



Thank you for joining schools across Brisbane in getting daggy!

Brisbane Youth Service's Daggy Jumper Day is an easy and engaging way your school can recognise Homelessness Week (3-9 August), 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
-  School 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 school 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, health, employment, 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.*

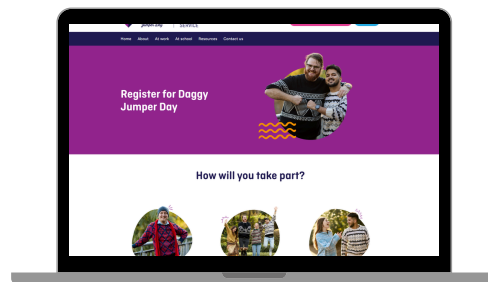
Our 2026 Daggy Jumper Day theme, *Hope is always in style*, reflects the belief that every young person deserves a safe place to call home and the opportunity to build a hopeful future.

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 and create your page – to raise funds and show your support.



2 PLAN YOUR DAY

Choose how your school will take part in a way that works for your students and staff.

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



3 RALLY TOGETHER

Let students, staff, and families 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 as a school 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 school becomes part of something bigger – joining schools, workplaces, 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 school 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:¹



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



% of all young people who exited in 2024-2025¹

Participation and fundraising ideas

Whether you're planning something small or something across the whole school, taking part is about coming together and showing support this Homelessness Week.

FUNDRAISING IDEAS

Fundraising is one way your school can support young people facing homelessness this winter. You can keep it simple or build it into something your school already does.

Here are some ideas:

- Go *daggy* with a free dress day in exchange for a gold coin donation
- Host a bake sale or shared morning tea
- See which class or house can build the longest coin line
- Hold a raffle or prize draw
- Create a friendly house or year-level fundraising competition
- Add a donation jar in classrooms or the front office
- Set a class or school fundraising goal and track progress together



SCHOOL ENGAGEMENT IDEAS

Daggy Jumper Day is also a chance to bring your school community together and create a shared experience during Homelessness Week.

You could:

- Hold a school assembly to recognise Homelessness Week and share why it matters
- Create space for classroom discussions about youth homelessness
- Involve student leaders in planning and running activities
- Organise a small school or community event to bring people together
- Host a teacher fashion parade featuring daggy outfits
- Run a “*guess the dag*” competition (match the jumper to the staff member)
- Create a “*best dressed class*” or group award



Every action counts in showing your support for young people facing homelessness this winter.

School communication ready-to-use resources

Promoting Daggy Jumper Day across your school is simple with ready-to-use resources.

Whether you're communicating with students, staff, or families, these tools make it easy to share what you're planning and why it matters.

READY-TO-USE RESOURCES

Presentation template
– for assemblies and classes to introduce Daggy Jumper Day

Get involved in 5 simple steps

- 1 Sign up at daggy.com.au
- 2 Plan how you want to take part
- 3 Invite your community to get behind the day with our ready-to-use resources
- 4 Wear your daggy jumpers on 5 August and collect donations
- 5 Share your impact on social media



Parent letter, newsletter copy, and email template – to share with families



Raffle tickets – Run a simple raffle to bring people together and raise funds.



School announcement – for noticeboard or assemblies



Posters – promotional and customisable posters for your school



DIY donation box resources – for simple, visible fundraising across your school



Visit daggy.com.au to download communication templates and resources.

Email and social media ready-to-share resources

Sharing your school's participation helps raise awareness, encourages others to take action this Homelessness Week, and amplifies support for young people facing homelessness this winter.

You don't need to start from scratch. We've created ready-to-use resources, including suggested captions, 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 school's involvement

Example caption:

When young people have a safe place to call home, everything else becomes more possible. This Homelessness Week (3-9 August), we're getting daggy to support young people across Brisbane. #HopelsAlwaysInStyle



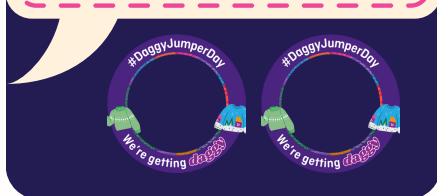
Social media templates – add your own photos and customise in a few clicks (*Canva sign-in required*)

Example caption:

Our students are getting daggy to show that #HopelsAlwaysInStyle. Every action counts towards supporting young people facing homelessness this winter. #DaggyJumperDay



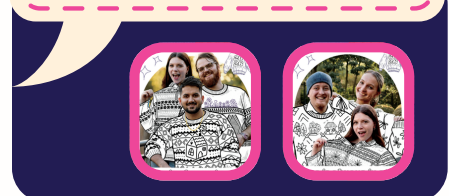
Profile picture frame – update your profile image to show your school is taking part in Daggy Jumper Day



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



Colouring sheets – share with teachers, students, and families as a child-friendly activity to get creative and show your support.



Visit 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 school to 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 school community in action – before, during, and after Daggy Jumper Day.

BEFORE

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



DURING

Capture daggy jumpers, activities, and what's happening across your school



AFTER

Share highlights, reflections, and how your school showed up during Homelessness Week



CAMPAIGN GUIDELINES

When sharing, we encourage your school 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 school'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 your school, you are welcome to take part on another day during Homelessness Week.

How can we donate cash collected at school or an event?

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. school 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 to view more frequently asked questions.

Or email 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 school community took away from the day. **Sharing this helps us understand the impact we're creating together.**

 daggy@brisyouth.org

  [@brisyouth](https://www.instagram.com/brisyouth)

 **07 3620 2400**

 [@brisbane-youth-service](https://www.linkedin.com/company/brisbane-youth-service)



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