

# YMCA

# TEESDALE

**Thank you** for  
signing up to take part in  
Sleep Easy 2018!



Now that you are part of the team we wanted to tell you a little bit more about why it is such a vital event for a charity like YMCA.

## Did you know?

- It was estimated in 2013/14 that 64,000 young people were in touch with homelessness services in England, more than four times the number accepted as statutorily homeless.
- Current Jobseekers' Allowance rates for under 25s are £57.90 per week, as compared with £73.10 for those aged 25 and over. Young people's weekly allowance is therefore less than 80 per cent of that for adults aged 25 and over.

Recent welfare reforms have had a significant impact on young people's housing and shared accommodation is becoming the most or only affordable option.

# Fundraising

As we are trying to raise as much money as possible for our Supported Accommodation projects, we are encouraging you all to get your friends and family to sponsor you for taking part in Sleep Easy! We've set a target of £1500 – But let's see if we can raise more!

- First things first, head over to the JustGiving website and sign you or your team up to the event 'YMCA Teesdale's Sleep Easy 2018.'
- Tell everyone and invite them to sign up too! If they can't, ask them to sponsor you!
- Raise money sending emails, through social media or paper sponsorship forms.
- Send everyone to our JustGiving campaign link:  
<http://bit.ly/YMCATeesdaleSleepEasy2018>
- There is no amount too big or small, every penny counts.

## **An example email message to sponsors might be:**

"Hi... You might or might not have heard but I'm homeless... For a night! Just me, a sleeping bag and a cardboard box! On Friday 16th March I'll be sleeping out in Barnard Castle to raise awareness of homelessness in Teesdale and money for YMCA Teesdale.

All the money raised goes directly to the YMCA Teesdale's Supported projects. This enables us to provide vital 1:1 support and a range of positive programmes that for vulnerable young to help them enter education, gain employment, live independently and become contributing members of society.

Please sponsor me to help me get through the cold (and potentially wet) night.....  
(Insert the link to your JustGiving Page)

Thank you in advance for any support you can give –

I really appreciate it. (Your Name)"

# Social Media Status updates

As a fundraiser you should be posting an update fairly regularly, and it should \*always\* have your Justgiving page attached to it. Maybe you've had a big donation, or seen a news article on something that relates to homelessness or youth homelessness - it could be anything.

Tell people, they want to know! Update. Be rigorous and organised about it. Three times a week is acceptable. After all, you're doing something brilliant for a very worthy cause.

## **Don't forget to say thanks**

Say thanks. A lot. Wall-post a 'thank you' note when someone sponsors you. It acts as a reminder to others in the newsfeed that you are fundraising and they could contribute.

When Sleep Easy is over don't forget to thank people collectively and individually. Let them know, in as much detail as you can, how much of a difference they have made together in supporting you and YMCA. It is a wonderful thing and you can use social media to celebrate that with those who have supported you.

# Sleep Easy Participation Pack 2018

What's included in your registration fee? Hot drinks will be provided free of charge by YMCA Teesdale throughout the event. Please feel free to bring along a flask to top up if you wish.

We will also include some hot food on the evening. Please let us know in advance of any dietary requirements you may have. We will do our very best to accommodate your needs. Should you wish to bring your own food, we would suggest something that will keep you warm e.g.. a flask of soup.

There won't be anywhere to heat the food on the night so preparation is key! Breakfast of bacon buns (with a vegetarian option available) will be served the following morning at approximately 6am, along with hot drinks. This is also included in the price of your ticket.

You will need a cardboard box for basic shelter - please ensure you check out the suggested 'kit list' below for an idea of what to bring with you on the night. We are also hosting a cardboard box decorating competition - Be as creative as you like! Fairy lights are encouraged!

# Suggested Kit List

First things first, come prepared! Whilst we want to create a realistic experience to raise awareness of homelessness for people in Teesdale, we want all our participants to stay reasonably warm and comfortable!

- Sleeping Bag and blankets!
- Consider bringing an old piece of carpet/plastic sheet/tarpaulin to put under and under your sleeping bag to help prevent damp in the unfortunate event of rain.
- Camping or yoga mats for extra comfort inside your box
- LAYER UP!! It's really important to wear lots of layers, hoodies, warm boots, thick socks, hats, scarves, gloves etc.
- Extra money for food and drink if necessary.
- Anything you like to decorate your cardboard box for the competition!
- Don't forget any medication or other essentials.

PLEASE NOTE: NO alcohol is allowed on site.