



### **#NewGifts for people doing it tough in Adelaide**

Shelter SA is the peak body for housing in South Australia. Our vision is for every South Australian to have an affordable, safe place to call home. Did you know there are thousands of households in our State paying rents that are not affordable, many living in unsuitable or insecure housing and more than 20,000 people receiving homelessness services each year?

Unfortunately, negative stereotypes of people who are experiencing homelessness are pervasive in our society and they do little to assist us in our efforts to advocate for strong housing policy and the supply of social and affordable housing. People picture the typical homeless person as someone who “sleeps rough” that is, they sleep on the streets or on park benches. The truth is that only approximately 4% of people who experience homelessness fit this profile, approximately 40% are children and young people and more women escaping domestic violence, people with mental and physical health concerns and Aboriginal people. We consider that people are experiencing secondary and tertiary homelessness if they have somewhere to stay that is not affordable, suitable, safe or secure. Negative stereotypes and stigma are not helpful when it comes to providing assistance for people who are struggling with the cost of living, including housing and our high unemployment rates in South Australia.

Shelter SA advocates for affordable housing to address the growing problem of homelessness, as well as the vital support services and urgent needs that must be met to get people back on their feet. Homeless Connect is a national network supported by the mayors of each capital city. Every year, the City of Adelaide and Shelter SA hold an Expo under the Homeless Connect Banner. The majority of people who attend the Expo are not rough sleepers – they are people who are staying in temporary or unsuitable accommodation. Homelessness service providers set up stalls at the Expo so that people attending can forget about their problems for a short time, stroll around in a fun and relaxing atmosphere, gathering free give-aways and most importantly, information about services that may assist them with their housing and health. There is also free entertainment by some of South Australia’s top musicians, free haircuts, massages, henna tattoos and lots of delicious free food and great coffee. If you are interested in getting involved, please contact us to find out more.

The people who contribute to the Expo are generous with their time and many of our performers and those who provide goods and services give us heavily reduced rates or only charge a notional fee. This year, Shelter SA is running a donation drive so that we can provide every participant with a gift of new clothing and other useful items. Anecdotally we hear that people like to donate second hand goods to “homeless” organisations and these can be useful, however we know that people who are doing it tough want and need brand new items, just as you and I do.

That is why Shelter SA is launching our #NewGifts donation drive for this years Expo. #NewGifts aims to give *brand new stuff for people doing it tough*. **We invite you to get involved.**

Every cent donated will go directly to purchasing gifts for participants, there are no administration fees or any money charged by Shelter SA and donors will receive a short video as a thank you, that shows Expo attendees with their gifts.

[Here is the link to the “donate now” page on our website](#), we hope that you will donate and share the campaign with your networks. Twenty dollars is not much to provide one person with a gift but it will add greatly to how much people enjoy the day – show that you care. You can contact us on 8223 4077 or [sheltersa@sheltersa.asn.au](mailto:sheltersa@sheltersa.asn.au). Please like our Facebook page and follow us on Twitter and YouTube to share the campaign materials from there. **Thank you**

To view our short YouTube video that explains what #NewGifts is, and why we are doing it, [please click this link](#).

The video can also be found on our Facebook page, [by clicking this link](#).

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Homeless Connect Expo supported by the Adelaide City Council ([@CityofAdelaide](#))

