

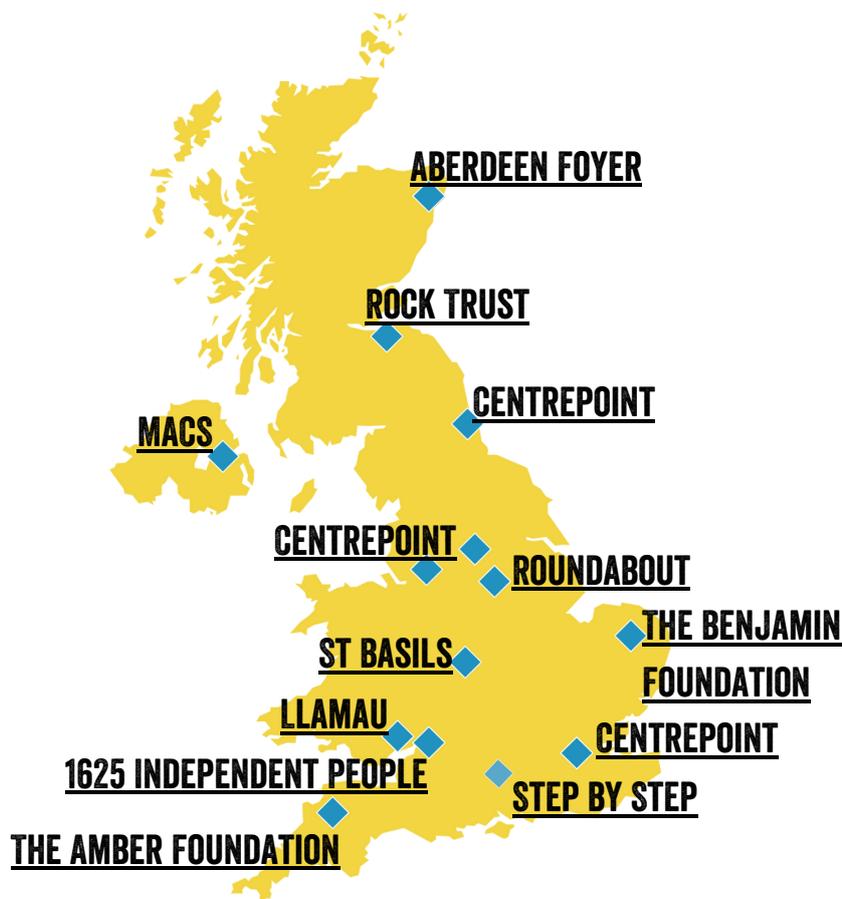
GAMING FOR GOOD

**FUNDRAISING PACK
FEBRUARY 2022**

WWW.EYH.ORG.UK

**END YOUTH
HOMELESSNESS**

END YOUTH HOMELESSNESS



End Youth Homelessness (EYH) is a national movement of local charities that have joined forces to tackle the UK youth homelessness crisis.

Our reach is unique; there is no other truly national charity representing homeless young people in the UK. Together with our Member Charities, we are preventing a spiral into homelessness by supporting over 40,000 16-25 year olds each year. Download the 'Meet Your Local EYH Charity' pack to get more information on our work near you.



#GAMINGFORGOOD

END YOUTH HOMELESSNESS

GAMING FOR GOOD IS BACK!



LAST YEAR, END YOUTH HOMELESSNESS HOSTED OUR VERY FIRST GAMING FESTIVAL - BRINGING PEOPLE TOGETHER TO HELP CHANGE THE LIVES OF HOMELESS YOUNG PEOPLE. FOLLOWING ON FROM THE SUCCESS OF OUR 2021 WE'RE DELIGHTED TO BE BACK BIGGER AND BETTER IN 2022!

OUR IMPACT IN 2021



MORE THAN £40,000 RAISED

**HUNDREDS OF HOURS OF
SUPPORT PROVIDED**



FROM 12 - 26 FEBRUARY IT'S GAME ON TO END YOUTH HOMELESSNESS.
IN THIS PACK YOU WILL FIND ALL THE INFORMATION YOU NEED TO GET
INVOLVED, RAISE MONEY AND HAVE FUN!



#GAMINGFORGOOD

**END YOUTH
HOMELESSNESS**

PLAY YOUR WAY



CHOOSING YOUR GAME AND RALLYING YOUR PLAYERS

TOURNAMENTS

Everyone loves a bit of friendly competition! Maybe you've got a work team full of FIFA fans or your friends are keen for Call of Duty, whatever the game - it's super easy to set up a tournament online. Charge a donation to join the tournament (suggested £10) and try and secure a prize for the winner (eternal glory aside!). If you are unsure how to set up a tournament, drop us a line and we can help you out.



STREAMING

Gaming for Good 2021 was supported by some amazing gamers whose streams helped to raise lots of money and awareness. If you are already a streamer, we'd love to feature on your platform - if not, maybe it's time to give it a go! Get fellow gamers and friends to watch you play, invite them to make donations and (if you're brave!) let them send across forfeits for you to tackle whilst you're there!

CLASSIC GAME NIGHTS



You can't beat an old school games night! Opt for traditional board games like Monopoly or Cluedo, team up and tackle Charades or throw a full on Casino night. Host at home, or see if your local pub or venue will lend you some space. Charge entry, try and secure some prizes and if you do choose to play for money please ensure you've checked out the handy advice on [GambleAware](#).

QUIZ

We're all pretty adept at quizzes by now - some of you may have even discovered the inner quiz master you never knew you were! A nice easy one that can be done at home or online and there's room to get creative with fun, interactive rounds (we love a [scavenger hunt round](#) to get the blood pumping!)



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GAMING AT WORK

BATTLE OF THE BRANCHES

Does your business have more than one branch? Or maybe you've got a handful of competitive teams all under one roof? Time to pit yourselves against each other in the name of Gaming for Good! Ask around to determine everyone's favourite game, whether it's a board game, cards or on a console. Get set up for the ultimate in-office tournament and charge entry to help raise funds!



GAME SWAP

For those of you who consider yourself a bit of a gaming connoisseur, set up a 'game swap'; the gaming version of a book swap! If you've got a game that you think your office friend would love then why not send it them and they send one back to you. This could be scaled up to a gaming group, in which every week you review and chat about the game you've been sent. If you don't fancy a swap you can straight up sell games too. Or even organise mini-challenges and ask people to donate to play.

FACE OFF

Oh how we've missed seeing each other in person! Now that we are (at least partly!) back to office life, challenge your colleagues to a gaming face off. Up the ante with in person games. Book a meeting room for the day with rolling games; miniature ping pong tables, plug in a console and hop on Mario Kart or dust off your chessboard to determine the ultimate gaming champion. You can charge entry and even make some extra money selling baked goods, drinks and treats in the room at the same time!

SPORTS DAY

Fancy something a bit more physical for your gaming challenge? Go for a team Sports Day! Keep it classic and head to the local park with your sack and your egg and spoon. Better yet, there's plenty of sporting challenges already happening in February from the Winter Olympics to the Six Nations, host your own mini versions or for those that don't fancy a physical challenge, why not organise a sweepstake? Find out more about how to do [here](#).



FUNDRAISING



HAVE FUN AND RAISE FUNDS!

LAST YEAR **121,000** YOUNG PEOPLE IN THE UK WERE HOMELESS OR AT RISK

Gaming for Good exists to bring people together. We want you to have fun, connect with friends and enjoy this event with us! Along with that, we also hope to raise the funds we need to continue delivering vital services to homeless young people across the UK.

We invite participants to raise a target of **£121** to represent the **121,000** young people who faced homelessness in the UK last year. This amount could pay for a 'move on' pack of household essentials such as a toaster, kettle or bedding to help a young person successfully move into independent living and towards a safe, happy future.

HOW DO I RAISE THE MONEY?



SHARE YOUR JUSTGIVING PAGE AND ASK FAMILY AND FRIENDS TO SPONSOR YOUR EFFORTS



CHARGE PEOPLE TO TAKE PART IN YOUR GAMES NIGHT OR TOURNAMENT



ADD FUNDRAISING ELEMENTS TO YOUR EVENT SUCH AS FORFEITS, PRIZE DRAWS OR ON THE NIGHT DONATIONS

REMEMBER:

Lots of fundraising happens on the day and the following 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.



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FUNDRAISING



QUICK AND EASY WAYS TO BOOST YOUR FUNDRAISING

MAKE IT PERSONAL

On registration a Just Giving page will be automatically created for you. All you have to do is personalise it - find Just Giving's top tips [here](#)



LINK YOUR TWITCH

Connect your streaming account to your fundraising page so people can watch and donate easily. Use our frames as a background to let everyone know what you are doing. [Here's](#) a link that shows you how.

ASSEMBLE YOUR GAMING CREW

Raising funds is better with friends! Invite yours to get involved, whether they join your event or host one of their own. The more the merrier.

BOOST YOUR DONATIONS

Gift Aid allows charities to claim back the tax paid on donations made by UK taxpayers. Ask people to tick the Gift Aid box on your sponsor form and we can claim back tax and increase their donation by 25%.

SPREAD THE WORD

Use your email signature, social media and Teams chat to share the link to your page. Give everyone live updates during your stream on Twitter or Facebook. Simply download our marketing assets [here](#) for you to use.

MATCHED FUNDING

Check if your company will match your sponsorship - a quick and easy way to double your money with no extra effort.



£14

COULD COVER THE COST OF RUNNING A COOKING/ SKILLS SHARE SESSION, TEACHING YOUNG PEOPLE HOW TO COOK HEALTHY AND DELICIOUS FOOD ON A BUDGET

£20

COULD PAY FOR A YOUNG PERSON IN OUR HOUSING AND HOMELESSNESS SERVICE TO RECEIVE ONE HOUR OF DEDICATED SUPPORT FROM A SUPPORT WORKER

£30

COULD FUND A MEDIATION SESSION WHICH ALLOWS A YOUNG PERSON TO BUILD FAMILY RELATIONSHIPS AND STAY AT HOME SAFELY

£121

COULD BUY A 'MOVE-ON' PACK OF HOUSEHOLD ESSENTIALS, SUCH AS A TOASTER, KETTLE ETC TO HELP A YOUNG PERSON SUCCESSFULLY MOVE ON TO INDEPENDENT LIVING



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SPREAD THE WORD: SHAREABLE ASSETS



Don't forget to **SHARE YOUR CHALLENGE**

Tag [@EYH_UK](#) so we can see what games you have chosen to tackle and don't forget the all-important streaming selfie!

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

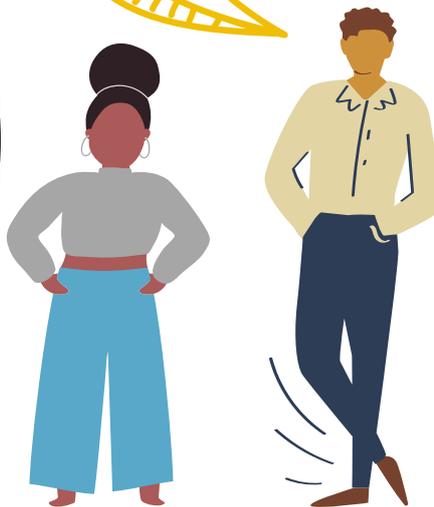
Remember to use [#GamingForGood](#) to stay up to date across all our social media channels.



I'm taking part in [#GamingForGood](#) for [@EYH_UK](#). Simply by gaming, we can raise money and awareness for homeless young people across the UK. Whether you are a fortnite fiend or a super scrabbler, we can all do our bit for this important cause. Set up your own event via the link in my bio/below].

Will you help me reach my [#GamingForGood](#) target by donating via the link [in my bio/below]? I'm trying to reach £121, the amount it costs to equip a young person with all new-home essentials. I'm almost there!

I've smashed my fundraising target for End Youth Homelessness! Thank you to everyone who helped me raise £X. This will help [@EYH_UK](#) continue their vital work supporting vulnerable young people into housing, education, employment and training. [#GamingForGood](#)



IT'S GAME ON TO END YOUTH HOMELESSNESS



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THANK YOU FOR SUPPORTING

**GAMING FOR
GOOD**

**WITH YOUR HELP IT'S GAME
ON TO END YOUTH
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**FOR MORE INFORMATION
CONTACT: ABBIE MURPHY
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