

# ABSEIL FOR YOUTH SET TO HIT \$2M IN FUNDRAISING AT THE END OF THIS YEARS' EVENT

The Sir David Martin Foundation Abseil for Youth Event helps young Australians overcome drug addiction through donations from their annual adrenaline-filled abseil in Sydney.

Ice now #1 drug of concern, increased suicidal ideation, and increased psychosis in young Australians Abseil for Youth is an annual event that brings together hundreds of people who scale a 33-storey (135m) building to fundraise for the Sir David Martin Foundation, a NFP who are committed to supporting young people in Australia. The charity focuses on supporting youth who suffer from problems including substance addiction, homelessness, mental illness, disengagement from society, abuse, unemployment and family breakdown. They do this by funding Triple Care Farm - an award-winning residential rehabilitation program for young people aged 16-24, run by Mission Australia and located in Southern Highlands. The thrill-seeking event is in its eighth year, and sees over 300 people of all ages and fitness levels scale the building at 1 Market Street, all in the name of charity. Over the years Abseil for Youth has become one of the largest unique public opportunity to fundraise in the heart of Sydney CBD and now in its eighth year, they are set to hit \$2M in fundraising. Funds raised through Abseil for Youth will help to cover the costs to provide this specialised support to young Australians. It costs over \$27,000 to put just one person through the residential rehabilitation program and provide an additional 6 months support as they re-join the community for a safe and positive future. With a recent study of the programs Return on Social Investment (SROI) conducted by Social Ventures Australia, it is evident that for every \$1 invested into Triple Care Farm, \$3 is generated in long term positive results for the community. Triple Care Farm is able to support 100 youths per year. "Abseil For Youth is a unique opportunity! Where else could you get the thrill of your life, overlooking the gorgeous Sydney Harbour, and raise money for such a good cause? When you're facing a 130m descent, your mind and body are screaming to stop, but you have the commitment to see the challenge through – you'll feel more alive than ever. Every abseiler conquering their own fear and making that step off into the unknown, gets a little taste of what young people in rehab face as they tackle their own very different challenges." says Alex Green, General Manager of Sir David Martin Foundation. Ice has become the primary drug of concern for young Australians seeking treatment at Triple Care Farm. Addiction tears apart families, destroys homes and ruins lives. Young people from all backgrounds and neighbourhoods are being impacted by addiction, with frightening rates of youth suicide ideation and co-morbid mental health issues. Triple Care Farm provides treatment and support for these issues, as well as assists young people in returning to education and training to find pathways to employment and a healthy, productive life. "TCF supports young people to make real and lasting change in their lives. Young people move out of a life immersed in trauma and drug use to feeling valued and worthwhile. Abseil for Youth continues to be an exciting event to support this amazing change." notes Gabriella Holmes, Program Manager, Triple Care Farm. The corporate partner this year is Investa who are supporting the event for the fourth time in a row. 'Abseil for Youth' 2017 will take place at 1 Market Street, Sydney from Thursday 12th to Friday 13th October 2017. For further information please go to [www.abseilforyouth.com](http://www.abseilforyouth.com) or call 02 9219 2002. For all media enquiries and interview requests as well as access to case studies, please contact Annabel Carroll [annabel@polkadotcomms.com.au](mailto:annabel@polkadotcomms.com.au) // (02) 9281 4190 NOTES TO EDITORS Abseil for Youth 2017 supported by Investa When: 12 & 13 October 2017 Where: 1 Market Street Sydney - Event supported by Investa - Corporate Teams and Individuals from across Sydney and interstate will be abseiling - Up to 6 people can abseil at a time - 300 people will be abseiling this year MEDIA OPPORTUNITIES AVAILABLE Abseil opportunities, interview opportunities with Triple Care Farm graduates, staff and ambassadors / public identities available. Sir David Martin Foundation Ambassadors Scott Gooding and Andrew Lock will both be taking part this year and are available for comment. NOTE: Additional program information and outcome data as well as the SROI report can be provided.

## Contacts

Annabel Carroll

mailto: