

The Big Sleep Easy

LOCAL BUSINESS?

Make a difference
Enjoy yourselves
Earn positive PR
Team building FUN!

EVENT PACK



JOIN US

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



#bigsleepeasy

If you have questions,
please contact the event coordinator
Sheena Dayman on 07824 333505 or email
sheena.dayman@ymcabournemouth.org.uk

Saturday
16 November
2019

YMCA

SLEEP EASY

www.ymcabournemouth.org.uk



INTRODUCTION

We believe that
everyone should have
a safe place to stay

Event: BIG Sleep Easy 2019

Date: Saturday 16 November 2019

Time: From 6.45pm through to 6.30am on Sunday 17 November 2019

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

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 individuals to achieve **independent living** and **secure a positive long-term future**.

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

Businessman Mehdi Vahdati, founder of Tien Hotel and Restaurants, was supported by us many years ago when he lost a previous business and found himself homeless.

“**YMCA Bournemouth gave me a sense of family, talked to me, advised me, arranged courses and gave me the space to unravel what happened. I had a place where I was safe. They can change your life: they changed mine.**”

The Big Sleep Easy 2019

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.

PROVE

108

short-term beds
across four projects

197

people kept safe from
homelessness in 2018

71%

of homeless individuals on
the local authority's SP Pathway
(44.4% of our residents are on this)
successfully moved-on to achieve
independent living in 2018

INFORMATION FOR PARTICIPANTS

Getting sponsored

Prior to participating in the event we are 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 Heather on 01202 290451.



To set up your online fundraising page, please visit

uk.virginmoneygiving.com

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

You will be asked 'What is your fundraising challenge?' Type in 'Big Sleep Easy 2019'

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

ARE YOU A MEMBER OF A TEAM?
Your organiser will send you a link to your team page. A visit to this will allow you to 'Link your personal funding challenge'.
Ignore the 'create new page' option

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

When asked 'Have your charities contributed to the cost of the event', select 'No' and then 'Create my page'

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

* 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 Heather on 01202 290451.

TEAM LEADERS! HOW TO SET UP A TEAM PAGE

A team page allows a number of individual fundraisers to be listed under a team name with a single shareable link and then aim for a combined target.

To request a team page, please email heather.chandler@ymcabournemouth.org.uk explaining:

a) What you would like your team name to be and **b)** why your team/company is taking part in The Big Sleep Easy and why you think homelessness/YMCA Bournemouth is worthwhile cause.

Within a week, Heather will send you a link to your team page for you to proof. She'll also send you a pre-designed background image and text describing the event for you to share with individual team members who can then use them on their pages.

You'll find page examples overleaf. For assistance please do not hesitate to contact: heather.chandler@ymcabournemouth.org.uk or call her on **01202 290451**.

moneygiving Make a donation Fundraisers Charities Businesses Sign in

Saturday 16th November

Roberto Lorenzo

The BIG Sleep Easy 2019

Company

https://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

YMCA

SLEEP EASY

INDIVIDUAL FUNDRAISING PAGE EXAMPLE

moneygiving Make a donation Fundraisers Charities Businesses Sign in

Saturday 16th November

Company & Fundraisers

https://uk.moneygiving.com/SomeonesSpecialCom

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 that. 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. [Next >](#)

Charity

Bournemouth Young Men's Christian Association

Supporters

Donors Fundraisers

Shenna Hells [@shenna](#) £0.00

Roberto Lorenzo [@RobertoLorenzo](#) £0.00

Heather Chandler [@heatherchandler](#) £0.00

Heather Chandler [@heatherchandler](#) £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.

The YMCA logo is displayed in a stylized, white, blocky font, slanted upwards to the right, set against a light blue background that forms a triangular shape pointing towards the top right corner of the page.

SLEEP EASY

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!**

ON SATURDAY 16 NOVEMBER...

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.

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

**SLEEP
EASY**

Itinerary

- 6.45pm - Participants arrive and given boxes to build their shelter
- 8pm - 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 is likely to 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. No smoking is allowed but a separate smoking area will be available. 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 fundraising@ymcabournemouth.org.uk

Sponsorship Form and Gift Aid Declaration

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.

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 England & Wales 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 communications 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"/>	04/05/17	
			<input type="checkbox"/>		
			<input type="checkbox"/>		
			<input type="checkbox"/>		
			<input type="checkbox"/>		
			<input type="checkbox"/>		
			<input type="checkbox"/>		
			<input type="checkbox"/>		
			<input type="checkbox"/>		
			<input type="checkbox"/>		

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 tick the final column alongside your details. We will not pass your details to third parties and will delete your data within two years unless you request otherwise*. You can withdraw or change your consent for us to hold or use your data at any time by contacting enquiries@ymcabournemouth.org.uk or by calling us on 01202 290 451 **For full details please see our Privacy Notice at www.ymcabournemouth.org.uk.

Bournemouth Young Mercs Christian Association - A company limited by Guarantee. Registered in England. Registration No. 3817056 - Charity No. 1078728 - Registered Housing Ass. No. H4246 - VAT Registration No. 186 756021 - Registered Office: Delta House, 56 Westover Rd., Bournemouth BH1 2BS



Sponsorship Form and Gift Aid Declaration

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.

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 communications from us, please give us your email address
e.g. Mr Joe Bloggs	1 The Road, Roadtown, Roadington, RO18 7DH	£10	✓	04/05/17	

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 England & Wales 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 is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

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 tick the final column alongside your details. We will not pass your details to third parties and will delete your data within two years unless you request otherwise*. You can withdraw or change your consent for us to hold or use your data at any time by contacting enquiries@ymcabournemouth.org.uk or by calling us on 01202 290 451 **For full details please see our Privacy Notice at www.ymcabournemouth.org.uk.

Sponsorship Form and Gift Aid Declaration

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.

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 communications from us, please give us your email address
e.g. Mr. Joe Bloggs	1 The Road, Roadtown, Roadington, RO18 7DH	£10	✓	04/05/17	

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 England & Wales 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 than 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.

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 tick the final column alongside your details. We will not pass your details to third parties and will delete your data within two years unless you request otherwise**. You can withdraw or change your consent for us to hold or use your data at any time by contacting enquires@ymcabournemouth.org.uk or by calling us on 01202 230 451 **For full details please see our Privacy Notice at www.ymcabournemouth.org.uk



Thank You!

01202 290451

fundraising@ymcabournemouth.org.uk

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

Charity No: 1078728

www.ymcabournemouth.org.uk

