



DAGGY

Jumper Day

REGISTRATION PACK

Step up and dress down this Daggy Jumper Day to help raise money for young people and young families facing homelessness.

Rug up in a daggy jumper, silly sweater, or hideous hoodie to raise money to help young people find safe housing and build better, brighter futures.

WEDNESDAY 7TH AUGUST

BRISBANE
YOUTH
SERVICE

Find out more at

DAGGY.COM.AU



What is Daggy Jumper Day?



Daggy Jumper Day is one of Brisbane Youth Service's most unfashionable (but arguably the most fun!) day in our annual calendar, with donations used to support young people and young families facing homelessness.

Daggy Jumper Day made its debut in 2013 and has grown into one of Brisbane Youth Service's best annual campaigns. Raising more than \$150,000 over the past 11 years, the campaign serves an important purpose in encouraging the community to come together and raise awareness of the escalating youth homelessness crisis.

During Homelessness Week (5-11 August), Brisbane Youth Service invites our supporters and the community to don their most daggy and unfashionable jumpers, raise funds, and show that youth homelessness matters to them. It's a fun and impactful way to make a difference while bringing attention to this important cause.



What this looks like!

37%

of homeless people in Queensland are under 25 years old.

Almost 3 in 4

young people supported by Brisbane Youth Service have experienced previous family violence.

61%

of young people seeking help from Brisbane Youth Service have a diagnosed mental illness.

After support from Brisbane Youth Service, young people living in unsafe housing decreases by

95%

**Sources: ABS Census 2021, BYS Annual Report 22-23*

What change looks like!

\$20

could provide a pre-paid go card or top-up for transport to connect with critical services.

\$47

could provide food and basic toiletries, or a sleeping bag for a young person sleeping rough.

\$72

could provide an hour of street outreach to young people sleeping rough.

\$126

could purchase a night of emergency accommodation.

\$499

could buy crisis relief essentials, including grocery vouchers, a sleeping bag, and mobile phone for a young person sleeping rough.

\$998

could provide a week's accommodation for a young person otherwise facing sleeping rough.

How can you get involved?

1. Fundraise:

Set up an individual fundraising page and encourage your loved ones to donate or join the fundraising efforts in a team. Be a fashion trailblazer for a good cause!

2. Get Your Office Involved:

Your workplace can sponsor a day of daggy delights, swapping the suit for a sweater one day at the office!

3. Get Your School Involved:

Whether you're a parent, teacher or student, you can get your school community involved with a daggy jumper free dress day! A gold coin donation to dress up can go a long way.

4. Donate:

No time to get your community involved? No problem, you can support Daggy Jumper Day by donating directly to Brisbane Youth Service at daggy.com.au

5. Spread The Word:

Don't forget to take a snap of your daggy jumper and share your fundraising efforts through social media, email, and word of mouth.

You can visit our website to download assets, such as posters, facts sheets, a presentation for schools and an "About Us" video!

Example 1:

Did you know 37% of homeless people in Queensland are under 25 years old? Join me and help raise funds for young people and families in need this Daggy Jumper Day! @brisyouth #DaggyJumperDay #HomelessnessWeek #EndYouthHomelessness

Example 2:

Wear your daggy jumper with me and fundraise! Help young people sleeping rough or without a safe home this winter. @brisyouth #DaggyJumperDay #HomelessnessWeek #EndYouthHomelessness

Visit daggy.com.au to find out more and register now.

Event Ideas

1. Schools:

- Gold coin donation for a Daggy Jumper free dress day.
- Host a bake sale to collect donations.
- Run other fun and engaging fundraising activities within your school to collect donations.

2. Workplace:

- Hold a Daggy Jumper fashion parade or morning tea and encourage staff to wear their most outdated and outrageous jumpers and make a donation.
- Run other fun and engaging fundraising activities within your workplace to collect donations.



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Discover more
information and
sign up at

DAGGY.COM.AU



REGISTER NOW



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Any questions? Get in touch!

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