



MEDIA RELEASE

14 September 2022

Youth Off The Streets asks Aussies to make their morning coffee a Cup of Kindness

(Sydney, Australia): Youth Off The Streets is calling for cafés and their customers to get behind the local youth charity and support the 2022 Cup of Kindness campaign.

The four-day fundraiser will run from Friday 30 September to Monday 3 October 2022, including International Coffee Day on Saturday 1 October.

Participating cafés will donate 50 cents for every coffee or other hot drink sold, or donate a percentage of sales during the campaign period.

All funds raised through Cup of Kindness will support Youth Off The Streets' essential services for at-risk young Australians – from safe housing and counselling to education and training pathways, life skills programs, youth justice support and community outreach, among other services.

The charity will also name Australia's Kindest Café at the conclusion of the campaign.

Cup of Kindness launched in 2020 in response to the significant impact of the pandemic on homeless and disadvantaged young people. The one-day event was held on International Coffee Day and saw 39 outlets raise funds for young people in need.

Due to pandemic lockdowns, Youth Off The Streets was unable to hold Cup of Kindness last year.

In 2022, the charity is giving cafés and coffee lovers more time to make a difference to vulnerable young people by extending the campaign over the October long weekend.

"We're happy to be back after a successful first Cup of Kindness event," says Youth Off The Streets CEO Lex Nadine Lutherborrow.

"Young people who were already experiencing disadvantage were hit hard by COVID-19, and they're going to feel the impacts for years to come. The most vulnerable young people in our community urgently need safety and support to overcome the significant challenges they face, from homelessness to poor mental health."

"We see Cup of Kindness as a great opportunity to gather around something many Australians love – coffee – and use it to make a real difference in young people's lives."

As one of the largest employers of young people, the hospitality industry has helped many get their 'foot in the door' as they enter the workforce. However, the heavy toll of the pandemic on hospitality also had a significant impact on young people. Despite making up only 14% of the Australian workforce, young people bore 55% of the nation's job losses during the 2021 lockdowns. [*Australian Institute]

Youth Off The Streets believes Cup of Kindness is an easy and enjoyable way to help give young people the support they need to build a positive future.

Every café, coffee shop or club that participates in Cup of Kindness will go into the running to be named Australia's Kindest Café.



The title will be awarded to the business that comes up with the most creative ideas for promoting Cup of Kindness and engaging the community with the cause. In 2020, Club Rivers in Riverwood, NSW, won the title of Australia's Kindest Café.

On Friday 30 September, the Cup of Kindness campaign will be officially launched with a morning tea event at Club Rivers.

Other key details:

Cafés and coffee shops interested in taking part can register as a Kind Café by visiting <https://yotscupofkindness.eventbrite.com.au>

Coffee lovers keen to buy a Cup of Kindness can find a list of registered #KindCafes on the Youth Off The Streets website at <https://youthoffthestreets.com.au/cup-of-kindness/>

* <https://australiainstitute.org.au/report/youth-unemployment-and-the-pandemic/>

Cup of Kindness Day *Be Kind | Drink Coffee | Donate*

For further information or to arrange an interview with a spokesperson for Cup of Kindness, please contact:

Karen Penning – Head of Communications and Public Affairs
Email: KarenP@youthoffthestreets.com.au
Phone: 02 9330 3542 / 0475 989 737

Youth Off The Streets' mission

To support and empower young people in need to build a positive future.

About Youth Off The Streets

Youth Off The Streets is a not-for-profit youth organisation. We work with young people, their families and communities to create safety, offer support and provide opportunities to build a positive future.

Since being founded by Father Chris Riley in 1991, we have grown to deliver a range of wraparound supports for young people. These include crisis accommodation and housing service, independent high schools, alcohol and other drugs counselling, youth justice support, life skills and employment programs, cultural support and community engagement, among other services.

We are a non-denominational organisation with a focus on early interventions that empower young people and strengthen communities.