

HAYS

Recruiting experts
worldwide

**END YOUTH
HOMELESSNESS**

SLEEP OUT



FUNDRAISING PACK

JOIN US ON FRIDAY 12TH NOVEMBER



Homelessness devastates young lives. Last year over 121,000 young people aged between 16-25 in the UK were homeless or at risk of homelessness. Some facing serious danger on the streets. Without the right help at the right time, this downward spiral lasts through to adulthood. It is estimated that 50% of homeless adults become homeless before the age of 21.

But there is still hope. With the right opportunities and support, homeless young people can turn their lives around and build successful futures, which is why the Kier Foundation and End Youth Homelessness challenge you to Sleep Out and raise vital funds and awareness to help vulnerable young people find a safe, secure place to call home.

TOP TIPS

1. PERSONALISE YOUR PAGE:

Set yourself up with a JustGiving page - by far the easiest way to reach friends and family. Don't forget to add pictures and your story to inspire supporters.

2. START ON A HIGH:

Get your most generous friends or family to donate first and others will usually follow suit!

3. SPREAD THE WORD:

Use your social media and emails to share the link to your page. People won't always remember to sponsor you the first time you ask so keep reminding them. You can find lots of useful tools in this pack, and [here](#), to get you started.

4. LET PEOPLE KNOW WHAT THEIR DONATION MEANS:

Use the information in this pack to show what £20, £100 and £250 could achieve. Money from Sleep Out will go towards EYH's Housing Fund which you can find out more about [here](#).

5. BOOST YOUR DONATIONS:

Gift Aid allows charities to claim back the tax paid on donations made by UK taxpayers. By asking people to tick the Gift Aid box on your sponsor form, it means we can claim back tax from the government and increase their donation by 25%

6. KEEP GOING!

Don't stop after the event, you will have one month to chase up all your donations. Some supporters like to see that you've completed your challenge before they dig deep - keep them updated with social posts, selfies from the night and stories of how you found the experience.

FUNDRAISING: PRE-EVENT



To take part we ask you all to try and raise at least £100 (or more if you can!) and here are some great ways to get started ahead of the big night. Now that you're signed up it's important to start spreading the word right away and getting people engaged and excited about your challenge! The £100 you raise could provide four nights of safe, warm accommodation for a young person facing homelessness.

DIGITAL DETOX

Could you go 24 hours without your devices? On the night we want you to take part as fully as possible and that will mean staying connected. But for many homeless young people, this is something they are unable to do. Show your support and get sponsored to switch off for one whole day between now and the event.

USE YOUR NETWORK

Reach out to your clients and supply chain for support. We're sure they'd love to hear about the wonderful things you are doing as a business to support homeless young people. They may even be feeling generous!

GET QUIZZING

Who doesn't love a quiz? It's a great way to connect with your supporters and super easy to host virtually or in person. Gather some competitive pals, appoint yourself a quiz master and charge for attendance.

SKILLS AUCTION

Got a hidden talent or special skill? Auction it off and raise some cash - give a guitar lesson, teach someone to bake or lend a hand in the garden. It costs £20 to provide an hour of housing support to a vulnerable young person. Give an hour of your time for the same amount.

DECLUTTER & DONATE

Clear the way for your at-home Sleep Out and find a new home for old books, games and DVD's you no longer use. Find out more [here](#) about how you can declutter and raise funds for End Youth Homelessness at the same time.

RECRUIT A TEAM

Everyone likes a bit of moral support! Get your friends, family and colleagues involved to keep you company on the night.

This event is very much the more the merrier. The more people that give up their beds for one night, the less young people will have to.

REMEMBER:

Lots of fundraising happens on the day and the days around your event. Keep everyone up to date by telling them your experience and sharing pictures and remind them to donate.

Don't forget to say thank you!

Remember to thank all your supporters! Using Facebook, Instagram, Twitter to thank people publicly can also prompt others to donate too. Post photos after the event to let them know how you got on.

"Sleep Out. Do it because it's a great team activity, because it really makes you think about the huge issue of homelessness in our society, do it because it makes a real difference to hundred of young people. It's freezing, it's fun, it's safe - it is nothing like what young people experience on the streets but it IS your chance to do something about it"

Past Sleep Out participant

FUNDRAISING: ON THE NIGHT



Don't forget the night itself is a crucial time for fundraising! Make sure you've got some ideas up your sleeve to keep supporters excited and feeling generous. Here's a few we like, but you can be as creative as you like!

GAME-A-THON

Whilst we will all be holding individual sleep outs, it doesn't mean we can't stay in touch. Set up a team gaming stream, whether it's video games on your xbox or team pictionary over zoom, it's a great way to come together on the night!

RAFFLE

Approach friends, family and local businesses to secure some exciting raffle prizes.

Share these with supporters ahead of the night and charge for raffle tickets to be drawn whilst you Sleep Out.

DECK YOUR DEN

We know that the wackier the idea - the more people pay attention! You are already picking somewhere unusual to sleep so why not go all out with a themed den! See what you've got around the house and share your creations on the night.

CRAZY HAIR, DON'T CARE

Whether you shave your head or dye your hair pink, this is not only a brilliant fundraising activity but will make great entertainment. Are you brave enough to film yourself doing it live on the night?

121 CHALLENGE

There are 121,000 young people facing homelessness right now. We think everyone should know this number. Take on a 121 challenge - whether it's a 121 minute cycle or 12.1km run, be as creative as you like.

DONORS CHOICE

Give your supporters the opportunity to choose your challenge for you - the wilder the request, the more they have to donate. Are you brave enough to let the highest bidder choose your sleep out spot? Or pyjamas of choice?

DON'T FORGET TO SHARE YOUR CHALLENGE!

Tag @EYH_UK so we can see what weird and wonderful places you've chosen to rest your heads. And don't forget the all important early morning 'survivor selfie!'

Add your fundraising page link to your social bios so it's as easy as possible to signpost people to support you.

Remember to use #SleepOutToEYH to stay up to date across all our social media channels.

THE IMPACT OF YOUR SUPPORT



Young people become homeless every day for everyday reasons; because family life is hard and the odds are stacked against them. With limited means and no support networks, young people struggle with mental health, unable to get a job or find a safe place to live.

Now due to Covid-19 young people are affected even more; a third of working 18-24 year olds have lost work due to Covid and the number of young people claiming unemployment benefits has doubled to over 500,000. The impact of these realities will have a lasting effect unless we act now. With more young people at risk of homelessness, we fear a rise in youth homelessness unless young people get the right help at the right time.

MEET JEN

When Jen's personal circumstances changed for the worse, she and her baby daughter turned to sofa surfing, desperate for a safe place to live.

Jen was due to move into a caravan park offered by a friend, but when COVID-19 hit the nation, the park shut down, leaving her with nowhere else to go.

"The stress was unbelievable and the uncertainty was horrible – especially because I also had my little girl to think of. I just felt so guilty that we had nowhere to go."

Jen heard that End Youth Homelessness' Rent Deposit Scheme, delivered in her local EYH charity, would be able to give her the support she needed.



SHOW SUPPORTERS WHAT THEIR DONATION CAN DO

£20

Could provide a young person with an hour of support from a dedicated Housing worker

£100

Could provide four nights of safe, warm accommodation for a young person with nowhere else to turn.

£250

Could fund a home furnishings grant for one young person, including bedding, kitchenware, towels, and furniture and cooking utensils.

SHARE YOUR STORY

 **SLEEP OUT**

Don't forget to share, share, share! You are doing something amazing and you ought to be shouting about it. We've drafted some posts below but remember - the more personal the better so do edit and add!

On 12th November, I'm giving up my bed and taking part in #SleepOutToEYH for @eyh_uk I need your help to raise vital funds for homeless young people. Will you sponsor me? If I raise £100 I can help provide a homeless young person with a safe place to call home.

I'M TAKING PART IN

 **SLEEP OUT**



#SLEEPOUTTOEYH

**END YOUTH
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TONIGHT'S THE NIGHT



#SLEEPOUTTOEYH

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Tonight's the night I #SleepOutToEYH for @eyh_uk! Last year, 121,000 young people faced homelessness. I'm giving up the comfort of my bed to raise funds so they can secure a place to call home Please support me via the link in my bio.

WOO! i've smashed my fundraising target for #SleepOutToEYH. Thank you to everyone who sponsored me! Money raised will help @eyh_uk supporting homeless young people into safe and secure housing. You can still donate via the link in my bio!





THANK YOU!

**BY TAKING PART IN SLEEP OUT YOU ARE
DOING SOMETHING AMAZING!**

**FOR MORE INFORMATION CONTACT
INFO@EYH.ORG.UK**