

The BIG Sleep Easy 2020

To prevent the spread of Covid-19 an estimated 90% of Rough Sleepers were temporarily accommodated throughout England by local authorities.

EVENT PACK

The post Covid-19 challenge is to have in place not only continued safe and secure accommodation, but also that the focused positive support is in place for those in need. YMCA and the Street Support Network are dedicated to ensuring long-term solutions ... for **EVERYONE**.

Your Support Is Invaluable ...



**Saturday
17 October
2020**

JOIN US
Campaigning to raise **awareness** of homelessness and **fundraising** to combat it



#bigsleepeasy

**If you have questions,
please contact the Event Manager**

Sheena Dayman on 07824 333505 or email
sheena.dayman@ymcabournemouth.org.uk

YMCA

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www.ymcabournemouth.org.uk





INTRODUCTION

We believe that
everyone should have
a safe place to stay

Event: BIG Sleep Easy 2020

Date: Saturday 17 October 2020

Time: From 6.45pm through to 6.30am on Sunday 18 October 2020

Venue: Bournemouth Sports Club, Chapel Gate, Christchurch BH23 6BD

Individuals, groups, clubs and local businesses are warmly invited to take part in this truly unique charity fundraising event. Aimed at raising awareness of the local/national homelessness issue, whilst also raising essential funds to enable your local YMCA to continue/increase its positive, and invaluable, local impact. Your funds help YMCA to support those in need, focused on achieving **independent living** and to **secure a positive long-term future for ALL**.

The **BIG Sleep Easy** offers a fantastic challenge to individuals and companies to set themselves a fundraising target, build the best cardboard shelters and 'survive' until morning. For local businesses and organisations, it's also the perfect opportunity for team-building, informal networking and the chance to demonstrate an organisation's community spirit/involvement.

Upon arrival, participants will be given two/three cardboard boxes to set up their shelter in a secure outside games area. The shelters can then be decorated as desired, with prizes awarded for aesthetics and innovation.

Following an introductory speech, hot drinks/soup will be available before we wish one another a fond and safe 'Goodnight!'

Join in, have fun and make a difference!

If you have questions, please contact 07824 333505 or email sheena.dayman@ymcabournemouth.org.uk

Jess became homeless after a mental health breakdown that resulted from a situation of ongoing domestic violence. After staying on a friend's sofa, she was provided with temporary accommodation by the council and later by YMCA Bournemouth.

“ Whilst at the YMCA I received twenty-four hour emotional support from staff who helped me work through serious issues around my physical and mental health. I attended numerous YMCA Bournemouth organised activities, including residential trips, which helped me work on my social isolation and personal development. As a result, I was able to grow in strength and managed to develop a range of coping mechanisms. Without the continued support I received from staff during my time there, I don't feel I'd be the person I am today.”

The BIG Sleep Easy 2020

Welcome

Thank you for your interest in our Big Sleep Easy event. By taking part you will be helping to improve the lives of many people facing homelessness in the Bournemouth, Poole and Christchurch area.

Within this pack you will find everything you need to prepare for the event including event information, tips for fundraising, a kit list and sponsorship forms.

How you will be making a difference?

YMCA Bournemouth prevents homelessness directly by providing roofs over people's heads. However, our primary strategy is to equip those residents with the skills and confidence they need to 'move on' to independent living and a positive **long-term** future.

By supporting us you are helping us to keep people safe from homelessness locally, not only in the short-term but hopefully for the rest of their lives.

2020

280,000+ people are recognised as homeless in England
(Dec 2019 - Shelter UK)

2018 to 2019 ...
+ 7% rise in people sleeping rough in the South West
(Feb 2020 - Gov UK)

Cost for Society of a single person sleeping rough is £20,128 ... while successful intervention costs £1,426
(Research for Crisis)

INFORMATION FOR PARTICIPANTS

Getting sponsored

Prior to participating in the event we are kindly asking every individual to raise **a minimum of £100** each to go towards our work in the local community. The idea is to ask friends, family and colleagues to sponsor you to 'Sleep Rough So Others Don't Have To' and raise that amount or more. Our hints and tips section overleaf will suggest some ways in which you can reach or perhaps exceed your goal.

There are two ways in which you can collect sponsorship pledges: ONLINE or by using the enclosed SPONSORSHIP FORMS. Many people do a combination of both.

Gift aid

Both the online and print versions of the sponsorship form include a Gift Aid box for UK taxpayers to indicate that they'd like to claim gift aid on the amount they pledge. For every £1 sponsored, **YMCA Bournemouth can claim an extra 25p** through Gift Aid if this box is ticked and if a full name and address are supplied, including postcode. See the sponsorship form for full details but **please encourage your sponsors to tick the Gift Aid box**: an extra 25% will make a big difference!

Offline sponsorship

For offline pledges, please use the attached forms or photocopies/printed scans of these forms.

Please bring the sponsorship forms and funds collected with you on the evening of the event – ideally in the form of a cheque payable to YMCA Bournemouth – and you will receive both a receipt and a very big thank you in return!

Setting up your online fundraising page on uk.virginmoneygiving.com

Setting up an online fundraising page on Virgin Money Giving is a very effective way of fundraising as it allows people from any location to sponsor you quickly, easily and safely. It also allows you to reach far more people by sending a link DIRECTLY to your fundraising page via social media or email.

Please see overleaf for a guide to setting up your YMCA Bournemouth fundraising pages.

If you are part of a team, you will still need to create an individual page. Separately, we will create a page on your team's behalf and you will then be able to link your individual page to that team page. Support is available at any time from Karen Brixey on 01202 777766.



To set up your online fundraising page, please visit
uk.virginmoneygiving.com

Step One

Click the 'Sign In' button and follow the instructions to register on the site.

Step Two

To create your fundraising page, click on 'Start new challenge'.

Step Three

You will be asked 'What is your fundraising challenge?' Type in '**The Big Sleep Easy 2020**' and select the Event.

Step Four

When asked 'Have any of your selected charities contributed to the cost of your event?', select 'No'. If you would like to be kept up-to-date with information about YMCA Bournemouth and other events please tick to receive emails and then 'Create my page'.

Step Five

Upload a background image & profile photo, set a target, add a company logo if desired and say why you are taking part*

Step Six

Copy your page link to send to supporters and then use this and the social media sharing function to tell the world!

**Are you
a member
of a team?**

Your organiser will send you a link to your team page.
A visit to this while logged in will allow you to
'Link your personal funding challenge'.

* An example page can be found overleaf. We can provide you with a generic pre-sized background image and text describing the event. For additional support please don't hesitate to contact Karen on kbrixey@thejunctionbroadstone.co.uk

YMCA

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INDIVIDUAL FUNDRAISING PAGE EXAMPLE

moneygiving Make a donation Fundraisers Charities Businesses Sign in

Saturday 16th November

Roberto Lorenzo
The BIG Sleep Easy 2019
Company

http://uk.moneygiving.com/RobertoLorenzo

0% of target

Total raised so far: **£0.00**
Total plus Gift Aid: £0.00

Target: **£200.00**
Raised offline: £0.00

My story

I am going to be sleeping outside for a night to raise funds for YMCA Bournemouth. We see so much homelessness in Bournemouth these days and I can't imagine what it must be like to have to sleep rough every night. As well as doing something to help, perhaps taking part in the Big Sleep Easy will give me some insight into what it's like.

Please support me if you can.

About the Event:

Individuals and local businesses have been invited to take part in a unique charity fundraising event aimed at raising awareness of homelessness and essential funds to support our work helping homeless people to achieve independent living.

[Read more](#)

Share Roberto's story

Email Facebook Twitter LinkedIn

moneygiving Make a donation Fundraisers Charities Businesses Sign in

Saturday 16th November

Company
Fundraisers

https://uk.moneygiving.com/CompanyFundraisers/Com

Total raised so far: **£0.00**
Total plus Gift Aid: £0.00
Raised offline: £0.00

Story

At Company, we wanted to give back to the community by supporting YMCA Bournemouth and taking part in The Big Sleep Easy 2019. We see so much homelessness in Bournemouth and the UK that we want to help, and thought this was a brilliant way to do it. Please donate to support us and YMCA Bournemouth.

Click below to donate to individual Fundraisers:

[Heather Chandler - Roberto Lorenzo](#)

About the Event:

Individuals and local businesses have been invited to take part in a unique charity fundraising event aimed at raising awareness of homelessness and essential funds to support our work helping homeless people to achieve independent living.

[Read more](#)

Share their story

Email Facebook Twitter LinkedIn

Link your personal fundraising challenge

Create or link your personal fundraising challenge to see the total being raised for your loved one.

Charity

Bournemouth Young Men's Christian Association

Supporters

Shirena Hello Fundraiser £0.00

Roberto Lorenzo Fundraiser £0.00

Heather Chandler Fundraiser £0.00

Heather Chandler Fundraiser £0.00

TEAM PAGE EXAMPLE

LINKS TO INDIVIDUAL FUNDRAISERS CAN BE FOUND IN THE MAIN TEXT AND AT THE BOTTOM OF THE PAGE

TOP TEN FUNDRAISING HINTS



1. Start Early! Don't leave your fundraising until the last minute.
2. Aim high. The higher you set your online giving page goal, the more you are likely to raise.
3. Ask friends and close family to sponsor you first as they tend to set the standard for everyone who follows them.
4. Make a list of everyone else you know and ask them. From colleagues to family members, even your local pub landlord: once you realise how long this list is your target will seem more attainable.
5. If your company has encouraged your involvement in this event they've already made a big difference, but in special cases some companies are also able to offer a match-giving scheme and equal the amount you raise.
6. Be positive: most people will be pleased to sponsor you when they realise what you are doing.
7. Email the link of your Virgin Money Giving online page to everyone in your address book. Add a link through to your Facebook page and send reminders each week to give people an update of how your fundraising is going, and thus encouraging them to contribute.
8. Help us make your sponsorship money go even further by making sure your supporters 'Gift Aid' their donations.
9. Publicise your event in the office, in your local pub, club or gym... wherever people know you. And always keep a paper sponsorship form on you, just in case!
10. Say 'thank you!' Every penny counts, so please thank people for every donation, both from yourself and from ourselves at YMCA Bournemouth.

SPREADING THE WORD - TIPS FOR BUSINESSES

We are hugely grateful to the people who support our work and firmly believe in publically thanking anyone who participates or contributes to our fundraising events. In the spirit of the parable from which it came, we do *not* believe that businesses or organisations who help us should hide their light under a bushel. **When you share a press release or social media post about your support for YMCA Bournemouth, more people hear about the work that we do, PLUS the greater the chance that other businesses might consider how they themselves could help their local community!**

Top Tips!

- **Tell people in advance:** Whether it's just social media posts or a full-on press release and discussions with local journalists, the sooner you let people know that you and your staff are involved in a fundraising event, the greater the exposure and potentially the greater your fundraising success, especially if you include a link to one or more of your fundraising pages.
- **Use your resources:** Create a page or news item on your website/blog telling them about your Sleep Easy efforts. If you send out a mailshot, include an item about Sleep Easy or perhaps add a footer image to your regular emails. If you have social media pages, you could change the background images to let people know about the event, and give your followers the chance to be involved, either by sponsoring you or in a 'Sleep Easy' themed competition?
- **Let us help:** We'll send you a press release and images that you can adapt and use. If you need help creating a banner for your website or article for your newsletter, we'll do it for you. And every time you use social media, if you include @ymcabournemouth in the post we will share it to thousands of our followers. **We are here to help you spread the word!**

PS, don't forget to use: #YMCABbigsleepeasy2020

ON SATURDAY 17 OCTOBER 2020 ...

The event begins at 6.45pm in the grounds of **Bournemouth Sports Club, Chapelgate, Christchurch BH23 6BD**. Follow the signs for the Bournemouth International Airport. Chapel Gate is situated in East Parley on the left hand side of the roundabout on Parley Lane (B3073) to the west of the airport. Parley Lane follows the southern perimeter of the airport. There is ample parking on site.

Once you have arrived you will be asked to sign in. If you have recorded all or some of your sponsorship pledges using paper forms please bring these with you plus a cheque for the full amount payable to YMCA Bournemouth. Cash is acceptable but a cheque is preferred for security reasons.



Itinerary

- 6.45pm - Participants arrive and given boxes to build their shelter
- 8.00pm - A welcome briefing / complimentary hot drink
- 9.15pm - Prizes awarded to the best/most innovative shelters
- 9.30pm - Press photos + hot soup for those who've pre-ordered food (see below)
- 10.30pm - Lights out...and wishing you a comfortable night's sleep!
- 6.30am - Complimentary hot drink + breakfast baps served for those who've pre-booked them
- 8.00am - Site cleared, press photos and a BIG thank you to all!

What to bring?

The weather possibly could be extremely cold so please dress sensibly. We recommend you bring:

- Warm sleeping bag (appropriate for winter use)
- Blankets and a roll-up mat
- A roll of bin bags or similar for waterproofing if needed
- Wear many layers of warm clothing and remember to pack thick socks.
- A torch and batteries (essential for any night-time trip to the toilet blocks!)
- Get creative: cardboard boxes are provided but bring scissors and any additional decorating materials. There'll be prizes for the best dressed shelter!
- Soup and breakfast can be booked in advance (see below) and hot drinks will be served twice, but a thermos full of your own hot drink would be a great companion.

Additional information

Shelters will be built on AstroTurf inside a secure, caged Multi-Use Games Area (MUGA). Only flat soled shoes or boots should be worn in this area. Smoking is allowed in a separate smoking area. There is access to a bar for a short period of time but personal alcohol is not permitted on-site. No tape or other items should be affixed to the MUGA.

In the case of EXTREMELY severe weather, access will be provided to a building for the remainder of the night. Toilet facilities will be available at all times, with a light left on throughout the night. Qualified first aiders will be on site during the event.

Hot drinks/food

Hot drinks will be available free of charge in the evening and first thing in the morning. For those that wish it, supper/breakfast will be available at £5 per person in total, consisting of vegetable soup with bread/butter in the evening and a breakfast bap (bacon, sausage or egg) in the morning.

Please note, food MUST be booked in advance via sheena.dayman@ymcabournemouth.org.uk

A huge thank you for pledging to support our Sleep Easy participant. Your funds will empower our work helping homeless people achieve independent living and a secure long-term future.

Name of person sponsored:

Full address of person sponsored:

Event Title:

Date of Event:

Gift Aid Declaration: If I have ticked the box 'Gift Aid', I can confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want **YMCA Bournemouth, Poole & Christchurch** to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax / Capital Gains Tax in the current tax year that the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

Full Name	Home Address only (please provide in full)	Amount Sponsored	Gift Aid	Date Given	Please see below*. If you would like to receive further communication from us, please give us your email address.
e.g Mr Joe Bloggs	1 The Road, RoadTown, Roadington, RO18 7DH	£10	<input checked="" type="checkbox"/>	04/01/2020	joeblogs@hotmail.co.uk

*From time to time, YMCA Bournemouth would like to contact you about our fundraising and volunteer opportunities and to give you more information about our work. If you are happy for us to use your details in this way and contact you by EMAIL only, please complete the end column. Your details will only be used by YMCA Bournemouth and never passed on to third parties, and your data will be deleted within two years unless you request otherwise**. You are able to opt out or change the way in which we contact you at any time, to do so please email enquiries@ymcabournemouth.org.uk or call 01202 290451. **For full details please see our Privacy Policy at www.ymcabournemouth.org.uk.



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e.g Mr Joe Bloggs	1 The Road, RoadTown, Roadington, RO18 7DH	£10	✓	04/01/2020	joebloggs@hotmail.co.uk

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Thank You!

01202 290451

sheena.dayman@ymcabournemouth.org.uk

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Charity No: 1078728

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