



FIA Conference 2023

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Love Is In The Air

How Leading With Their Mission And Values Online
Helped Wayside Chapel Grow From \$3.9m To \$9m
In Fundraising Income

INDIVIDUAL GIVING

LAURA HENRY, WAYSIDE CHAPEL

JENNIFER ARCEO, ELEVATE FUNDRAISING

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LOVE IN FOUR CHAPTERS



Lani



Lani.

At the heart of everything we do at Wayside Chapel are the stories of the people who walk through our doors.

One of the most extraordinary people in our community is Lani.

Like many of our visitors, Lani initially came to Wayside for practical support but found so much more.

Our vision is 'love over hate'.

We live on the intersection between love and hate, between faith and no faith, between the haves and the have nots, the housed and the homeless, the sick and the well.

We want to live on this intersection between love and hate in a way that helps love prevail.

It is a vision that is always before us and always calling us to be more.





Our mission is creating community with no 'us and them'.

We do this by breaking down the barriers of judgement and providing a safe place where people from all walks of life are welcome.

Wayside draws people out of social isolation and invites them into the healing place of community.

People facing homelessness, mental health issues and addiction can turn to Wayside for compassion, tolerance and support.

Our values are:

Openness (No secrets)

Teamwork (No cowboys)

Patience (No rush)

Courage (No complacency)

Respect (No Judges)

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When you live and breath
the mission, vision and
values,
it seeps into everything
you do.

Over time, this little charity with a big heart
started to weave its story into the fabric of
Sydney.



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The image features a dark brick wall as the background. A vibrant, multi-colored abstract mural is painted on the wall, consisting of various geometric shapes like triangles and polygons in shades of blue, purple, red, green, and yellow. Overlaid on the center of the image is a large, solid red circle. Inside this circle, the word "opportunity" is written in a bold, white, sans-serif font. The mural appears to be a stylized representation of a landscape or a decorative pattern, with the colors creating a sense of depth and movement. The brick wall itself is made of dark, rectangular bricks with visible mortar lines. The overall composition is balanced and visually striking due to the contrast between the red circle, the white text, and the colorful mural against the dark background.

opportunity

In 2017, there was a turning point in the trajectory of fundraising at Wayside.

Revenue was just under \$2.7M and heavily reliant on major donors.

We had built up a strong community of supporters who believed in the 'why' of what we do.

'Diversification' was the word on everyone's lips as we turned to new opportunities.

And then...





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Under the banner of 'love over hate'...

Emergency Appeal

Valentine's Day campaign

Winter (Tax) Appeal

Regular Giving acquisition

Long Walk Home

Donate a Plate (Christmas)







**WAYSIDE
CHAPEL**

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SAY 'I'VE GOT YOUR BACK'
WITH A CRISIS CARE PACK

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Emergency Appeal Results

**\$369,732
raised**

**3,472
donors**

**\$12.77
cost per
donor**

**\$106
average
donation**

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SAY 'I'VE GOT YOUR BACK'
WITH A CRISIS CARE PACK

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Wayside Chapel

Sponsored · 🌐



Say 'I've got your back' with a Crisis Care Pack to give a homeless person the emergency essentials they need to survive. ❤️

❤️ Send a Care Pack to a person experiencing homelessness

👤 You'll provide the vital essentials they desperately need

🌐 Show them they are not forgotten in these tough times

Help Wayside Chapel provide love and care to the most vulnerable people in our community.

Say 'I've got your back' today!



**YOU CAN DELIVER A
A CRISIS CARE PACK
TO A PERSON IN NEED**

donate.waysidechapel.org/w...

Send a Care Pack to a
Person in Crisis. Lear...

Learn more

Say 'I've got your back' with a Crisis Care Pack to give a homeless person the emergency essentials they need to survive. ❤️

Help Wayside Chapel provide love and care to the most vulnerable people in our community.

Say 'I've got your back' today!

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**vision
values**

It's not repetition.
It's reinforcement.



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**WAYSIDE
CHAPEL**

NOTHING SAYS

I LOVE YOU

LIKE A CLEAN PAIR OF UNDIES

DONATE NOW



2023 Valentine's Day Results

**\$252,673
raised**

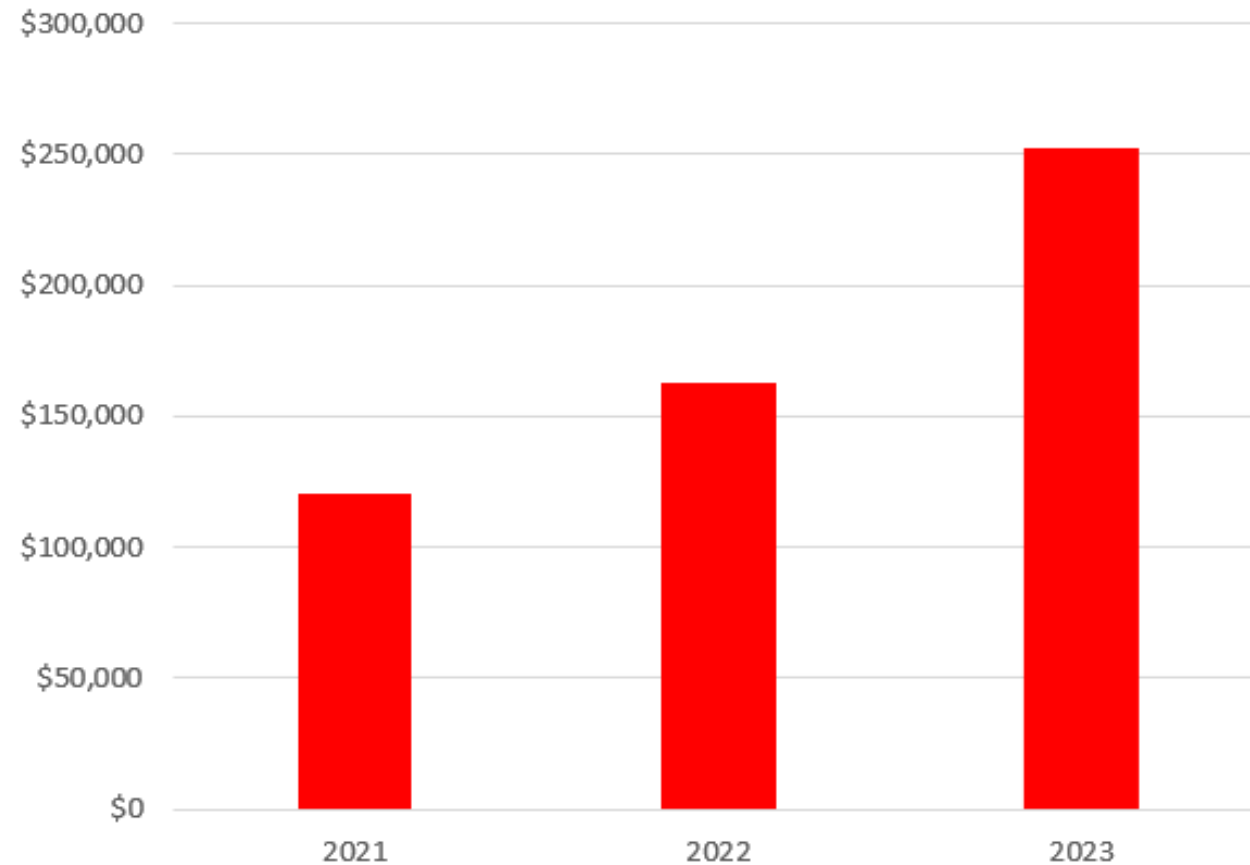
**3,130
donors**

**\$39.34
cost per donor**

**\$81
average
donation**

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Growth over 3 years...



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Please select a donation amount




\$30

Undies Pack
Can give a clean pair of undies,
a hot shower and toiletries for
someone sleeping rough.




\$55

Vital Essentials
Can provide clothing, blankets,
food vouchers and other
essential items to someone in
crisis.



\$125

Wrap-Around Care
Can give someone the support
of a Care Coordinator to help
get their life back on track.



\$245

**Crisis
Accommodation**
Can provide crisis
accommodation for a
vulnerable person on our
streets.

Choose how many you would like to donate

X

-

1

+



**SAY I ♥ YOU
WITH UNDIES**

**SAY I ♥ YOU
WITH UNDIES**



**SAY I ♥ YOU
WITH UNDIES**

Together, unlimited.



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Dear Friend of Wayside,

Love is in the air... and it's all because of YOU! 🥰

Thank you for sharing your love this Valentine's Day! ❤️

YOU have shown people experiencing homelessness and social isolation that they are loved and not forgotten...

Because your kind gift of \$25 will provide a warm welcome, a hot shower and a clean pair of undies for someone doing it tough.

PLUS the wrap-around care and crisis support Wayside Chapel provides to help turn a person's life around during their toughest days. Now that's love!

With your support, we can make sure that our community receive the dignity that everyone deserves – including fresh undies!



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LONG WALK HOME

Friday 7 October 2022 | 28km

**Stand with Wayside Chapel
and walk 28km from Parramatta
– Kings Cross to help people
living on our streets**

SIGN UP NOW



👤 Susie just registered for Long Walk Home Virtual FY23

👤 Brett just registered for Long Walk Home Virtual FY23

👤 Jason just registered for Long

WALK 28KM IN THE SHOES OF A PERSON LIVING ON OUR STREETS

On average a person experiencing homelessness walks about 28km every week to access vital support services and to find a safe place to sleep.

Join us on Friday 7 October and take the Long Walk Home to show people sleeping on and around our streets that they're not alone, whilst also raising funds for Wayside Chapel.

With your help, we can continue offering unconditional love, wrap-around care and support to people experiencing crisis and social isolation. Together we can create a community of no 'us and them'.

Please join Wayside and take the Long Walk Home with us from Parramatta to Kings Cross, every step you take will help someone on their journey to healing.



Entry fee is \$50 and you'll receive a FREE Long Walk Home T-shirt upon entry!

LEARN MORE

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Results over the 3 years of Long Walk Home...

**\$2,796,892
raised**

**5,441
participants**

**71% fundraising
activation rate**

**\$807
average
raised**

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Set your fundraising target to help Sydney's homeless



\$764 will provide 10-day crisis accommodation for a vulnerable person on our streets.

\$450

\$764

\$1250

or set your own amount *

\$ 764



WAYSIDE CHAPEL


STEPHEN SCHAFER LESLEY BRIDGET PRUMGOOGLE
 HITCHEMS SALLY SUSSMAN KAT FRY
LEON HILL ANNE PANG ANDREW BLACK
 DIME MEL WESTLAKE DEBRA STATHIS
 SYMONDS **CILLA ROBINSON** CASSANDRA MICHIE
 GITTE WEISE LISA GEORGE ALICE MCORMICK
NICK LEFEVRE DANIEL
BIG HEART CLUB! BRABANT
 MARTIN
 JULES ELOISE FALLINGS
 GRAY KAVANAGH SUE GATO
 BECCA HOPPER STEVE BILLINGHAM
 DANN LEWIS Luke Furlong TROY PORTER
 ANUELA SCHMID SUSAN JON OWEN
 NY VANDER LEVER JOHN DUGGAN
 NIJUNWENHOF PENNY CAMERON
 ANNABEL DODD KAPILA SATSOUTAM
 RACHIEL STYLEWSKI RICHARD
 MCGOWAN OWEN COLLIN GIBB
 MATTHEW CROSSMAN
 KATH ANDERSON MARTIN
 SANDRA BURKE KAY GRIPPER
 CHRISTINE CATO CHAN BEC
 LISA SHAND EDDIE HUMPHRIS
 JOHN MONTGOMERY SUE BIDWELL
 PAUL ROSENBERG VELLA ALYX DENNISON
 ANDREW HOLLO HARRY CHEN SIMON PERROTT
 MARCELLO ULVEST LESLEY ANDREW CORISH
 SIMONE BENTLEY BURGESS HANNY LOVETT



WAYSIDE CHAPEL

DANIELLE BARTISTA DRIFT
 KAREN CHAPMAN 197110
CAVALIER MALDEN TREANOR
 PHOENIX LUCIA DI LUCA
 MICHAEL FRANCES
 RYAN FORSLAGER
 MASOONI ZAFI
 CHANTAL DENNIS
 HENRY SEVERIUS
 ANGELA RASPASS
 SAMNE SIEG
 KEN BROWN
THANKS FOR YOUR SUPPORT
 LEANNE GOLINS
 SANJEEV
 GOYAL
 MELA KOONG
 NEIL
 DESMOND EDWARDS
 MAGDALENA
 REBECCA RENEE HERCEG
 JOHNSON LINTON
 LYNE
 VERANNE
 SHANLEY DEL
 LUKE COLLINS
 DEBORAH COTTON
 LUCY BOWARD-SHIBUYA CHRISTINE
 SANGEETA LEACH TOBIAS BAUMANN
 EMILIE CORISH
 SARAH ROBINSON
 SALLY FAHEY
 SARAH MEACHAM
 MICHAEL SILMAN
LONG WALK HOME.





RETURNED WALKER

Laura Henry

f

twitter

envelope

in

MY TEAM


Please Help Me Reach My Goal

Raised

\$4,676

My Goal

\$3,000



Big Heart Club Member

I have pledged to choose Love over Hate to show people experiencing homelessness that they are not alone.


Support my 28km Long Walk Home to Help People in Crisis

Every week, a person sleeping rough on our streets has to walk 28km to find shelter or a place to sleep.

Please sponsor my challenge to support the most vulnerable people in our community.

Every step I take and every dollar you help us raise will deliver love, support and

\$\$\$



\$50 can provide a care pack, hot meal and a shower for a person in crisis.

\$50

\$120

\$202

\$535

\$

Or enter an amount

DONATE

Together, unli

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MY IMPACT

Raised

\$4,676

My Target

\$3,000

So far you helped deliver:



156

care packs



1,169

home-cooked
meals



43

days crisis
accommodation

...to people sleeping rough on our streets
or in isolation at home.

MY CHALLENGE

Current Distance

28KM

My Goal

28KM

Left to go

0KM

LOG ACTIVITY



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WE CHOOSE LOVE OVER HATE

IN SYDNEY
A ROUGH SLEEPER
WALKS 28KM
TO FIND SHELTER OR
A SAFE PLACE TO
SLEEP IN A WEEK

LONG WALK HOME

Jo Parker

I support you and choose
love over hate.



Eye of the Liger

❤ Always Love ❤



Andrew Corish

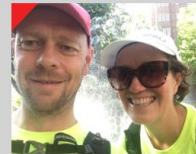
Emilie and I walked the 32 K
from Parramatta to the City
on Sunday and raised over
\$5,000 between us. It was
great to be able to support
in a small way the
wonderful work being done
by Wayside and be in
solidarity with our homeless
and marginalised friends .

I CHOOSE
LOVE
OVER HATE

LONG WALK HOME

Lynne Wilson

I would just like to say thank
you to all the people that
donated to me to help raise
money for the wayside
chapel and to help the
homeless people.



Greta Morris

Andrew and I walked to
Kings Cross and then back
out of the city on Saturday
morning. Sending you our
love and support! We
choose LOVE over hate.



Kamila Chylewski

It has been an absolute
honour to be able to
participate in this year's
Long Walk Home. Even
though the live event on
Friday was cancelled, I still
walked the 28km with Byron
and a group of incredible
Wayside supporters :) What
a privilege it was to walk

I CHOOSE
LOVE
OVER HATE

LONG WALK HOME

Nicky

We walked along Bondi to
Watsons Bay and back and
raised plenty of awareness
to people along the walk.
Thank you for allowing us to
be a part of your journey,
God Bless.



Nicole Tremain

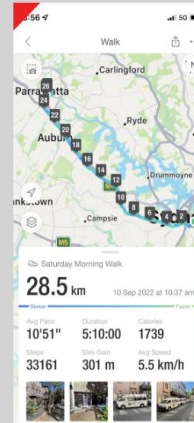
You are loved, valued and
cared about xox

Lucy Howard-
ShibuyaI CHOOSE
LOVE
OVER HATE

LONG WALK HOME

Nicky

Thank you for allowing us to
be a part of this journey,
your journey, our journey.
God Bless!

Robert Grenville
WILLOUGHBY

Virtual walks completed 10
September 2022 1 October
2022

I CHOOSE
LOVE
OVER HATE

LONG WALK HOME

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Kristina

You are loved dearly and I respect you for your strength and courage to choose Life and Love over Hate. Be safe and well - you inspire me to continue the journey!



Stephen Schafer

Love is a bit like physical fitness: you have to make the effort to make it happen! And when you do, it feels wonderful. Every footstep in the Long Walk Home is an act of love that we can share.



Eye of the Liger

♥ Always Love ♥



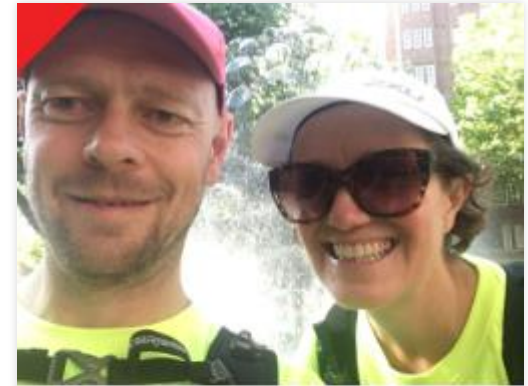
Gabby

LOVE over hate! Very grateful to be part of this day.



Nicole Tremain


You are loved, valued and cared about xox



Greta Morris

Andrew and I walked to Kings Cross and then back out of the city on Saturday morning. Sending you our love and support! We choose LOVE over hate.

Together, unlimited.



LONG WALK HOME IS BACK!

THIS OCTOBER,
WALK 28KM TO HELP PEOPLE LIVING
ON OUR STREETS

Edit

Group by Wayside Chapel

Long Walk Home Community Group




+ Invite

Together, unlimited.

Rosemary Callaghan
October 6, 2021 · 🌍

Have completed 45km and will keep going to the 8th October to raise further awareness and hopefully more contributions 🙏🚶



10:58
longwalkhome.com.au

So far you helped deliver:

77 care packs	578 home-cooked meals	21 days crisis accommodation

...to people sleeping rough on our streets or in isolation at home.

MY CHALLENGE

Current Distance
45km

My Goal
28km


Left to go
0km

[View insights](#) 201 post reach >

You and 34 others 4 Comments

Brad Curgenven is at Wayside Chapel (Wayside Chapel Kings Cross).
October 7, 2021 · Sydney, NSW · 🌍

Didn't raise my target, but walked 54km with still one day to go....thanks to all that sponsored me.



12:20
Long Walk H...
igwalkhome.com.au

MY CHALLENGE

Current Distance
54km

My Goal
28km

Left to go
0km

[LOG ACTIVITY](#)

PAGE CHECKLIST

[View insights](#) 267 post reach >

You and 41 others 10 Comments

Lucy Howard-Shibuya
October 6, 2021 · 🌍

Finished the LWH today on Gadigal Country with lots of generous support. Thanks [Wayside Chapel](#) for helping bring respect, care and dignity to those sleeping rough. Great work everyone! It was awesome to be a part of it and see you all next year 🙏👏👏



So far I helped deliver:

62 care packs	467 home-cooked meals	17 days crisis accommodation

...to people sleeping rough on our streets or in isolation at home.

My Activity Tracking

Current Distance
31km

My Goal
28km

Left to go
0km

[View insights](#) 156 post reach >

24 2 Comments

Together, unlimited.



Long
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#Sha
😊🥰



Suz
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RAIN, HAIL
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WEEK!



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Day 1 dor



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People Re



40



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Walk with
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Sarah
Novem

51kms, over \$
Started in the
Such a great p



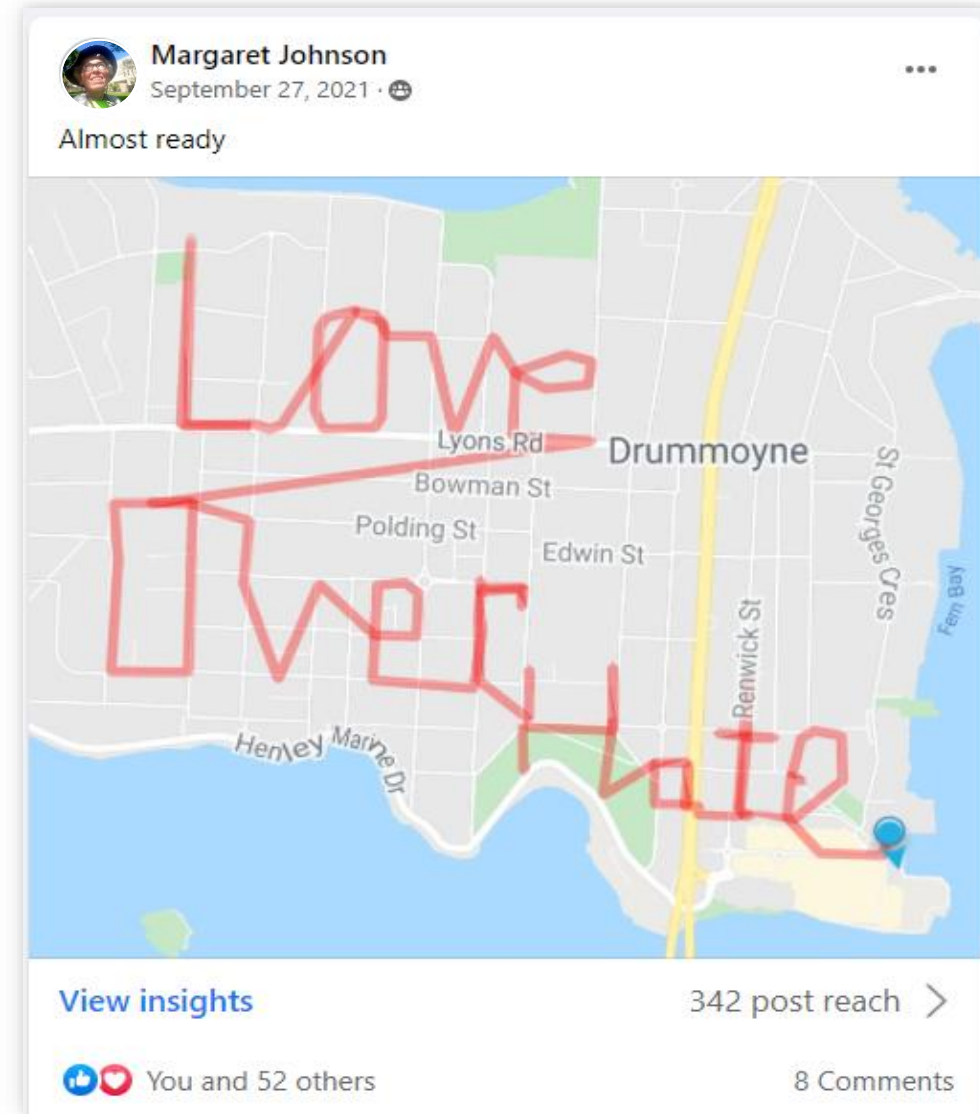
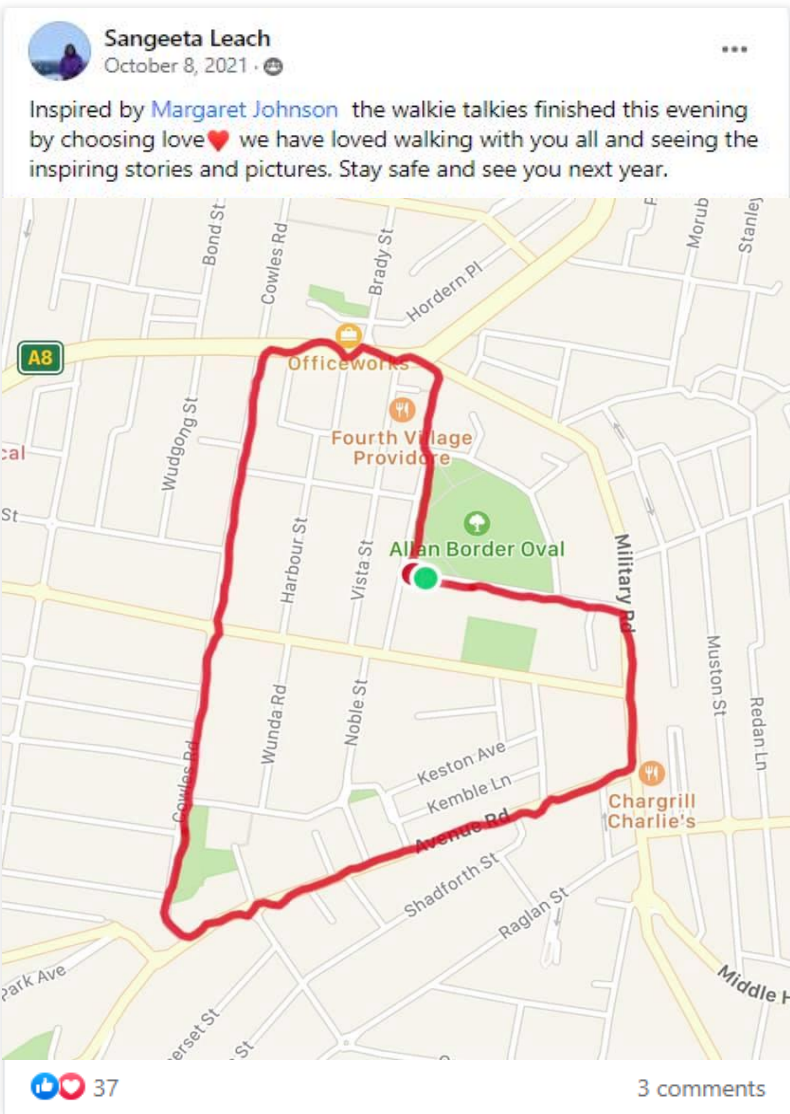
Angharad Aubrey Dalton

November 1, 2020 · 🌐

...

Just me and the birds immersed iin the rain at Centennial Park for the final 16kms today. I got into my inner child and jumped into puddles galore for the first time in years! 💧 Then home to a welcoming space, a steaming bath and some hot food. I write this post from a place of deep gratitude for all that I have and an awareness of how many do not have anywhere to feel safe and comforted. I send my love and compassion to all of them 🙏❤️





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Since 2016...



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WAYSIDE
CHAPEL

LOVE OVER HATE



WAYSIDE CHAPEL

CHOOSE LOVE OVER HATE

DONATE A PLATE



WAYSIDE CHAPEL

CHOOSE LOVE OVER HATE

DONATE A PLATE



WAYSIDE CHAPEL

CHOOSE LOVE OVER HATE

DONATE A PLATE

Together, unlimited.

CHRISTMAS CHEER WALL

A big thank you to our 13,864 donors who have donated to show people in crisis that they are loved, and not forgotten this Christmas.

\$28



Donated \$28 to help feed a person living on our streets this Christmas.

[DOWNLOAD PLATE](#)

\$10,000



Donated \$10,000 to help feed people living on our streets this Christmas.

[DOWNLOAD PLATE](#)

\$54



Donated \$54 to help feed a person living on our streets this Christmas.

[DOWNLOAD PLATE](#)

\$2,520



Donated \$2,520 to help feed people living on our streets this Christmas.

[DOWNLOAD PLATE](#)

\$32



\$29



\$29



We would like to wish everyone a Merry Christmas and a Happy New Year! We are grateful to be in a position whereby we can continue giving

\$114



Donated \$114 to help
feed 4 people living
on our streets this
Christmas.

[DOWNLOAD PLATE](#)

Merry Christmas
and may 2023 bring
you happiness and
peace. You are
loved!!! ❤️ 🍷

\$114



Donated \$114 to help
feed 4 people living
on our streets this
Christmas.

[DOWNLOAD PLATE](#)

Have a Merry
Christmas. Lots of
love from our family
to yours. ❤️

\$29



Donated \$29 to help
feed a person living
on our streets this
Christmas.

[DOWNLOAD PLATE](#)

Christmas is a time
to remember how
much you are loved.

\$286



Donated \$286 to help
feed 10 people living
on our streets this
Christmas.

[DOWNLOAD PLATE](#)

Shine bright, and
enjoy your
Christmas lunch
surrounded by the
warmth and love of
each other. Merry
christmas. Love The
Carr and the Tanti
families xxxx



THANK YOU FOR CHOOSING LOVE THIS CHRISTMAS!

Dear Friend of Wayside,

We're feeling the love here at Wayside... because of YOU! 🥰

Thank you so much for donating a plate to feed and support people living on and around our streets this Christmas.

Your kind gift of \$27 will go towards sponsoring a Christmas lunch with all the trimmings for a person doing it tough. 🍽️

With your support, our visitors can enjoy delicious food surrounded by a loving community during what can be a lonely and difficult time of year.

Like they say... nothing beats a home-cooked meal, especially when it's made with love! ❤️



Together, unlimited.

I am so excited to spend my third Christmas volunteering at Wayside. The sea of happy faces and bellies full of ham and turkey, really fills up my bucket. And it's all thanks to your support, we cannot thank you enough. ❤️

Our mission at Wayside Chapel is to create a community with no 'us and them' and every person we meet is part of our family... and that includes YOU.

So Friend of Wayside, if you can, please help us spread the Christmas cheer...

Ask a Mate to 'Donate a Plate'! 🗣️

Share 'Donate a Plate' with your family and friends and ask them to sponsor a meal to feed and support a person in crisis.

SHARE ON FACEBOOK

We'd love your help to spread the word so that we can get closer to our goal of raising \$1,100,000 by 25 December to keep our kitchens cooking and our programs running over the entire Christmas and holiday season.

Together, we will show the vulnerable members of our community that they are loved, and not forgotten. ❤️

Thank you so much for standing with us.

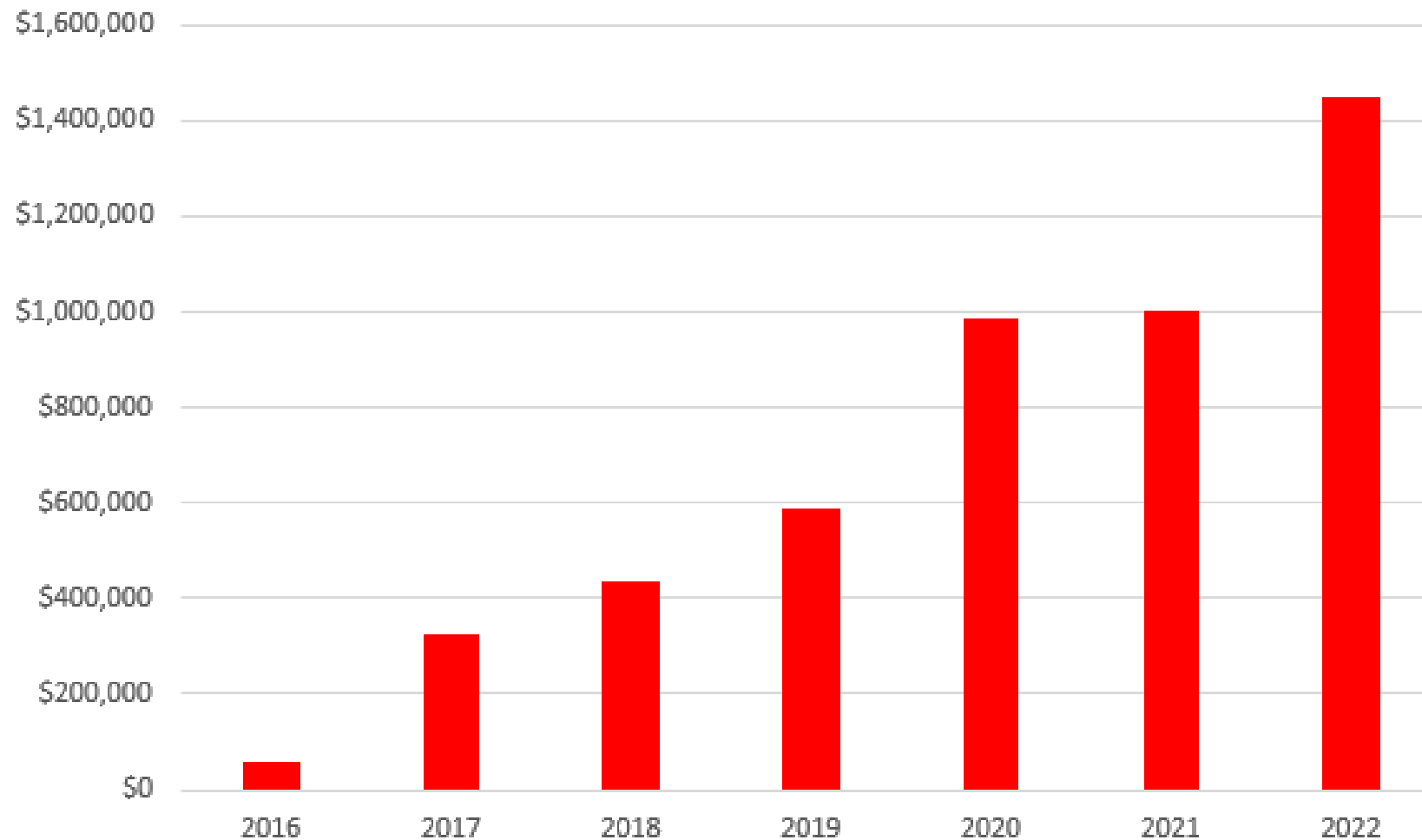
Alex Wong
Campaign Manager
Wayside Chapel

P.S. Share 'Donate a Plate' on Facebook to help spread the Christmas cheer!

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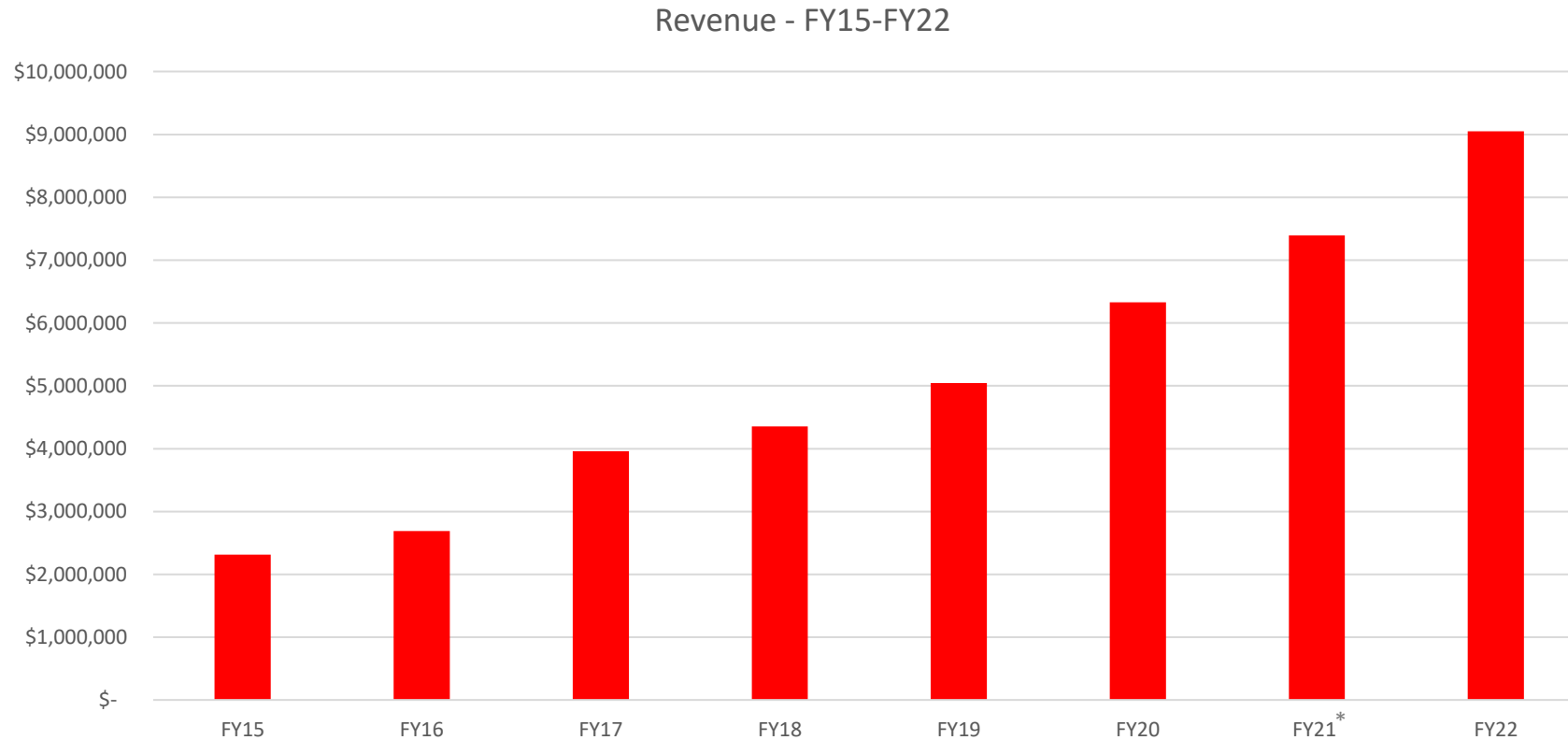
Growth since 2016...



A vibrant mural of two parrots is painted on a dark brick wall. The parrots are depicted with a variety of colors including blue, green, red, yellow, and purple, creating a mosaic-like effect. A large, bright red letter 'E' is superimposed over the center of the image, partially obscuring the parrots. The word 'evolution' is written in a white, lowercase, sans-serif font across the middle of the red 'E'.

evolution

The journey to here...



*In FY21, Wayside Chapel moved to a new reporting period (April to March) so the FY21 accounting year was 9-months. For consistency in this graph, the revenue in FY21 is a full 12months, incorporating Q1 of FY22.

Disconnection is not our destiny.

Without losing sight of where we are today,
we want to take our unique approach of
creating community to more people and more
places.

The opportunity is huge – but it's not without
challenges.

In the context of growth, staying true to our
vision, mission and values requires more
discipline than ever before.

Together, unlimited.





Being captured by the awesome.

At the heart of a values-led approach is a deep connection with the mission.

Every organisation has a unique reason for being and a 'special sauce' – the varied characteristics that keep staff, volunteers, visitors/clients or donors coming back.

It's normal – especially in charities – to move from a state of wishin' to mission.

The trick is making sure you get captured by the awesome.



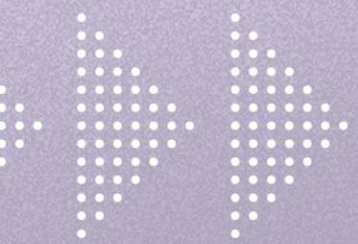
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Together, unlimited.



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Thank you

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