? Join our [Walk a Mile in My Boots Facebook Group!](#)** Connect with like-minded legends to gain fundraising ideas, training tips and support throughout your challenge.

**[Join online here](#)**





Are you ready to take  
the next **step?**



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Thanks to our Supporting Partners

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We love to see you CMI'ing

**CMI TOYOTA**