

## Media Release

April 2020

### SleepSafe is providing meals to homeless charities

*SleepSafe* is expanding its support for homeless charities by providing meals during the COVID-19 crisis to help solve the increasing food security issue.

*Sheridan* has worked closely with charity partner *StreetSmart Australia* to help direct SleepSafe donations where they're most needed during these uncertain times.

"Right now charity meals programs are shut across the country. With gatherings restricted and older volunteers protecting their health, food security for vulnerable Australians is an emerging challenge.

Our *SmartMeals* program is employing hospitality venues to provide meals for their local homeless charities. This means donations have double the impact by keeping hospitality workers in jobs and feeding the homeless and vulnerable," said Geoff Hills, Chief Operations and Fundraising, StreetSmart Australia.

To date, SleepSafe has provided over 6,000 Sleep Kits (a sheet set and towel) to people in need and will continue to distribute the rest of the available kits while also raising funds for meals. For every \$10 raised, a meal will be provided to someone in need.

Paul Gould, Group General Manager, Sheridan, said, "During these challenging times, it's important for us to support our charity partner in every way we can. Vulnerable communities are being hit the hardest during COVID-19 and this complex situation is putting an additional strain on already stretched homeless services. The strength and success of the SleepSafe initiative has allowed us to rework our approach to suit the current landscape and provide food and meal support to those who need it most."

If you would like to find out more or donate a meal visit: [www.sheridan.com.au/SLEEPSAFE](http://www.sheridan.com.au/SLEEPSAFE)

- Ends -

#### Interview opportunities:

- **Geoff Hills**, Chief Operations and Fundraising, StreetSmart Australia
- **Paul Gould**, Group General Manager, Sheridan Australia
- A community partner representative may be available upon request

StreetSmart Australia is a national not-for-profit organisation that raises funds to support and provide grants to grassroots community groups which focus on homelessness in Australia. StreetSmart keeps it local by connecting businesses with their neighbourhood shelters, action groups and projects, so funds raised directly help people in their own community. The core belief of StreetSmart is that everyone should have a safe and secure place to call home and aims to raise funds and awareness to bring about change for people experiencing homelessness or at risk. Since it was founded in 2003, StreetSmart has distributed more than \$6 million to over 640 local organisations all across Australia.