

YMCA
BOURNEMOUTH

Bournemouth/Poole/Christchurch



#bigsleepeasy



YMCA

BIG
SLEEP
EASY

EVENT PACK

Saturday
12 October
2024

JOIN US

Campaigning to raise **awareness** of homelessness
and **fundraising** to combat it.

If you have questions, please contact the Event Manager

Sheena Dayman on 07824 333505 or

email: sheena.dayman@ymcabournemouth.org.uk

www.ymcabournemouth.org.uk



INTRODUCTION

Event: BIG Sleep Easy 2024

Date: Saturday 12 October 2024

**Time: From 6.45pm through to 6.30am
on Sunday 13 October 2024**

Venue: Talbot Heath School,
Rothesay Road
Talbot Woods
BH4 9NJ

Join in, have fun and make a difference

Instructions:

Upon arrival, participants will be given three/four cardboard boxes to set up their shelter in a secure place. The shelters can then be decorated as desired, with prizes awarded for the aesthetics and innovation. Following an introductory speech hot drinks/soup will be available. Shelter building and judging will take place before wishing everyone a fond goodnight. In the morning bacon/veggie rolls will be supplied by Winton Salvation Army from their purpose built Community Van



We believe that
everyone should have
a safe place to stay

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.

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



YMCA enables people to develop their full potential in mind, body and spirit. Inspired by, and faithful to, our Christian values, we create supportive, inclusive and energising communities, where young people can truly belong, contribute and thrive.

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 2024

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.

CRISIS

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

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Getting sponsored

Prior to participating in the event we are kindly asking every individual to raise **a minimum of £300** 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.

Gift aid

The online sponsorship includes 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 home address are supplied, including postcode.

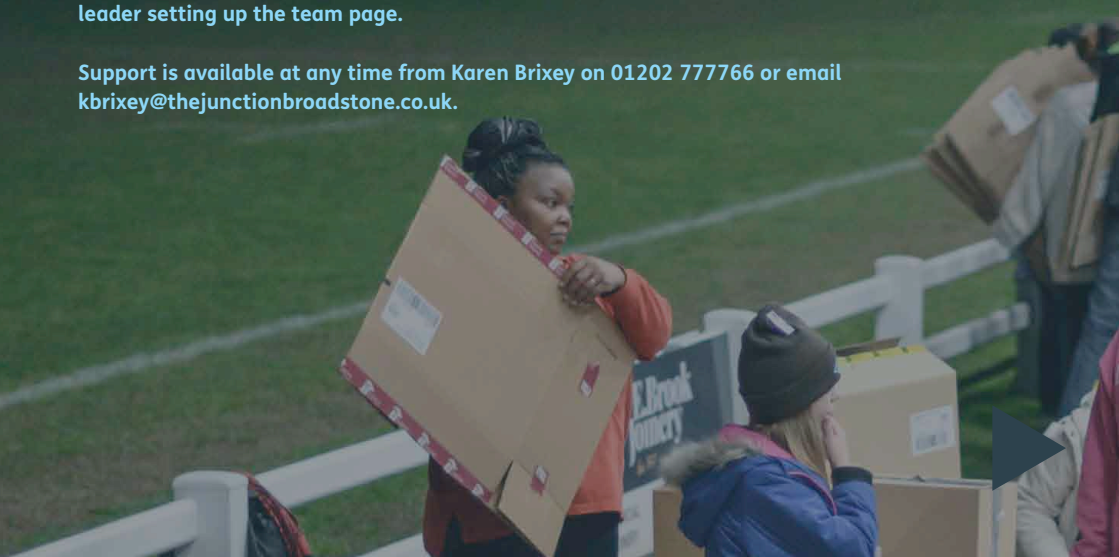
Setting up your online fundraising page on [justgiving.com](https://www.justgiving.com)

Setting up an online fundraising page on Just 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 as well as your team leader setting up the team page.

Support is available at any time from Karen Brixey on 01202 777766 or email kbrixey@thejunctionbroadstone.co.uk.

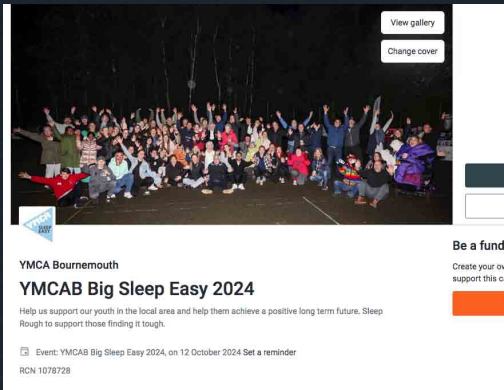


To set up your online fundraising page and team pages, please visit <https://justgiving.com/campaign/ymcabbigsleepeasy2024>

Step One

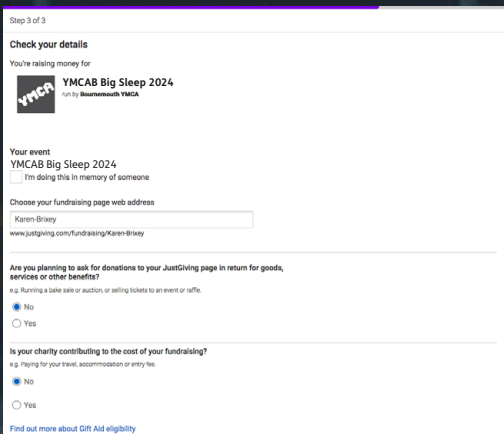
Go to the URL above

- Click on Start Fundraising
- Create your JustGiving account or sign in to an existing account



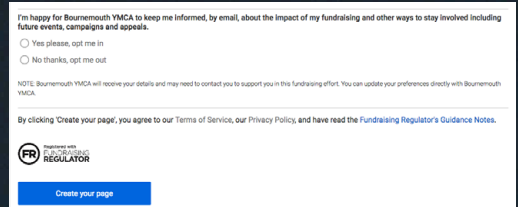
Step Two

- Are you planning to ask for donations to your JustGiving page in return for goods, services or other benefits? **Click NO**
- Is your charity contributing to the cost of your fundraising? **Click NO**



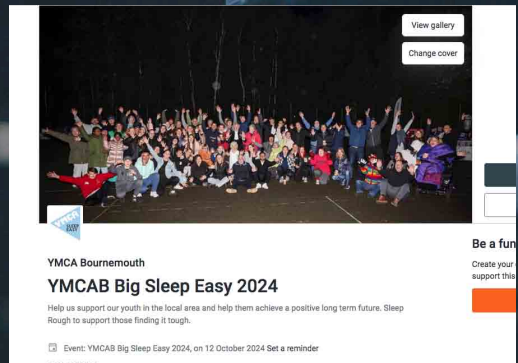
Step Three

- Click Yes or No to receive YMCA Bournemouth info
- Click Create Your Page



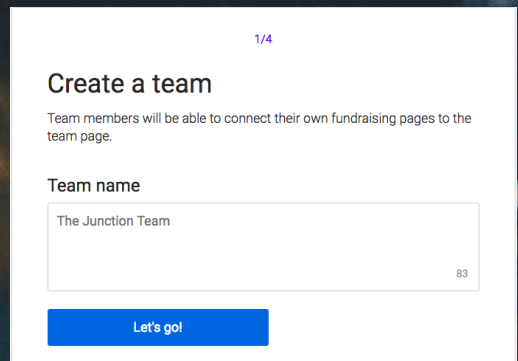
Step Four (to create a team page)

- Click Create a team



Step Five

- Enter you team name, click Let's go!



For additional support please don't hesitate to contact Kazzie on kbrixey@thejunctionbroadstone.co.uk

To set up your online fundraising page and team pages, please visit <https://justgiving.com/campaign/ymcabbigsleepeasy2024>

Step Six

- Click Continue

The screenshot shows a page titled "Your fundraising" with a progress indicator of 2/4. It explains that team members will support the chosen organization and join the same event by default. It notes that as team captain, you can edit page settings for fundraising for any charity, campaign, or event at any time. The organization is identified as "Bournemouth YMCA". The event is "YMCAB Big Sleep 2024" on 15 October 2022. A blue "Continue" button is at the bottom.

Step Eight

- Set your team target to a minimum of £500 per person
- Create your own team URL
- Click Create Your Team

The screenshot shows a page titled "Team settings" with a progress indicator of 4/4. It prompts the user to "Set fundraising targets and a link for your team page." Under "Team fundraising target", the amount is set to £0 and the currency is GBP. A note says "You can change your target at any time." There is a dropdown menu for "Set a target for team members" with a downward arrow. Under "Team page link", the URL "justgiving.com/team/" is shown above a text input field containing "TheJunctionTeam". A note below says "e.g. teamrudge" and a green checkmark icon indicates "This team page link is available." A blue "Create your team" button is at the bottom.

Step Seven

- Enter your team story and pictures
- Click continue

The screenshot shows a page titled "What's the story?" with a progress indicator of 3/4. It asks the user to "Bring your team page to life by adding a photo and writing your story." There is a photo upload icon and a button labeled "Upload a team cover photo". Below is a "Team story" section with a text area for "Describe your team and what you're doing" and a rich text editor toolbar with icons for text, quote, link, image, and video. A blue "Continue" button is at the bottom, and a "Skip this step" link is below it.

Step Nine

- Now invite your team members

The screenshot shows a page titled "You've got yourself a team!" with a sub-header "Your team page". It says "Invite friends to join your team and start fundraising together." Below is a photo of two people running. The team name is "The Junction Team", fundraising for "Bournemouth YMCA". The event is "YMCAB Big Sleep Easy 2022" and there is "1 member". A blue "Invite team members" button is at the bottom.

For additional support please don't hesitate to contact Kazzie on kbrixey@thejunctionbroadstone.co.uk

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 Just 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.
10. Say 'thank you!' Every penny counts, so please thank people for every donation, both from yourself and from ourselves at YMCA Bournemouth.

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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: #YMCABbigsleepeasy2024

ON SATURDAY 12 OCTOBER 2024

The event begins at 6.45pm in the grounds of
Talbot Heath School.

Site addresses: **Talbot Heath School**
Rothesay Road
Talbot Woods
BH4 9NJ

The YMCA logo is displayed in a large, white, stylized font on a blue triangular background that points towards the top right of the page.

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Itinerary

- 18:45 - Participants arrive and given boxes to build their shelter
- 20:00 - A welcome briefing
- 21:15 - Shelters judged
- 21:30 - Press photos + hot soup for those who've pre-ordered food (see below)
- 22:30 - Lights out ... and wishing you a comfortable night's sleep!
- 06:30 - Complimentary hot drink + breakfast baps served for those who've pre-booked them
- 08:00 - 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) there will be a coffee cart for hot drinks in the evening and a complimentary hot drinks will be served in the morning, but a thermos full of your own hot drink would be a great companion.

Additional information

Smoking is allowed in a separate smoking area. No alcohol is permitted.

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/soup and morning rolls to be ordered in advance for a donation of £5.00 per person, this will be donated directly to the Winton Salvation Army. Soup kindly donated by Fore Runner.



Thank You!



Event Sponsors



01202 290451 | sheena.dayman@ymcabournemouth.org.uk

YMCA Bournemouth | Delta House | 56 Westover Road | Bournemouth | BH1 2BS

www.ymcabournemouth.org.uk Charity No: 1078728



Here for young people
Here for communities
Here for you

YMCA enables people to develop their full potential in mind, body and spirit. Inspired by, and faithful to, our Christian values, we create supportive, inclusive and energising communities, where young people can truly belong, contribute and thrive.

FAMILY & YOUTH WORK

HEALTH & WELLBEING

HOUSING

TRAINING & EDUCATION

SUPPORT & ADVICE