



SWAGS FOR HOMELESS LTD.  
ABN 128 411 012

Emergency Relief  
Proven by 100+ Charities

Donations over \$2 are tax deductible

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### TONIGHT:

**Over 16,375 Australians will sleep on the streets, under bridges & worse.**

(There are over 104,600 homeless people in Australia - 2006 ABS Census)

### Crisis solution - fact - there are not enough shelters:

**One Backpack Bed to every rough sleeper in Australia.  
Distributed by charities - free for homeless.**

## Backpack Beds

### Nationally Proven + Used by Australia's largest charities

- Improves homeless health, safety, self-esteem, comfort, warmth and sleep
- Reduces Desperation Crime - fact. homeless do crimes to get into prison for winter
- Saves Lives

#### Warm dry bed:

- ✓ Waterproof (lab tested to international standard AATCC 127)
- ✓ Windproof (lab tested to international standard ASTM E:96)
- ✓ Fire retardant (lab tested to international standard CPAI-84)
- ✓ Anti-mildew
- ✓ 3 mosquito mesh vents (head + foot + chest)
- ✓ Built-in 190cm insulated fire retardant mattress

#### Portability - looks like a Backpack but turns into a bed:

- ✓ Only 2.48 kg net weight (inc mattress)
- ✓ Backpack with built-in storage pockets - can store 20+kg inside
- ✓ Lockable internal pocket (with supplied key lock)
- ✓ Ultra lightweight street tough materials



reddot design award  
best of the best 2011

**First year Australians have won.  
First charity to win globally.**

The Red Dot award in Germany (since 1955) is the world's largest and most distinguished product design competition.

Past 'Best of the Best' recipients include Rolls Royce, Apple Inc. and Samsonite.

*"Handing homeless one of these Backpack Beds rather than turn them away empty handed (from shelters) will help us to connect with them and increase the likelihood of them returning back to us where we will be able to offer help".*

**Major Paul Moulds, Salvation Army  
Youth Oasis, Dec 2010**

**Backpack & Bed in ONE**

# Emergency Relief - Backpack Beds

## Homeless & Community Benefits

Results show Backpack Beds assist homeless to improve their situation.



**Emergency Relief  
BACKPACK BEDS**



### Who are the Homeless?

Individuals & families - men, women and children from all age groups.

### Why are they Homeless?

Eviction, relationship breakdown, injury, gambling, family violence, mental illness, addiction, unemployment, financial problems.

### Where do street sleeping homeless sleep?

Streets, parks, beaches, football ovals, trains, under bridges, in cars and abandoned buildings.

## Homeless Myths

### Myth 1: Homelessness is only a problem in bad times

House prices skyrocket and the rental market goes up - those at the bottom of the rental food chain get pushed into homelessness.

### Myth 2: It could never happen to anyone you know

Death, divorce, illness and depression - circumstances can cause regular middle class people to spiral into homelessness. Injury at work - when the WorkCover payments do not cover the bills.

### Myth 3: They like being homeless

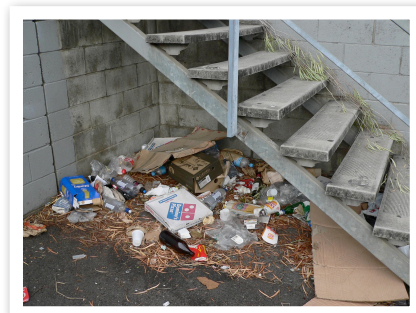
People tell themselves all kinds of stories ... would you be happy sleeping with scissors for safety?

### Myth 4: There are no homeless women because you don't see any

They usually hide to survive. They keep a low profile - sleep during the day and stay awake all night.

### Myth 5: They have homes and are just choosing not to be there

Again, people tell themselves all kinds of stories ... would you be happy to go home if you were being molested?



Sleep out in Brisbane

## Charity Proven Distribution Program

Distribution via existing homeless charity networks that agree to our 2 distribution criteria:

1. Backpack Beds are provided FREE to rough sleeping homeless.
2. An Eligibility Survey will be returned to Swags for Homeless for each Backpack Bed distributed.

Australia wide Swags for Homeless works with 100+ organizations to distribute Backpack Beds. Program ensures: cost effective distribution, homeless are assessed for eligibility while also accessing additional homeless services.

## Charities & homeless agree Backpack Beds are suitable Emergency Relief

“My swag is the best & most efficient item I’ve been given since being homeless. Anyone living on the streets would really appreciate having one - as do I. For me, it was a Real Lifesaver. Thanks heaps.” **Renee, young homeless woman, Melbourne**

“We believe every rough sleeper in Melbourne and Australia should have access to this form of humane crisis bedding ... and made available at crisis accommodation services across the country” **St. Vincent de Paul Aged Care & Community Services**

“It improves the health and dignity of the homeless ... may also reduce the need for desperation crime.” **North East Housing Service**

## Swags for Homeless

- Swags for Homeless provides proven free Backpack Beds to street sleeping homeless - an interim crisis measure (Emergency Relief) for those turned away from shelters.
- Founded in Nov. 2007
- Company Limited by Guarantee (registered with ASIC)
- Audited yearly by ASIC registered auditor
- DGR & TCC (ATO) - Necessitous Circumstances
- Street sleeping homeless - All ages & genders, inc. indigenous & migrants



reddot design award  
best of the best 2011

## Backpack Bed - Winner Best of The Best Product Design

The Red Dot award in Germany (since 1955) is the world’s largest and most distinguished product design competition. Past ‘Best of the Best’ recipients include Rolls Royce, Apple Inc. and BMW.



**This is a low cost - compassionate Aussie thing to do. So simple.**  
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