








## Thank you for getting daggy to change young lives!

Brisbane Youth Service's Daggy Jumper Day is an easy and engaging way for your workplace, team, sports club, or community group to recognise Homelessness Week (3-9 August), spark meaningful conversations, and support young people experiencing or at risk of homelessness this winter.



### Inside this toolkit:

-  Campaign overview
-  Quick-start participation guide
-  What your support makes possible
-  Participation and fundraising ideas
-  Workplace and team communications
-  Email and social media resources
-  Frequently asked questions

# What is Daggy Jumper Day?



**Daggy Jumper Day** on **Wednesday 5 August** is a winter campaign by Brisbane Youth Service that encourages schools, workplaces, and communities to wear their daggiest jumpers to support young people experiencing or at risk of homelessness.

Taking place during **Homelessness Week (3-9 August)**, Daggy Jumper Day provides an easy and visible way for your workplace or community to recognise the week, spark meaningful conversations, and take action to support young people across Brisbane.

## THIS YEAR'S THEMES

### 2026 Homelessness Week theme:

This year's Homelessness Week theme, *Homelessness Action Now*, recognises that young people need safety, stability, and support now – not later.



For young people, homelessness doesn't just mean losing a roof. It disrupts education, employment, health, safety, relationships, and future opportunities. The longer a young person remains homeless, the harder it becomes to rebuild stability.

### 2026 Daggy Jumper Day theme: *Hope is always in style.*

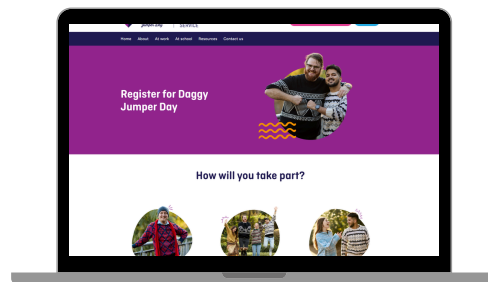
Our 2026 Daggy Jumper Day theme, *Hope is always in style*, reflects the belief that every young person deserves a safe place to call home and the opportunity to build a hopeful future.

When a young person has safe and stable housing, everything else becomes more possible. Their nervous system begins to settle, support has room to land, and their ability to take part in school, work, and life grows.

# Get involved in 5 simple steps

## 1 SIGN UP

Register as an individual or as part of a team at [daggy.com.au](https://daggy.com.au) and create your page – to raise funds and show your support.



## 2 PLAN YOUR DAY

Choose how your team will take part in a way that works for your workplace or community.

Explore ideas and activities later in this toolkit ([see Page 6](#)).



## 3 RALLY TOGETHER

Let your workplace or community know what you're planning and invite them to get involved.

Use ready-to-use communication resources to help spread the word ([see Page 7](#)).



## 4 GET *daggy*

Wear your daggiest jumpers on **Wednesday 5 August** and come together to recognise Homelessness Week.



## 5 SHARE YOUR IMPACT

Share photos and highlights from Daggy Jumper Day or throughout Homelessness Week.

Use ready-to-share social media tiles to help amplify awareness and support for young people facing homelessness ([see Page 8-9](#)).





# Why daggy?

Daggy jumpers are warm, nostalgic, expressive, and something most people have tucked away somewhere – making it easy for everyone to take part.

In true Aussie fashion, Daggy Jumper Day embraces the spirit of the dag – being unapologetically yourself, having fun, and showing up for others.

Because while jumpers may be daggy, ***hope is always in style.***

The jumper you wear is entirely up to you. It could be an op shop find, a vintage favourite, a handmade creation, a family hand-me-down, a sentimental piece, or simply the daggiest thing in your wardrobe.

By wearing a daggy jumper, your workplace or community becomes part of something bigger – joining other workplaces, schools, and communities across Brisbane coming together during Homelessness Week.



# What your support makes possible

Every young person deserves a safe place to call home and the opportunity to build a hopeful future.

However this winter, many young people across Brisbane will not know where they will sleep, how they will stay safe, or who they can turn to for support.

Youth homelessness doesn't happen overnight. It often starts when family relationships break down, when violence makes staying at home unsafe, or when there is no support system to rely on.

**By taking part in Daggy Jumper Day, your workplace or community can help young people access safety, support, and stability when they need it most.**

## WHY YOUR SUPPORT MATTERS NOW

Recent data from Brisbane Youth Service (BYS) shows that before accessing support:<sup>1</sup>



3 in 4 young people were living in unsafe, temporary, overcrowded, or unaffordable housing



Nearly half described their mental health as poor or very poor



Almost 3 in 4 had experienced family violence and almost 1 in 2 had experienced past intimate partner violence

### Demand for support is growing.

In 2024-2025, BYS provided 82,992 occasions of support – up from 68,310 the previous year.

## WHAT YOUR SUPPORT CAN HELP PROVIDE

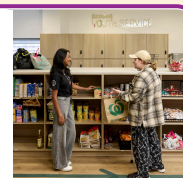
**\$24**

can keep a young person connected – with phone credit or transport to get to support



**\$59**

can provide emergency relief and everyday essentials for a young person in crisis



**\$72**

can help street outreach to connect a young person sleeping rough with support



**\$106**

can provide health and wellbeing support for a young person experiencing homelessness



<sup>1</sup> % of all young people who exited in 2024-2025


# Participation and fundraising ideas

Whether you're planning something small or something across your whole workplace, team, or community group, taking part is about coming together and showing support this Homelessness Week.

## FUNDRAISING IDEAS


Fundraising is one way your team, workplace, or community group can support young people facing homelessness this winter. You can keep it simple or build it into something you already do.

 Here are some ideas:


- Host a shared morning tea, BBQ, or team lunch
  - Run a group fundraising challenge (e.g. departments vs departments or teams vs teams)
  - Hold a raffle or prize draw
  - Set a team or group fundraising goal and track progress together
  - Add a donation point in shared spaces (kitchen, reception, lunchroom)
  - Include Daggy Jumper Day in employee giving initiatives (e.g. matched giving where possible)
  - Invite your networks, members, or community to contribute or match donations
- 

## ENGAGEMENT IDEAS

Daggy Jumper Day is also a chance to bring your team, workplace, or community group together and create a shared experience during Homelessness Week.



 You could:

- Swap the suit or usual work attire for a daggy jumper (and bring the vibes)
  - Organise a team or community event (morning tea, BBQ, or social gathering)
  - Create a “*best dressed team*” or similar award for the group that best understood the assignment
  - Recognise Homelessness Week at a team meeting, training session, or gathering
  - Create space for meaningful conversations about youth homelessness
  - Involve your People and Culture team, leaders, or team captains in championing the day
  - Run a “*guess the dag*” competition (match the jumper to the person)
  - Invite members, clients, or your wider community to get involved
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Every action counts in showing your support for young people facing homelessness this winter.

# Workplace and team ready-to-use communications

Sharing your involvement across your workplace or community helps bring your Daggy Jumper Day to life and encourages others to get involved.

Whether you're communicating with colleagues, members, clients, or your community, these resources make it easy to share what you're doing and why it matters.

## READY-TO-USE RESOURCES

**Presentation template** – for team meetings and gatherings to introduce Daggy Jumper Day



**Internal email template** – ready-to-use message to share with your team or members



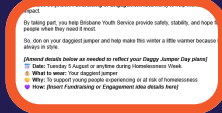
**Conversation starters** – print-ready cards to start conversations about home, safety, and how your team can show your support.



**Team announcement** – short update for meetings or internal channels (e.g. Teams, Slack)



**Newsletter copy** – content for internal or community newsletters



**Posters and signage** – promote your involvement in shared spaces (offices, reception areas, venues)



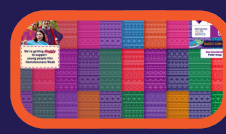
**Fundraising tools** – simple resources to help you track progress and engage your team



**Thank you poster** – recognise and celebrate your team or community's support



**Video conferencing background** – show your support in virtual meetings



Visit [daggy.com.au](https://daggy.com.au) to download communication templates and resources.

# Email and social media ready-to-share resources

Sharing your involvement helps bring your Daggy Jumper Day to life and encourages others to get involved.

You don't need to start from scratch. We've created ready-to-use resources to make it easy.

You can also create your own content. Just make sure it aligns with the Campaign Guidelines ([see Page 9](#)).

## READY-TO-SHARE RESOURCES

**Social media tiles** – ready-made graphics to quickly share your participation.

**Example caption:**

When young people have a safe place to call home, everything else becomes more possible. This Homelessness Week, we're getting daggy to support young people across Brisbane. #HopelsAlwaysInStyle



**Social media templates** – add your own photos and customise in a few clicks (Canva sign-in required)

**Example caption:**

Daggy jumpers out, team spirit on ❤️ We're getting involved in #DaggyJumperDay to support young people facing homelessness this winter. #HopelsAlwaysInStyle



**Profile picture frame** – update your profile image to show your team or group is taking part in Daggy Jumper Day

**Email and LinkedIn banners** – visuals to include in emails, newsletters, and socials to promote your involvement and raise awareness

**Email signatures** – add a Daggy Jumper Day banner to your email signature to show your support



Visit [daggy.com.au](http://daggy.com.au) to access all ready-to-use resources and suggested captions.

# Bring your Daggy Jumper Day to life

Whether you're building momentum before the day, sharing moments as they happen, or reflecting on your impact afterwards, sharing your involvement across emails, newsletters, and social media helps bring your Daggy Jumper Day to life.

It also connects your workplace, team or group with a wider community across Brisbane – helping make youth homelessness visible and showing how we can all stand with young people this winter.

## WHAT TO SHARE

We'd love to see your workplace or community in action – before, during, and after Daggy Jumper Day.

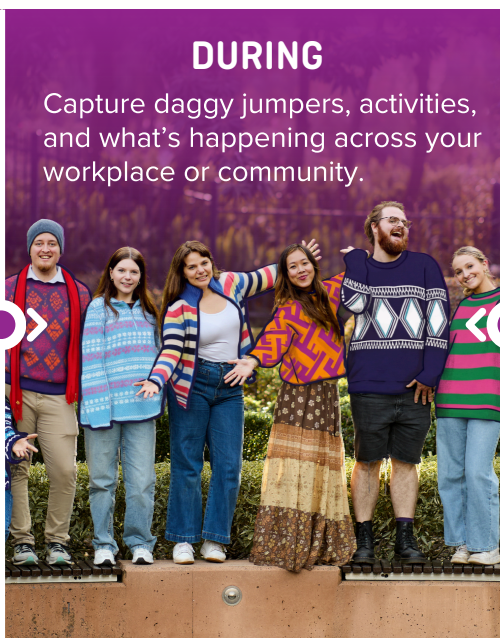
### BEFORE

Show how your team is getting ready for the day and spreading awareness



### DURING

Capture daggy jumpers, activities, and what's happening across your workplace or community.



### AFTER

Share highlights, reflections, and how your workplace or community showed up this Homelessness Week



## CAMPAIGN GUIDELINES

When sharing, we encourage your workplace or community to:

- **Use the supplied Daggy Jumper Day logo and assets where possible** – for non-commercial use as part of this campaign
- **If creating your own content or designs**, follow the campaign tone and messaging, avoid altering logos, and do not use the Brisbane Youth Service logo without approval (*unless already included in an approved design*)
- **Keep language clear, strengths-based**, and always respectful of young people

## CAMPAIGN HASHTAGS

**#DaggyJumperDay**  
**#HopelsAlwaysInStyle**  
**#HomelessnessActionNow**

Tag **Brisbane Youth Service** so we can recognise your involvement and share your impact.

Every share helps grow your team's impact and brings the spirit of Daggy Jumper Day to life across your community.

# Frequently asked questions

Here are some quick answers to common questions about Daggy Jumper Day.

**Where do funds raised go?**

Funds help Brisbane Youth Service provide practical support to young people experiencing or at risk of homelessness when they need it most – whether that’s a safe place to stay, crisis relief, access to health care, support to leave violence, or help to reconnect with education and community.

**How long does the 2026 campaign run?**

The Daggy Jumper Day campaign runs from 8 July to 5 August. Register early and start planning to build momentum and make the most impact during Homelessness Week (3-9 August).

**Can we choose to a different date to take part?**

Yes. Wednesday 5 August is the official Daggy Jumper Day, but if this date does not suit, you are welcome to take part on another day during Homelessness Week.

**How can we donate cash we collected?**

Thank you for collecting and contributing funds to support young people this winter. You can deposit funds to:

Account Name: Brisbane Youth Service Inc.  
Bank: NAB  
BSB: 084-044  
Account Number: 16-345-0559

Include a reference (e.g. organisation or group name) and email details of your donation (amount, date, and name).

**Are donations tax deductible?**

Donations of \$2 or more are tax deductible. Brisbane Youth Service is registered with the Australian Charities and Not-for-profit Commission (ACNC).

Please note: Purchases such as raffle tickets or event entries are not tax deductible, as they include a benefit (e.g. a chance to win or attend an event).

Visit [daggy.com.au](https://daggy.com.au) to view more frequently asked questions.

Or email [daggy@brisyouth.org](mailto:daggy@brisyouth.org) with any questions and connect with the BYS Fundraising team.



BRISBANE  
YOUTH  
SERVICE

5 WEDNESDAY  
AUGUST

[DAGGY.COM.AU](https://daggy.com.au)

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**DON'T FORGET!**



**REGISTER NOW**

to make your involvement official, set up your page and start making your impact this winter.



*Thank you for getting daggy*



BRISBANE YOUTH SERVICE

**5 WEDNESDAY AUGUST**

**Any questions or need support? Please get in touch.**

We'd also love to hear how your Daggy Jumper Day went – from what you got up to, to how your fundraising went and what your workplace or community took away from the day. **Sharing this helps us understand the impact we're creating together.**

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