



YOUTH HOMELESSNESS MATTERS 16th APRIL DAY

Youth Homelessness Matters Day (YHMD) – a national day that aims to raise awareness about child and youth homelessness and drive fundraising for the sector.

Start conversations about sustainable and innovative solutions to support the needs of young people experiencing homelessness and fundraise for your organisation.

**REGISTER WITH
YFOUNDATIONS AND
START PLANNING**

**ACTIVATE YHMD
WITH EVENTS AND
FUNDRAISING**

**LEVERAGE NATIONAL
AWARENESS CAMPAIGN
TO SUPPORT ACTIVITIES**

HOST A YHMD25 EVENT

Organise community events like BBQs and picnics where people can learn more about child and youth homelessness in a social environment. Set up stalls with information on the issue and encourage discussions to get people talking and sharing ideas about local initiatives.

Organise an overnight couch-sleeping event to give participants a small glimpse into the experience of homelessness.

Couch surfing is a common form of 'hidden' homelessness. In 2022-23, **almost one-third** of young people presenting alone to homelessness services were couch surfing before they turned up. Many more children and young people couch surf and don't seek support. Couch surfing can cause substantial harm to young people's health and often puts them at risk of **servitude, exploitation, sexual violence and abuse**. Couches symbolise places that are not a proper 'bed' or 'bedroom' and are often uncomfortable place to sleep. Register your events with Yfoundations to promote them.

KEY MESSAGING

Donate to change the reality for children and young people experiencing homelessness. Too many are living in unsafe home environments, couch surfing or sleeping rough.

43,226

children and young people (under 25yo) presented alone to a specialist homelessness service (SHS)

1/2

the young people nationally, who tried to get a bed in a crisis refuge in 23/24 were turned away as services couldn't accommodate them*

1 in 3

Around one-third of children and young people presenting alone to SHS identified as Indigenous

29,114

young people needed long-term housing – but a mere 3.8% (719) received it

We have no idea where those children and young people who missed out on beds slept those nights.

* Australian Institute of Health and Welfare (2024), Specialist Homelessness Services Annual Report 2023-24

Governments need to increase funding for crisis homelessness services so that children and young people are not living in unsafe and violent environments. They should commit to targeted plans to end child and youth homelessness and adequately fund the solutions.

Domestic and family violence, the housing crisis and relationship/family breakdown were the main reasons for seeking assistance.

The data does not accurately reflect the serious problem of domestic and family violence (DFV) for children and young people. Frontline services tell us that DFV is overwhelmingly the most common reason why children and young people need a bed and help.

NATIONAL AWARENESS

In partnership with Property Industry Foundation (PIF) and UnLtd, Yfoundations is working to deliver a \$2.5 million national pro bono advertising campaign.

It will raise awareness of youth homelessness and call on the Australian public to donate to help service providers change the reality for children and young people experiencing homelessness.

- Register with Yfoundations
- Your organisation will feature on the online destination of the campaign for donations
- The public can choose which organisation they donate to – searchable by name or location
- Your organisation receives a promotional QR code linked directly to your fundraising page
- Promote your events on Yfoundations' site and we will amplify through social media

LIVED EXPERIENCE

'We can end child and youth homelessness'

When you involve young people's lived experiences as a foundation of your campaign, you need to listen, respect, and act upon the insights their stories provide, ensuring their narratives shape your initiatives and advocacy.

Our campaign leverages the power of the lived experience of our Youth Homelessness Representative Council.

Value Experience:

Recognise young people's stories as lived expertise. Where possible, remunerate them for their time.

Create Safe Spaces:

Foster environments where young people can share their experiences with respect and empathy.

Be transparent and honest. Check in regularly with the young person.

Inclusive Voices:

Involve young people in shaping your campaign, demonstrate the significant impact of their voices, and support diverse voices that reflect the diversity of youth homelessness.

SOCIAL MEDIA KIT

Research shows you are the most influential voice to your friends, family and neighbours. Your post is more influential than any advertisement. Personalise your message, share and let people know why you think youth homelessness matters!

Like, comment and share posts from the YHMD facebook page and #YHMD25 posts on Instagram and LinkedIn.

We need to make the issue too hard to ignore so politicians will be motivated to act and focus on solutions.

Take action on social media

Hashtag: **#YHMD25**

Tag: **@yhmday**

Direct to: **yhmd.org.au**

Socials tiles and messaging plan

Download these and more from the YHMD website at

www.yfoundations.org.au/yhmd-resources

Socials captions

'Sign the petition to end youth homelessness and donate and help change the reality for children and young people experiencing homelessness.'

Your own words are the most powerful! Be authentic and genuine. Say why ending child and youth homelessness matters to you.

YHMD CALL TO ACTION

For too long, the specific and complex needs of children and young people at risk of, or experiencing homelessness have been assumed to be the same as those of adults and have not been explicitly addressed in government strategies to address homelessness.

Child and youth homelessness needs a coordinated approach at a national level to ensure we can support children and young people at every stage of their journey.

We're calling on national and state governments to make ending youth homelessness a national priority by developing a targeted plan and funding the services needed to achieve this objective.

Everyday Australians can drive community conversation on youth homelessness and support leaders with a moral compass to develop and action this plan.

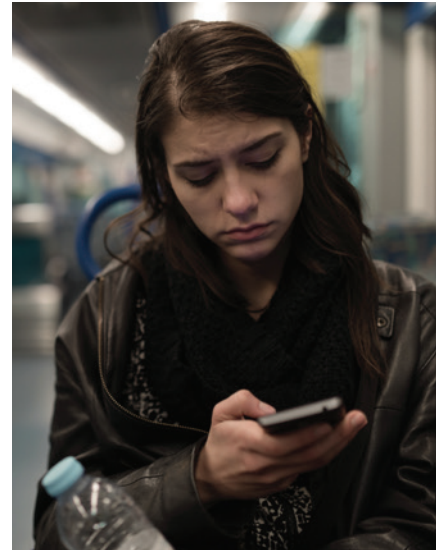
Sign and share our petition www.yfoundations.org.au/yhmd-petition/

COMMUNITY CAMPAIGN

Meet with your local MP or Senator

Advocate for ending child and youth homelessness by meeting with your local MP or Senator. Share your story, express your views clearly and passionately with key points, and ask for commitments.

Remember to arrive on time, be respectful and follow up with a thank-you letter. Find your local Federal MP or Senator at www.aph.gov.au/Senators_and_Members



CONTACT LOCAL MEDIA

You can amplify your YHMD 2025 campaign by contacting your local media, especially if you are holding an event. Here are some tips on how to effectively communicate with the media and make the most of YHMD.

Who to contact:

- Local newspapers, publications and magazines in your area
- Local radio stations and TV programs
- Local ABC radio www.abc.net.au/local
- Don't forget Indigenous, multicultural and community media

Submit an opinion piece to a publication – between 600–800 words.

Send a media kit: include media release, details of your Youth Homelessness Matters Day event, bios of one or two young people available to share their experience and some images. You should also include background on your organisation.

A media release should be no longer than one page and give the who, what, where, when and why. Put your media contact person and their phone number at the end.

Include the YHMD2025 logo available on our resources page.

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yhmd.org.au

CONTACT

If you have any questions or need further information in relation to Youth Homelessness Matters Day, please contact us at yhmd@yfoundations.org.au

Youth Homelessness Matters Day is organised by

 **yfoundations**
creating a future without youth homelessness

yfoundations.org.au